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LETTER FROM THE DIRECTOR
Having the surreal experience of living and working through a global pandemic with hundreds of thousands lives lost, even more lives affected, strict public health guidance changing rapidly, and the reality of transitioning to fully remote work certainly has had its struggles and challenges. Yet, the staff at the SWC not only rose to the occasion, but like a phoenix rising from the ashes, emerged stronger, transformed, and triumphant.

The following pages include just a few examples of how the SWC staff seized the moment that resulted in transformational milestones for our department and the Dartmouth community.
SVPP maintained educational continuity for our students by immediately creating quality, engaging, homegrown online modules of sessions in record time. This endeavor, previously a distant goal for making up missed sessions, took flight as a priority. This team also forged ahead and successfully launched a very complex five-year longitudinal evaluation research plan with a partner institution with even more care and intentionality given the pandemic.

Our BASICS sessions and Wellness Check Ins became more accessible for students near and far thanks to the immediate move to Zoom as a platform for connecting. The staff also responded to Zoom fatigue by advertising phone-based conversations (with an optional “walk and talk” encouraging students to tend to their wellbeing by adding movement to the check in).
Our **Wellbeing** offerings, including mindfulness and yoga experiences, exploded in the virtual sphere resulting in a robust library of audio, visual, long and bite-sized experiences. The creation of an SWC blog invited deeper exploration into our monthly themes and the launch of our active Instagram has become a source of wellbeing support for folks far and wide. The Wellbeing Team also responded quickly to the call for a return to in-person group programming by offering moments of mindfulness, meditative hikes, and outdoor yoga throughout the year, scaling up as health and safety measures allowed.
With the spotlight on racial injustice that occurred concurrently with the pandemic, the SWC has been inspired to think critically about our mission and embrace a more direct articulation of the connection between social justice and public health.

The SWC supported many COVID-prevention initiatives through our application of health promotion best-practices, ultimately increasing our visibility and fostering more campus-wide collaborative relationships.
The resiliency of this team and of our campus as a whole is awe-inspiring. The hope that we may be able to return to a Dartmouth that is even better, stronger, safer, and healthier than before is present thanks to a better understanding of how each and every person’s health and wellbeing—undergrads, graduate students, staff, and faculty—rely and depend on each person doing their part.

**Because after all, we are in this together.**

Caitlin Barthelmes, MPH
*Director*
As an office that specializes in prevention and behavior change, we were happy to contribute our expertise to creating a safer, healthier community in the context of pandemic related needs.
Staying Healthy in a Changing Environment online course was launched to all undergraduate, graduate, and professional school students and all faculty and staff and was completed by 82% of the Dartmouth community (N= 8,850).

The course contributed to a baseline understanding within the Dartmouth community regarding COVID-19 information, preventative practices, and policies and agreements for living and learning on campus as well as exposing individuals to the community video created as a part of the larger campus-wide social marketing campaign.
Social marketing is a health promotion approach. It utilizes effective marketing strategies to develop campaigns encouraging positive behaviors for the benefits of individuals and society as a whole. The SWC team lead efforts to create a social marketing campaign related to COVID-19 prevention tailored to Dartmouth’s community.

The SWC team worked with partners across campus to create a community video that used positive, inclusive, and empowering approaches to encourage positive preventative behaviors. The video featured undergraduate, graduate, and professional school students, faculty, and staff sending messages for individual and collective responsibility, care, and compassion through the practices of hand hygiene, physical distance, and other transmission-reducing, community-building techniques.
Social Norms slide decks were also created and displayed on screens across campus, including in the dining hall and House Centers for the Class of 2024 (First Years) and for the general student population. The slides featured student statistics from the Staying Healthy course as well as data gathered from the Dartmouth Short Survey.
The development and distribution of a print and digital **COVID-19 health promotion social norms marketing campaign** was the result of a cross-campus collaboration between the SWC, Wellness at Dartmouth, and the Office of Communication. The team conducted formative research with students and staff to develop campaign ideas, imagery, and slogans. Working with a professional designer, the ideas were translated into a **print and digital poster series** that featured quotes from Dartmouth community members, educational information, and data gathered from the Staying Healthy course endorsing positive preventative practices. The posters were printed and distributed in buildings throughout campus including at the COVID-19 testing site as well as made available for download on the Dartmouth Together website.

Using normative data in a social marketing campaign strengthens efficacy. In highlighting the behaviors of the healthy majority, misperceptions are corrected and desired behaviors are endorsed as the “norm” of the community.

**THIS TOGETHER**
**LITTLE THINGS, BIG IMPACT**

Wearing a cloth face covering reduces the spread of COVID-19, particularly when used universally within communities.

**DARTMOUTH TOGETHER**

**KEEP IT UP!**
**THANK YOU FOR DOING YOUR PART**

Continuing to practice recommended public health practices is as important as ever.

Wash your hands with soap and water for at least 20 seconds or use a hand sanitizer with at least 60% alcohol to clean hands.

**DARTMOUTH TOGETHER**

**FEELING COVID FATIGUE?**

Squeeze in some self-care with micro-practices for boosting your wellbeing.

**BREATHE** Take five deep breaths—any time, anywhere.

**HAVE A MINDFUL MOMENT** Notice what you see, hear, smell, taste, and feel.

**STEP OUTSIDE** Enjoy the fresh air and perhaps a glimpse of nature.

**TAKE AN ENERGY BREAK** Stretch, get hydrated, grab a healthy snack.

**HAVE A FEW MORE MINUTES?** Call a friend or family member, read a book or magazine, or pick up a new or old hobby. Want more ideas?

**FOR STAFF & FACULTY**

“I follow the public health recommendations because I don’t want to put my life or the lives of the members of my community at risk.”

—Rocio Barrionuevo Quispe ’23

**FOR STUDENTS**

“I wear a mask because I want others to visibly state I want others safe.”

—Kate Malone Hesser, Director of Campaign Planning & Operations

**DARDMOUTH TOGETHER**

www.cdc.gov
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STEP OUTSIDE
Enjoy the fresh air and perhaps a glimpse of nature.

TAKE AN ENERGY BREAK
Stretch, get hydrated, grab a healthy snack.

HAVE A FEW MORE MINUTES?
Call a friend or family member, read a book or magazine, or pick up a new or old hobby.

Want more ideas?

FOR STAFF & FACULTY

STOP COVID-19
Disinfect Surfaces
DOING OUR PART. IN THIS TOGETHER.

WEARING A CLOTH FACE COVERING REDUCES THE SPREAD OF COVID-19, PARTICULARLY WHEN USED UNIVERSALLY WITHIN COMMUNITIES.

FOR STUDENTS

STOP COVID-19
Wash Your Hands
DOING OUR PART. IN THIS TOGETHER.

“THE DARTMOUTH COMMUNITY IS TRULY UNPARALLELED IN HOW MUCH WE GENUINELY CARE ABOUT ONE ANOTHER SO I'M CONFIDENT WE WILL ALL TAKE ACTIONS TO ENSURE ONE ANOTHER’S SAFETY.”
—Jonathan “Jack” Nicasastro ’23

93% of the Dartmouth community strongly agreed that they are prepared to take steps to protect others from contracting COVID-19.

HELP PROTECT YOURSELF AND OTHERS BY:

Wear a well-fitted face covering
Washing hands for at least 20 seconds
Practicing physical distance
Avoiding large gatherings
Filling out your daily TSA
Complying with testing and quarantine procedures

“SCIENCE SAYS . . .

We know that almost half of people with COVID-19 are asymptomatic.

COVID-19 spreads more easily in crowded places, close contact settings, and closed spaces.

TO PREVENT THE SPREAD OF COVID-19:

- Only attend or host gatherings of 9 people or less
- Wear a face covering around others
- Prioritize meeting outside or open doors & windows for ventilation
- Keep at least 6 feet from others

For more information please visit covid.dartmouth.edu

96% of the Dartmouth community feels it is very or extremely important to take action if you observe unsafe behaviors related to health during the pandemic.

TAKING ACTION IN POSITIVE WAYS:

Share why it is important to you that everyone follows the guidelines.

Give the benefit of the doubt. Mistakes happen.

Let’s remind each other to do our part.

Ask a friend or colleague to help you remember yourself and remind others.

Data from “Staying Healthy in a Changing Environment” COVID-19 prevention course. Comprising the Dartmouth College of engineering, graduate, and professional school faculties and staff.

Data from “Staying Healthy in a Changing Environment” COVID-19 prevention course completed by 82% (N= 8,850) of undergraduate, graduate, and professional school students, staff, and faculty.

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OTHER PROJECTS

STALL STREET JOURNAL
We created a special edition of the Stall Street Journal, our health promotion flyer posted in bathrooms across campus, in Winter 2020 to help inform the study body of preventative practices.

COLD, FLU, AND CORONAVIRUS PREVENTION

With the cold and flu season in full swing and the presence of the coronavirus in our community, help avoid transmission and protect yourself with these handy tips.

SWAP THE GREETING
No handshaking or hi-fiving! Try out a new greeting like a slight bow, throwing up a peace sign, or giving a head nod or friendly wave.

SHARING IS NOT CARING
When it comes to viruses, avoid sharing drinks, utensils, vaping or smoking devices, food or anything else that may involve saliva. Whether it’s on the sports field, in the dining hall, or at the pong table, keep tabs on your own items and don’t share with others.

RESIST THE ITCH
We typically touch our hands to our nose or mouth about 90 times a day without knowing it! Hand-to-face contact is often how viruses enter our body. Notice when your hand is starting to go towards the face. Pause and resist this automatic act.

CHECK YOUR BIAS
Viruses and illnesses can affect us all. Make sure you are not making assumptions about people’s likelihood of spreading an infection based on how they look, their heritage, or other qualities.

KEEP IT CLEAN
Wash your hands with soap for at least 20 seconds (sing Happy Birthday twice) and/or use greater than 60% alcohol-based hand sanitizer frequently when you are out in public spaces and whenever you return home.

AVOID SURFACE CONTACT
Contaminated surfaces can remain infectious. Get creative when needing to touch possibly infected surfaces; only use your knuckle to touch light switches or elevator buttons, open doors with your closed fist, hip, or use a paper towel, or use a disinfectant wipes when available.

GRAB A TISSUE
Cough or sneeze into a disposable tissue and discard. Wash your hands or use hand sanitizer. Use your elbow only if necessary (the clothing on your elbow can also remain infectious).

STAY HOME AND REST
If you are experiencing symptoms (fever, cough, sore throat), stay home! Be a good neighbor and help break the cycle of transmission. For questions, concerns, or if you’re experiencing difficulty breathing, call Dick’s House at 603-646-9400 (students) or your primary care provider (staff/faculty).

content sourced from:
The Dartmouth Health Survey - a project led by the Dartmouth Health Survey, Office of Institutional Research.

DARTMOUTH HEALTH SURVEY
With Health Services, we adapted the Dartmouth Health Survey to gather pandemic and other health and wellbeing related data from students in the Spring of 2020.

COPING WITH COVID-19
A coping guide entitled “Wellbeing Tips during COVID-19” provided supportive practices and resources for students navigating the uncertainties and transitions brought about by the pandemic.
GRIEF, LOSS, & WELLBEING

A Grief, Loss, & Wellbeing webpage was created to help students process the number of losses they experienced over the course of the year.