



Western Michigan University
ScholarWorks at WMU

College of Health and Human Services
Newsletter

College of Health and Human Services

9-2019

Connections 09/2019

College of Health and Human Services

Follow this and additional works at: https://scholarworks.wmich.edu/hhs_news

WMU ScholarWorks Citation

College of Health and Human Services, "Connections 09/2019" (2019). *College of Health and Human Services Newsletter*. 58.

https://scholarworks.wmich.edu/hhs_news/58

This Newsletter is brought to you for free and open access by the College of Health and Human Services at ScholarWorks at WMU. It has been accepted for inclusion in College of Health and Human Services Newsletter by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.



Connections

A monthly newsletter from the College of
Health and Human Services



Public health professor receives 2019 Nutrition Education Program Impact Award

The Society for Nutrition Education and Behavior Nutrition Education Program Impact Award is given to an individual or group for a nutrition education program, practice or intervention that has resulted in documented changes in behavior.



This year, the award was presented to **wichealth.org**, which was developed by WMU public health professor **Robert Bensley**.

[Read More »](#)

WMU secures federal grant to battle opioid epidemic

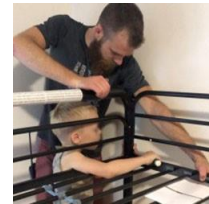
A major funding boost will soon give WMU students hands-on experience in combating the opioid epidemic that is ravaging communities across Michigan. The \$1.35 million HRSA grant will support the Michigan Youth Prevention and Recovery from Opioid Youth Disorders—**MY-PROUD**—program at WMU.



[Read More »](#)

PA students volunteer in Kalamazoo

Students from the Department of Physician Assistant recently volunteered with **Kindness Acts 20:35**, a local nonprofit organization, delivering and assembling furniture for Kalamazoo families in need.



[Read More »](#)

Golf tournament benefits client costs

The Third Annual Student Academy of Audiology Golf Tournament took place on Aug. 17 at the Ridgeview Golf Course in Kalamazoo, Michigan. The event raised around \$5,500 for the patient fund for the [WMU Audiology Clinic](#) at the Unified Clinics.



[Read More »](#)

In other WMU news for you:

- [Say Hello to the WMU Alumni Association!](#)
- [WMU ranks no. 1 in graduate earnings](#)
- [WMU among recipients of \\$1M NSF grant to boost women in STEM fields](#)

CHHS in social media:

Happening now in the atrium. Join us for our WELCOME BACK (free) pizza party! (Note to newsletter readers, this post was from Sept. 12. Please don't go to the atrium right now expecting pizza. Thanks.)



From the **College of Health and Human Services** [via Facebook](#)

Public health professor receives 2019 Nutrition Education Program Impact Award



The Society for Nutrition Education and Behavior Nutrition Education Program Impact Award is given to an individual or group for a nutrition education program, practice or intervention that has resulted in documented changes in behavior. This year, the award was presented to wichealth.org, which was developed by WMU public health professor **Robert Bensley**.

Wichealth.org is a multistate-funded behavior change system that utilizes the internet to provide parent-child feeding and adult nutrition behavior change adopted for use with clients in Women, Infants and Children (WIC) clinics across 30 states. Since its inception, the system has provided more than 6 million WIC-client nutrition education lessons.

The idea for the platform came from a session at a 1998 public health conference. A presenter described a system where students answered a series of questions and were taken to one of several websites based totally on their answers.

While the process seems common today, it was groundbreaking at the time and gave Dr. Bensley the idea to create a web-based "virtual counselor" to help direct individuals to information and receive virtual follow-ups. A Michigan WIC representative approached him to see if the system could be modified for their practice.



Dr. Robert Bensley

"At the start we just wanted to help people," says Dr. Bensley. "We were excited when the first year netted 5,844 completed lessons and never imagined we'd hit 1 million, let alone the total of 7 million we are soon to surpass."

wichealth.org has grown to include more than 50 nutrition education lessons sponsored by USDA, state WIC agencies, SNAP-Ed, Seafood Nutrition Partnership, United Dairy Industry of Michigan and the US Food Safety and Inspection Service. As the leading WIC internet-based nutrition education system in the U.S., wichealth.org impacts more than 1 million WIC-client nutrition education lessons per year. Each year, wichealth.org reaches over five percent of all U.S. children under age five.

The system is now in its fifth iteration and features a soon-to-be patented intelligent system that has extensive functionality and features. The platform can be used for a variety of purposes and we has been applied to other grant-funded projects.

ABOUT THE SOCIETY FOR NUTRITION EDUCATION AND BEHAVIOR

SNEB is an international organization of nutrition education professionals who are dedicated to promoting effective nutrition education and healthy behavior through research, policy and practice with a vision of healthy communities, food systems and behaviors. The Nutrition Education Program Impact Award recognizes an individual or group for a nutrition education program or practice that has resulted in documented changes in behavior. Candidates are evaluated by the level of program impact, quality of design, innovativeness and usefulness for nutrition educators. Read more at www.sneb.org/awards.

WMU secures federal grant to battle opioid epidemic

Contact: Alicia Dorr and Erin Flynn

August 12, 2019

KALAMAZOO, Mich.—A major funding boost will soon give Western Michigan University students hands-on experience in combating the opioid epidemic that is ravaging communities across Michigan.

The \$1.35 million grant from the [Health Resources and Services Administration](#) will support the Michigan Youth Prevention and Recovery from Opioid Youth Disorders—MY-PROUD—program at WMU.

"This grant presents WMU with an opportunity to make far-reaching impacts through health care workforce expansion in the state," says **Dr. Ron Cisler**, dean of WMU's [College of Health and Human Services](#), who calls this a critical time to address the opioid epidemic in Michigan. "Our students will participate in hands-on educational experiences that will guide them throughout their professional lives, while also meeting an immediate, crucial need for families in our region."

INTERDISCIPLINARY APPROACH



Drs. Ann Chapleau, Jennifer Harrison and Bridget Weller created the MY-PROUD program.

A team within the College of Health and Human Services recently secured the grant from the U.S. Department of Health and Human Services for an Opioid Workforce Expansion Program. **Dr. Ann Chapleau**, associate professor of occupational therapy, **Dr. Jennifer Harrison**, associate professor of social work, and **Dr. Bridget Weller**, assistant professor of social work, created MY-PROUD to enhance interdisciplinary education for social work and occupational therapy students and to expand the number of professionals available to serve rural and medically underserved communities.

The team will work with core health care and school partners to make students and community service providers more equipped to prevent, treat and support recovery from opioid use disorders, particularly with youth and transitionally aged adults. The project targets Calhoun, Jackson, Muskegon and Van Buren counties, which have the highest rates of opioid overdose deaths and lowest access to behavioral health care in the state.

COMMUNITY COLLABORATION

MY-PROUD connects educational training and direct service provided through WMU with numerous off-campus organizations where students complete their required field work. The majority of new grant funding, totaling \$1,349,749 over three years, will go directly to CHHS graduate students in the form of stipends.

"This will remove the stress of a substantial financial burden and allow students instead to focus on their research and first-year clinical experiences," says Harrison. "The students will graduate with experience and knowledge of evidence-based practices that can make a difference in the communities struggling with opioid use and substance use disorders throughout Michigan and beyond."

The new grant will also help WMU and its partners provide free workforce development training for all staff at partner organizations.

"WMU strives to have a public-impact focus to our research and training, and this new HRSA grant exemplifies and recognizes that mission," says **Dr. Terri Goss Kinzy**, vice president for research.

U.S. Rep. Fred Upton advocated for the funding, emphasizing that opioid and substance abuse touches every community, regardless of demographic.

"We have all seen the horrendous impact caused by the opioid epidemic," says Upton. "We can all be encouraged that Western Michigan University is showing commitment to address this epidemic and that they will be given more resources to do so."

Questions about the program or fieldwork opportunities may be directed to Harrison at Jennifer.harrison@wmich.edu or (269) 387-3173, Chapleau at ann.chapleau@wmich.edu or (269) 387-7247 or Weller at bridget.weller@wmich.edu or (269) 387-3196.

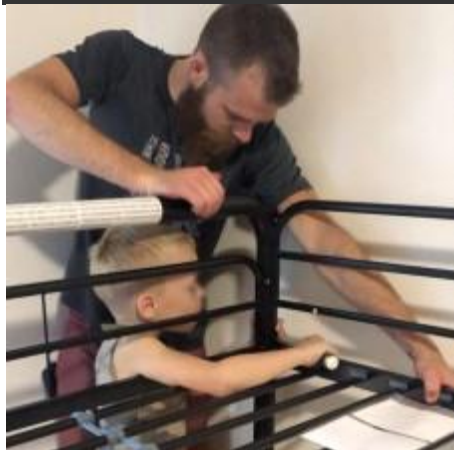
For more news, arts and events, visit [WMU News](#) online.

PA students volunteer in Kalamazoo

Students from the Department of Physician Assistant recently volunteered with [Kindness Acts 20:35](#), a local nonprofit organization, delivering and assembling furniture for Kalamazoo families in need.



PA students with founders of Kindness Acts 20:35



The students - Lauren Vandenberg, Alex Miller, Joel Michalak, Cesar Carrizales, Donesha Garrett, Katie Slowick, Allison Trevino (and her husband Jared) - along with other volunteers from Kindness Acts 20:35, delivered box fans, silverware and furniture to four different families.

They even set up a lofted bed for the children of one family who recently moved out of the Kalamazoo Gospel Mission.

In addition, they also packed more than 25 beds, donated by WMU, into a trailer for future deliveries to more families in need.



"This is just one small example of what makes Western PA students great," says **David Areaux**, chair of the Department of Physician Assistant. "They participate in several efforts like this each year, giving students an opportunity to make a real difference in the communities we serve."

"I encourage everyone to continue to give back to others wherever you may be," says class president, **Lauren Vandenberg**. "You have no idea the impact one small sacrifice or act of kindness can have on another person until you experience it firsthand. It's more than just medicine!"

[Facebook](#) [Twitter](#) [Instagram](#)

Golf tournament benefits client costs



Team Eminhizer ready to tee off

The Third Annual Student Academy of Audiology Golf Tournament took place on Aug. 17 at the Ridgeview Golf Course in Kalamazoo, Michigan. Students **Rachel Ehnis**, **Theresa Allen**, **Andrew Slawinski**, and faculty advisor **Alyssa Eminhizer** helped to organize the successful event.



Making the turn

85 golfers participated in the tournament this year, including students, family, friends, colleagues, community golfers and CHHS **Dean Ron Cisler**.

There were many hole sponsors and guests were able to partake in a silent auction at the end of the day.

All told, the event raised around \$5,500. All proceeds go toward the patient fund for the [WMU Audiology Clinic](#) at the Unified Clinics, which helps cover the costs associated with hearing services.

WHY DID WE REBRAND?

The WMU Alumni Association unveiled a comprehensive rebranding in September 2019, complete with a new website. MyWMU may be gone, but it is still *your* WMU! We have a whole new look, and it doesn't stop there - this is YOUR association and we are here for you. Read on below and check out the video for more on the efforts.

WELCOME TO THE NEW WMU ALUMNI ASSOCIATION

- *WHAT ARE THE PRIMARY ASPECTS OF THE REBRANDING?*

- A new name – WMU Alumni Association (from MyWMU)
- A new website – You’re already here, but if you didn’t notice, it’s WMUalumni.org
- A new visual identity (i.e., wordmark and logos)
- A refined purpose: We want you in the club.

- *WHY ARE WE CHANGING OUR NAME?*

The primary reasons for the name change are as follows:

- We want to put the most important aspects of who we are first (place and people). Our WMU experience is what binds us.
- We want to communicate through our name that we are inclusive – we welcome *all* alumni and donors to WMU.
- The name change enables us to leverage the brand equity associated with WMU and with what most alumni perceive our name to be (and thus how alumni search for us online).

- *ARE YOU GOING TO CHARGE MEMBER DUES OR FEES TO BE PART OF THE ALUMNI ASSOCIATION?*

Eww. Gross. No. Never again. This is a free club. You're a Bronco, so you can sign up for free.

- *HOW WILL WE BE KNOWN?*

As the “WMU Alumni Association” or “alumni association” on second reference. As you can see above, we’re using the university’s primary “W” logo with the “Alumni Association” word mark. This will be used as our logo and social media icons, but not in written communications.

- *WHY MAKE THE CHANGE NOW?*

Not only do these names align us with industry standards, they better communicate who we serve as an organization. Use of “alumni association” garners a feeling of being a part of something bigger than yourself, and we're eager to welcome many of our “lost” alumni back into our WMU community.

“MyWMU” had great intentions, but we're comfortable calling it a failed experiment in 2019. When established in 2011, MyWMU was the name selected to refer to the group of people associated with WMU who were not students, faculty, or staff. Roughly a year later, membership dues were eliminated from the Alumni Association and messaging and communication began to stop using the term “alumni association.” Efforts were made to inform our community of the name change, however, eight years later, we continue to have several issues:

- “MyWMU” does not directly communicate who we are as an alumni organization, it doesn’t speak to who our audience is, and many alumni do not directly identify with it -- Alumni seeking an association have trouble finding us, and they aren’t exactly sure they found us once they have.
- Many people on and off campus continue to refer to us as the Alumni Association.

- *WHAT IS “NEW” ABOUT THE NEW WEBSITE?*

The new website is fully optimized and with new features that allow for cleaner, more comprehensive search functionality for groups and events, laid out in a cohesive, transparent structure that's more intuitive for users. Among the upgrades:

- The new site will have functions and links throughout that will allow you to go to points of similar interest, so no page will be a dead end.
 - The new website features a live feed page to collect news and stories written by and for the WMU Alumni Association and also from WMU's colleges and main marketing department.
 - Social media feeds are incorporated into the homepage to create a better interplay between the website and the @WMUalumni social media channels.
 - The event calendar will be more robust, making it easier to find events of interest and events near you, and it will be simpler for alumni leaders to submit event information for publication.
 - Coming soon: we're developing an online community just for our alumni. Along with giveaways and earlybird registration, you'll have a chance to network and meet the professional staff working for you. We'll keep you updated when we get it rolled out.
-

• *HOW WILL THESE CHANGES IMPACT OUR SOCIAL MEDIA CHANNELS?*

As part of the new visual identity, we will have new social media icons and banners for the public-facing WMU Alumni Association Facebook page, and for Twitter and Instagram. The channels themselves will be largely unchanged in terms of content, and we'll be working with your feedback to promote the types of stories you'd like to see.

• *WHAT IS THE IMPACT OF THE NEW VISUAL IDENTITY?*

In addition to creating a greater sense of consistency within and among the WMU Alumni Association and our partners, the new visual identity (wordmark, logo, and visual identity toolkits) brings us in line with the established Western Michigan University identity. This associates us more directly with WMU, thus creating a greater sense of connection, and allows us to draw on the strength of what it means to be a Bronco.

• *WHAT IF I'D RATHER WATCH A VIDEO THAN READ ALL OF THIS?*

Did you know that WMU has had some form of an Alumni Association, on and off, since 1925? Read about the history of the association [here](#).



Welcome to the *Washington Monthly's* annual College Guide and Rankings, where we rate schools based on what they do for the country. It's our answer to *U.S. News & World Report*, which relies on crude and easily manipulated measures of wealth, exclusivity, and prestige.

We rank four-year schools (national universities, liberal arts colleges, baccalaureate colleges, and master's universities) based on their contribution to the public good in three broad categories:

social mobility, research, and providing opportunities for public service. We also rank America's Affordable Elite Colleges, the Best Colleges for Adult Learners, and the Best Bang for the Buck colleges, which help non-wealthy students obtain marketable degrees at affordable prices. Click [here](#) to read our 2019 College Guide magazine issue.

Four-Year Colleges

[National Universities](#)

Institutions that award a significant number of doctoral degrees.

[Liberal Arts Colleges](#)

Baccalaureate colleges that focus on arts and sciences rather than professional programs.

[Master's Universities](#)

Institutions that award a significant number of master's degrees but few or no doctoral degrees.

[Bachelor's Colleges](#)

Institutions that award almost exclusively bachelor's degrees.

America's Affordable Elite Colleges

The most selective institutions in the country, ranked by how well they promote upward social mobility.

[Affordable Elites](#)

Best Bang for the Buck Colleges

The schools where students of modest means get the most for their money.

[Northeast](#)

[Southeast](#)

[South](#)

[Midwest](#)

[West](#)

Best Colleges for Adult Learners

A third of undergrads are 25 and older. These are the schools that cater to them.

[Four-Year Colleges](#)

Institutions that award mostly bachelor's degrees.

[Two-Year Colleges](#)

Institutions that award mostly associate's degrees or certificates.

For even more information, be sure to check out our books, *The Other College Guide* and [Never Too Late: The Adult Student's Guide to College](#).

We are deeply grateful to the [Lumina Foundation](#), the [Bill & Melinda Gates Foundation](#), and the [Foundation for Civic Leadership](#) for their support.





WMU among recipients of nearly \$1M NSF grant to boost women in STEM fields

Contact: Erin Flynn

August 30, 2019



An engineer works on a machine in an engineering workshop.

KALAMAZOO, Mich.—Western Michigan University is leading the charge in diversifying science, technology, engineering and math fields.

The University, in collaboration with three other research institutions, was awarded a three-year, \$996,000 ADVANCE grant from the National Science Foundation to develop strategies to increase the number of female STEM faculty across the country.

"It is so exciting," says **Dr. Carla Koretsky**, dean of the [College of Arts and Sciences](#) at WMU. "I think it is something that can really create such significant, systemic, institutional change at Western Michigan University and other institutions like it."

PROMOTING CHANGE



"We know from talking to students it really matters to them when they step into the classroom and they see someone that looks like them," says Koretsky.

Koretsky and other WMU faculty will be working with lead institution Iowa State University, as well as Michigan Technological University and North Dakota State University, to focus on challenges facing women of color and women with family responsibilities.

"There's a lot of research on some of the biases and issues that are disproportionately faced by women. We know that women are very often given larger service loads. We know that there are often biases with respect to things like start-up packages and the sizes of lab space," says Koretsky. "All of these things are challenges that are more significant for women than men. So, understanding and addressing them and finding strategies to really retain and promote women is so important—and women of color, in particular."

The project will examine a number of strategies including developing and implementing training programs for campus leaders, training and developing campus advocates and allies, and developing mentor communities to support female faculty members.

FOSTERING DIVERSITY



In 2018, Dr. Erika Calvo-Ochoa, a WMU biologist, was one of 40 researchers in the nation to be awarded a National Science Foundation Postdoctoral Fellowship in biology.

"As a woman in a STEM field that is one of those largely male-dominated STEM fields, this is something I've always been interested in," says Koretsky, who is a professor of geological and environmental sciences. "So many girls and women get turned off, get the wrong idea about science, don't see role models, and this is such a great opportunity for us to really change that and take advantage of all of the talent that's out there."

The group is in the beginning phases of its collaboration. The goal is to begin implementing some of the strategies next year. Evaluators both within and outside of the universities will collect and analyze data to determine which strategies are having the most impact and have the potential to be successfully implemented at other institutions.

"We know from talking to students it really matters to them when they step into the classroom and they see someone that looks like them," says Koretsky. "I think it's so important that we develop that and we recruit more diverse people into STEM higher education."

For more WMU news, arts and events, visit [WMU News](#) online.

Related article

[WMU receives funds to encourage women to teach STEM](#) | WOOD TV, Sept. 11, 2019