

**From:** [Campus Climate Proposal form](#)  
**To:** [Libby Peterek](#); [Carrie Olson](#)  
**Subject:** New submission from Campus Climate Proposals  
**Date:** Wednesday, April 06, 2016 4:23:58 PM

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**First name:**

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**What is your affiliation with UW-Madison? For group submissions, please respond for main contact.**

- Student (including undergraduate, graduate, professional)

**Describe the concept. If already in use here or elsewhere, please indicate this.**

We need to frame racism on this campus though the lens of health equity ██████████  
██████████ with University Health Services' Prevention Services unit, there is a clear need to dedicate and unite resources campus-wide in order to preventively create a campus climate that fosters equitable, healthy conditions for all. I also believe that a campus-wide social marketing campaign aimed at changing campus climate and social norms is necessary in order to reframe racism as a student - and public - health issue.

**How would this affect cultural change on campus?**

It would be a very prominent and public social marketing campaign, intelligently designed to address the roles and responsibilities that all of us (students, faculty, and staff) have to advance health equity for ALL students on campus. Achieving health equity for our students and members of the broader Madison community requires that we address the social and environmental determinants of health - like racism - that are creating an inequitable campus.

**For new ideas, how would you propose piloting this idea to see if it would work? If the idea is already in use at UW-Madison, how would you propose expanding or altering this program for greater impact?**

This would require a clear alignment of resources at a high level and public support by leaders. It also requires educating faculty, staff, and students about upstream determinants of health that impact student mental and physical health outcomes.

I believe that staffing at UHS should be expanded not only to support the victims of such blatant acts of bigotry (e.g., through the Chancellor's plan to increase UHS mental health support), but rather to change the campus climate in order to prevent similar acts from occurring in the future. There also needs to be a clear alignment of resources in the realm of prevention so that we can lead and build the capacity of those across campus to create a more equitable, healthy campus, i.e. through the funding of prevention specialists with expertise in health equity as it applies to a college campus.

**What resources would be needed to implement your suggestion?**

Support for UHS prevention services staffing capacity (i.e., increased or reprioritized funding to support prevention specialists leading this work across campus).

Resources to conduct a campus-wide social marketing campaign aimed at (a) educating the entire campus about the relationship between social determinants of health and health equity; and (b) using psychological principles to shift peoples beliefs, habits, and deliberate actions.

**If this proposal was developed in partnership with any other organizations, please list them below.**

This online submission/proposal is my own idea [REDACTED]  
[REDACTED] That said, I have collaborated with other units across campus in order to advance my work [REDACTED] and I imagine other units like the Multicultural Student Center, the Morgridge Center for Public Service, the School of Human Ecology, and ASM would all have central roles in advancing the type of health equity social marketing campaign.

**Please use this space for any additional information about your proposal that you wish to share:**

I'm happy to have a longer conversation about my proposed ideas if there is interest, at which point I believe it would be appropriate to elevate the conversation to include other leadership and members of the team. I am passionate about our campus becoming a leader in this area of work to address the upstream social and environmental determinants of the health of our students.