

**YEAR PLAN**  
MSU *SHEC* Coordinator  
*Lynaea Korol-Filbey*  
2019-2020  
(submitted *June 2, 2019*)



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## OFFICE OF THE *SHEC* Coordinator

### INTRODUCTION

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Dear Executive Board,

I am incredibly excited to be presenting you with my year plan today and I look forward to sharing and outlining some of the main goals that SHEC will be aiming to fulfill during the upcoming school year. Over the past two years as a volunteer, and now, over the past month as coordinator, I still am so humbled and honoured to be a part of such a longstanding service. Though, in 1973 the service that would, years later, become SHEC was only active for a few hours a week and exclusively provided sex supplies, the core mandate and set of the values held by the service remains the same more than four decades later. SHEC, in providing health supplies, referrals, harm reduction resources, educational materials, and peer support continues to engage with students in an intersectional and stigma-reducing way that places the service-user at the centre and is critical of existing health structures. Through this framework, SHEC promotes our four strategic priorities of mental health, sexual health, addictions awareness, and nutrition and active living throughout the McMaster community.

While the work SHEC does through its numerous services, events, and campaigns has no doubt made me proud over my tenure as a volunteer, as I enter my new role as coordinator, I hope to further the SHEC mandate in a way that improves both the visitor and volunteer experience. The first overarching goal I have for SHEC in the next year is to improve volunteer engagement and integration into their role as a Peer Support volunteer. I hope to begin facilitating a cultural shift amongst SHEC volunteers that eliminates passivity and prioritizes growth and continued education in order to eventually create a service with greater volunteer engagement. My second overarching goal revolves around creating a more collaborative relationship between the service, the volunteers, and the student population through actions like increased mechanisms of feedback from service users and increased transparency (and consultation) with volunteers on the plans being made by the executive team. My third overarching goal revolves around increasing service accessibility and working to maintain SHEC as a safe(r) space, which has two main dimensions: decreasing physical barriers within the space and making information more accessible and visible online. Furthermore, this goal promotes critical engagement with and advocacy for health care topics through a socially-conscious, safe, and intersectional lens. Through this overarching goal I also hope to increase the service's visibility amongst the entire McMaster community, thus encouraging access from all folks to the space.

These goals seep through the entirety of my year plan and I truly believe that, though I have a lot of big and exciting ideas, they are feasible due to the commitment of myself, my executive team, and my volunteers. I am incredibly confident that SHEC will continue to act as an effective peer support service and will continue to positively effect the McMaster community through a variety of forms.

All the best,

Lynaee Filbey, SHEC Coordinator 2019/20

## Goals/Objectives

(calendar and checklist)

MAY	
<b>Service Goal/Objective</b>	Introduce Executive team to their roles and facilitate transitions
Why:	In order to begin building an efficient and positive executive team dynamic, execs must be introduced to each other and their role early. This exec transition will include: one-on-one meetings with each exec and exec training
Difficulties:	<ol style="list-style-type: none"> <li>1. <b>Scheduling</b> times with execs who all have different availabilities (especially difficult for those spending the summer outside of Hamilton)</li> <li>2. Engaging in continuous <b>team-building</b> in a summer environment where the exec team only meets together a few times.</li> <li>3. Facilitating transitions for the roles of Research &amp; Advocacy (RAC) and Events &amp; Programming (E&amp;P) where the Executive <b>structure has shifted</b>. In years prior, we had only one exec for each role, and now we have hired two execs for these roles. This means that the incoming executives and myself will be navigating this new structure and continuously troubleshooting.</li> </ol>
Partners:	SHEC Outgoing Exec, SHEC Incoming Exec, VP Admin
<b>Service Goal/Objective</b>	Welcome Week Planning
Why:	<p>SHEC plays an important role in Welcome Week programming for numerous reasons: (1) First year students are exposed to the service so they are aware of it and are able to access it throughout the year (2) students are exposed to health information regarding topics like safe substance use, sexual health, and mental health (3) SHEC partners with other services/organizations to ensure programming reaches as many students as possible</p> <ul style="list-style-type: none"> <li>• Some programs SHEC will be working on over Welcome Week: Wellness Fair, tabling, placing health supplies in swag bags, providing harm reduction resources/information, providing Peer Support at numerous events throughout WW, etc.</li> </ul>
Difficulties:	1. There are many partners and parties that play a role in WW planning; while this collaboration is incredibly valuable, it can also make planning

	evens (especially with logistics) difficult as WW has <b>many moving parts</b> 2. Because there is <b>so much information</b> being disseminated to first years during WW, it is important to make sure SHEC's programming is informative, engaging, and valuable, without being either overwhelming to first years or lost amongst the busyness of the week
Partners:	SHEC Executive team, SWC, SWELL, other members of WWSTAPC
<b>Service Goal/Objective</b>	Update Inventory (for health supplies, resources, etc.)
Why:	It is important to have up-to-date supplies inventories so that when the service opens in September, we are accurately able to track our usage data while also having adequate resources to provide to students.
Difficulties:	1. It can be very <b>time consuming</b> to take inventory, it is of great benefit to ensure this process is both effective and efficient.
Partners:	n/a
<b>Personal Goal</b>	Building strong working relationships with other PTM's, VP's, and permanent MSU staff

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<b>JUNE</b>	
<b>Service Goal/Objective</b>	Planning Key Year-Long Campaigns (STI Blitz, Resource Roadmap, Naloxone)
Why:	<p><b>STI Blitz</b></p> <ul style="list-style-type: none"> <li>• Because the STI Blitz (which partners with SWC and Hamilton Public Health) is such a large scale event and will be occurring on October 1<sup>st</sup>, it is of vital importance that it is planned and prepared to be executed well in advance</li> <li>• Because August and September are so busy, it will be key to frontload the work for this project in the summer</li> <li>• During this time, we will plan and create promotions material so they can be disseminated starting in the summer and into the school year</li> <li>• We will also plan the stations at the STI blitz and the general logistics of the event</li> <li>• By planning the STI Blitz in advance, the entire SHEC team can focus more on hiring, internal campaigns, and volunteer transition in September</li> </ul> <p><b>Resource Roadmap</b></p> <ul style="list-style-type: none"> <li>• In order to make the interactive online resource roadmap live by the</li> </ul>

	<p>beginning of November, a lot of work will be put into the project throughout the summer</p> <ul style="list-style-type: none"> <li>• At this stage of the process, the major goal will be collecting and sorting health resources in McMaster and in Hamilton</li> <li>• We will also be starting to draft and plan the actual interface (this will be done with consultations with Michael Wooder and Connor Maclean)</li> <li>• By starting this process early, we will be able to ensure we have time to troubleshoot the resource and overcome any obstacles that come up before the planned release in November</li> </ul> <p>Naloxone</p> <ul style="list-style-type: none"> <li>• In 2019/20, SHEC will be providing Naloxone kits to service users</li> <li>• In order to do this, I need to be in conversations with Hamilton Public Health</li> <li>• By the end of June, SHEC would like to have the infrastructure in place to begin providing Naloxone in September</li> <li>• For this initiative to succeed, I need to book a member of Public Health to provide Naloxone training to SHEC Volunteers during September training so that they are able to give service users Naloxone</li> </ul>
<p>Difficulties:</p>	<p>STI Blitz</p> <ul style="list-style-type: none"> <li>• A major difficulty with this project is that it is done collaboratively with the SWC and Public Health; while this is super valuable, it means that planning logistics and making decisions is a more tumultuous process because there are so <b>many moving parts</b>.</li> </ul> <p>Resource Roadmap</p> <ul style="list-style-type: none"> <li>• One difficulty with this project is that it can be difficult to sift through the <b>vast</b> amount of different local health resources; furthermore, making decisions regarding which resources to include should be collaborative and involve consultations with people in the SWC, MSU identity-based services, etc.</li> </ul> <p>Naloxone</p> <ul style="list-style-type: none"> <li>• Finding a consistent <b>contact</b> within Public Health who is willing to engage in these discussions with me and ultimately allow us to provide Naloxone at SHEC</li> <li>• <b>Navigating</b> the Public Health system</li> </ul>
<p>Partners:</p>	<p>SHEC Exec, SWC, SWELL, Public Health, other Peer Support Services (especially identity based services as consultants), Michael Wooder/Connor Maclean</p>
<p><b>Service</b></p>	<p>Starting Space Renovations that will improve both the visitor and volunteer</p>

<b>Goal/Objective</b>	experience while also reducing barriers to health information.
Why:	<p>Currently, the SHEC space has been cited as being a little too ‘clinical’ which does not fit the SHEC mandate of being a peer support based service. Some things that we are looking to update:</p> <ol style="list-style-type: none"> <li>1. Softening the lighting of the front space</li> <li>2. Making it less ‘office-like’ (especially in the front space) via new furniture</li> <li>3. Cleaning/Organizing the back space to make it more welcoming to service-users</li> <li>4. Re-organizing lending library (adding labels, sorting it into more easily-navigable sections)</li> <li>5. Cleaning up the walls in the front space</li> </ol>
Difficulties:	<ol style="list-style-type: none"> <li>1. Furniture is <b>costly</b>, and this undertaking will require navigating a variety of MSU partners</li> <li>2. It is incredibly difficult to make a physical space <b>completely accessible</b> for all service-users and some necessary modifications will not be achievable during my PTM tenure; that being said, we must still strive to make the space as accessible as is feasible.</li> </ol>
Partners:	SHEC Executive Team, VP Finance (capital budget), VP Admin
<b>Service Goal/Objective</b>	Exec Training
Why:	<p>Having an in-person training is especially important as it will:</p> <ol style="list-style-type: none"> <li>1. set expectations for execs</li> <li>2. allow me to be transparent with the work I have been undertaking over the summer</li> <li>3. provide me with a chance to express my vision and then ask for input on different ideas/projects</li> <li>4. allow the exec team to brainstorm ideas for campaigns, events, and services within SHEC</li> <li>5. facilitate positive team-building that will be beneficial to the service throughout the entire year</li> <li>6. allow the SHEC execs to familiarize themselves with their roles, the services’ functioning, the MSU, and the roles of other SHEC execs</li> <li>7. provide exec’s with SHEC-specific tangible skills surrounding event planning, research, promotions, etc.</li> </ol>
Difficulties:	<ol style="list-style-type: none"> <li>1. <b>Coordinating</b> between the busy summer schedules for SHEC exec.</li> <li>2. Other <b>logistics</b> → booking rooms, providing lunch etc.</li> <li>3. Ensuring training is <b>enjoyable</b> for execs as they are volunteering their time during the summer for the service</li> </ol>

	4. Working with a team where everyone has <b>differing</b> personalities, goals, strengths, weaknesses, and values. Answering the question of how we can best work together to achieve common goals and utilize all of our unique skills.
Partners:	VP Admin, SHEC Exec
<b>Personal Goal</b>	Become more familiar with the day-to-day process of the job → finances, tracking hours, taking regular inventory, sending emails, checking in with VP Admin and other MSU folks. To rephrase, building good habits that will transfer into the school year

JULY	
<b>Service Goal/Objective</b>	Order Health Supplies
Why:	In order to ensure SHEC is ready for opening come the start of the new semester, I need to begin placing orders for supplies in early July. Furthermore, any supplies that are necessary for Welcome Week should be done at this time (if not before). Supplies that will be ordered here are: condoms, pregnancy tests, lube, SHEC stickers, etc.
Difficulties:	<p>1. As this will be my time ordering all of the health supplies, I will need to <b>navigate and familiarize</b> myself with the ordering system SHEC has used in the past. Because there have been so many different sellers in the past, building familiarity will be difficult.</p> <p>2. Creating space within the SHEC space for all the different resources to go; because we have a fairly <b>cramped/cluttered</b> back office space, I need to be innovative in my storage approach.</p>
Partners:	Underground, SHEC Exec, VP Finance
<b>Service Goal/Objective</b>	First Year Outreach (Campaigns, Welcome Week Programming, Clubsfest, Small Scale Promotional Campaigns, RAC Campaign)
Why:	Connecting with health resources on and off campus is often really daunting for first year students and many valuable resources (including SHEC) are unknown to first year students. Thus, it is important that services and health information are disseminated to new McMaster students. Importantly, this cohort is entering a new environment and many other changes in their life, and thus would benefit from targeted programming that promotes wellness for first years, specifically.

Difficulties:	<ol style="list-style-type: none"> <li>1. Making sure information/resources reach <b>off campus students</b> (important especially as historically many of SHEC's first year specific campaigns have been focused through Rez Life)</li> <li>2. <b>Collaborating</b> with numerous partners in WW and beyond</li> <li>3. Aiming to connect with first years through <b>promotional</b> measures can be difficult as they are not as engaged with the McMaster-world on Social Media</li> </ol>
Partners:	Residence Life, Underground, Repts, SOCS, SHEC Exec
<b>Service Goal/Objective</b>	Finalizing Big RAC and E&P Programming
Why:	It is important that all of our large campaigns/events are planned far in advance so that execs and their committees have a general outline. Though execs have been brainstorming their main projects throughout the summer, come July we would like to have a comprehensive understanding of what the year will look like for SHEC's events and information/advocacy campaigns. This will
Difficulties:	<ol style="list-style-type: none"> <li>1. Trying to line up RAC and E&amp;P campaigns thematically can be difficult as the exec's are likely to have <b>different ideas</b> and priorities for their two committees; however, it is beneficial for the service to have some thematic links between the programming.</li> <li>2. It will be difficult for the SHEC Exec's to plan out their schedule while simultaneously ensuring there is room for the committee members to actively participate in the decision making process. Finding this <b>balance</b> will be difficult, but is important.</li> </ol>
Partners:	SHEC Exec
<b>Personal Goal</b>	Successfully balancing work while being at home in BC.

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<h2>AUGUST</h2>	
<b>Service Goal/Objective</b>	Completing Space Renovations
Why:	Come August, it is paramount that all necessary space renovations are completed as the plans laid out in June stated. Because the space must be completely ready for opening in September, this should be a priority in August.
Difficulties:	1. <b>Physically</b> moving furniture and setting up the space can be difficult and

	<p>tiring</p> <p>2. It is incredibly difficult to make a physical space <b>completely accessible</b> for all service-users and some necessary modifications will not be achievable during my PTM tenure; that being said, we must still strive to make the space as accessible as is feasible.</p>
Partners:	SHEC Executive Team, VP Finance (capital budget), VP Admin
<b>Service Goal/Objective</b>	Create resources for volunteers that will allow them to more effectively provide peer support and health information to service users. (i.e. guide book, visual peer support cues)
Why:	In the past, some volunteers have said they had felt nervous and lacked confidence in their ability to provide peer support. While training/transition will focus on this, I would also like to provide volunteers with aids/cues that will help them as they actually provide peer support. For example, a resource that shows each type of contraception with quick information would be useful for volunteers! Or, a more accessible guide book that acts as a ‘how-to’ reminder for SHEC volunteers that they can refer to during shifts if need be.
Difficulties:	<p><b>1. Creating</b> resources is difficult as it is a multi-step process and involves, research, knowledge translation, design, and printing.</p> <p>2. As a <b>non-denominational</b> peer support service it is incredibly important that we aim to provide effective peer support to every service-user; however, this poses challenges as it is difficult to create a generalized peer support method that is effective for all folks.</p>
Partners:	SHEC Execs (especially Volunteer Coordinator), VP Admin, Other Peer Support PTM’s, EIO, Underground
<b>Service Goal/Objective</b>	Execute Welcome Week Programming
Why:	<p>SHEC plays an important role in Welcome Week programming for numerous reasons: (1) First year students are exposed to the service so they are aware of it and are able to access it throughout the year (2) students are exposed to health information regarding topics like safe substance use, sexual health, and mental health (3) SHEC partners with other services/organizations to ensure programming reaches as many students as possible</p> <ul style="list-style-type: none"> <li>Some programs SHEC will be working on over Welcome Week: Wellness Fair, tabling, placing health supplies in swag bags, providing harm reduction resources/information, providing Peer Support at numerous events throughout WW, etc.</li> </ul>

Difficulties:	1. Welcome week can be a very <b>busy</b> time for SHEC exec's, volunteers, and myself. Thus, ensuring I am executing programming while also providing support and being understanding towards the busy schedules of others. 2. <b>Logistically</b> , because Welcome Week has so many people executing events and programming at any given moment, it will be important to plan everything in advance and be adaptable to any obstacles that may come up.
Partners:	SHEC Executive team, SWC, SWELL, other members of WWSTAPC, Rez Life
<b>Personal Goal</b>	Balance doing SHEC work while also engaging in fun/outdoors summer activities that allow me to feel regenerated and rested by the time the school year begins!

SEPTEMBER	
<b>Service Goal/Objective</b>	First Year Hiring
Why:	It is important that SHEC has a diverse volunteer base, which includes having volunteers from all years at McMaster. First year volunteers are important as they provide continuity to the service as they continue to volunteer with SHEC over the years.
Difficulties:	1. First year hiring happens during a very busy time and it can be difficult to attract <b>engagement</b> 2. <b>Logistically</b> , hiring always presents a challenge with schedule coordination, room booking, etc.
Partners	SHEC Exec, VP Admin
<b>Service Goal/Objective</b>	Effective Volunteer Training & Transition into PSV role
Why:	<u>Training</u> → Volunteer training is super important as it acts as the foundation of SHEC's success as a service. Training needs to be experiential, informative, and engaging. Furthermore, it must provide volunteers with knowledge around SHEC's strategic priorities, operating policy, and values. It is also imperative that SHEC engages critically with strategic priorities and healthcare topics generally, which can be done by including things like AOP training and more SHEC specific training regarding topics like lived experience, the importance of peer support, intersectionality, keeping the space accessible, etc. In the past, SHEC training has been primarily lecture based and, upon receiving feedback, this year I would like to diversify the information dissemination mechanisms.

	<p><u>Transition</u> → This year, I would like to implement a more effective transition for volunteers. Historically, volunteers have cited that they felt nervous and unequipped for peer support situations, pregnancy tests, and other things that come up regularly in the space. In order to facilitate transition more effectively, one of the things we will do is have an exec member (or myself) in the space with volunteers during every shift. This will allow volunteers to ask questions, see how the space functions, and begin to get the hang of the day-to-day workings for SHC volunteer. Furthermore, I will be implementing a weekly ‘office hours’ that will allow volunteers to come to me and openly discuss any questions, successes, concerns, etc.</p>
<p>Difficulties:</p>	<p><u>Training</u></p> <ol style="list-style-type: none"> <li>1. Training weekend is very long and is <b>taxing</b> for many volunteers; thus, it is important that the weekend provides support and volunteer appreciation. This is especially pertinent as September training does engage with many potentially triggering topics.</li> <li>2. Because the training weekend aims to make volunteers ready for their first shift with SHEC, it does have to provide a large amount of information. It is difficult to ensure that this is done in a way that is comprehensive without being <b>overwhelming</b> to volunteers.</li> <li>3. There are numerous <b>logistical difficulties</b> as well, especially because SHEC training often combines with the volunteer training of other Peer Support services; thus it needs to be a collaborative and well-communicated process.</li> </ol> <p><u>Transition</u></p> <ol style="list-style-type: none"> <li>1. Difficulties <b>logistically</b> coordinating an exec member in the space for the first week.</li> </ol>
<p>Partners:</p>	<p>SHEC Execs (especially Volunteer Coordinator), VP Admin, Other Peer Support PTM’s, EIO</p>
<p><b>Service Goal/Objective</b></p>	<p><b><u>Launching Promotional Campaigns</u></b></p> <ul style="list-style-type: none"> <li>• Publishing Space Videos (General Space, Pregnancy Testing, etc.) → Published on SHEC website and social media platforms</li> <li>• First Year Hiring Promotional Campaign (Online Poster Campaign via Underground)</li> <li>• Active Social Media Engagement → Instagram, Facebook, Twitter (publishing small and informative campaigns/pictures/information), capitalizing off of increased engagement from Welcome Week</li> </ul>
<p>Why:</p>	<p>SHEC has a fairly active and successful series of social media / promotions efforts and we would like this to continue to ensure that more students are</p>

	able to access the services we provide. As some folks aren't able to access the physical space, having information easily retrievable online is incredibly important. Thus, we would like to provide a diverse set of online information that both promotes the service and its events/campaigns, but also provides students with direct health information and resources. Furthermore, we hope to utilize numerous mediums of promotional material (video, art, poster, etc.) in order to attract a wider audience.
Difficulties:	<ol style="list-style-type: none"> <li>1. <b>Coordinating</b> with partners</li> <li>2. Making <b>decisions</b> over what information/resources we would like to promote in more 'featured' forms (i.e. in videos). To rephrase, how do we make decisions in terms of what information will have the most positive impact on the McMaster community?</li> </ol>
Partners:	Michael Wooder & Connor Maclean (for service videos), Underground
<b>Service Goal/Objective</b>	Launching 1 <sup>st</sup> Large Scale Strategic Priority Event (E&P) and Campaign (RAC)
Why:	By the end of September, I would like SHEC to have launched Strategic Priority projects through both the RAC and the E&P. Historically, the first event of the semester has been related to harm reduction/substance use; however, this is not set in stone and will be decided during the summer by myself and the executives. Events and campaigns will be grounded in evidence-based research and will be related to either Mental Health, Addictions Awareness, Sexual Health, and/or Nutrition and Active Living. Furthermore, they will reach students in a way that is informative, understandable, accessible, and engaging to the McMaster community.
Difficulties:	<p>Events (E&amp;P)</p> <ol style="list-style-type: none"> <li>1. The event will be <b>large</b> and will require numerous logistical tasks, promotions efforts, and planning.</li> <li>2. It can be difficult to provide important health information in a way that keeps events <b>enjoyable</b> and attractive to students</li> <li>3. It is difficult to get students to <b>participate</b> in programming</li> </ol> <p>Campaigns (RAC)</p> <ol style="list-style-type: none"> <li>1. This RAC campaign will be the first one the RAC committee will tackle; thus, the committee members may need a little more <b>guidance</b> when researching, writing publishable information, and collaborating with underground.</li> <li>2. It is important that the committee effectively engages in knowledge translation to ensure that students receive informative, yet easily understandable health information</li> </ol>
Partners:	E&P Committee, RAC Committee, SHEC Exec, Underground

<b>Personal Goal</b>	Getting to know SHEC exec's and volunteers more and more! While ensuring to provide support to all those on the SHEC team, also placing a focus on building connections and facilitating a positive space for volunteers 😊

<b>OCTOBER</b>	
<b>Service Goal/Objective</b>	Implement Feedback Avenues — Internal & External
Why:	One thing I feel that SHEC has been lacking is effective avenues for service-users and volunteers to provide feedback on the service. In order to increase this, I hope to implement numerous different feedback pathways that are diverse, and thus will hopefully increase survey participation <ol style="list-style-type: none"> <li>1. Social Media Based — Instagram questions, etc. (easy for followers to engage with and participate in)</li> <li>2. In Person — a physical feedback box in the space</li> <li>3. Online — a more formal online survey that is published through social media and emails</li> </ol>
Difficulties:	1. Encouraging feedback engagement can be difficult and in order to get people to participate in a more in depth survey, it may need to be <b>incentivized</b> .
Partners:	SHEC Exec, VP Admin
<b>Service Goal/Objective</b>	Early Volunteer Engagement Efforts → newsletter, continuous volunteer appreciation, accessible PDF for key shift info, Check-In's, bi-monthly formal socials, informal socials, on-shift activities/conversation prompts etc.
Why:	One of the major projects I want to tackle this year is increasing volunteer engagement. Generally, volunteers are quite passive on shift and volunteer education has not occurred past the official trainings. Thus, in order to provide service-users with a better experience, we will implement programs that facilitate increased learning amongst volunteers. Furthermore, I also believe that creating a culture of engagement amongst volunteers (through continuous education, volunteer appreciation, etc.) will allow volunteering at SHEC to be a more rewarding experience.
Difficulties:	1. We cannot expect to shift this culture <b>quickly</b> , and when building engagement and social cohesion amongst volunteers, we must acknowledge that it will take time and effort! 2. Publishing a bi-weekly newsletter will be <b>time-consuming</b>

Partners:	SHEC Exec, volunteers
<b>Service Goal/Objective</b>	Execute October 1 <sup>st</sup> STI Blitz
Why:	The STI Blitz is an incredibly exciting event that SHEC will be helping to run! We hope, through the event, to confidentially test thousands of students for various STI's (including gonorrhoea and chlamydia) and ultimately provide on campus treatment to any student whose tests came back positive. This event will allow students to access free, fun, educational, and stigma-free STI testing without having to leave campus. Similar events have been very successful at other schools and we hope to bring this to McMaster! This will also work as a great environment to provide safe sex education and resources, along with the main STI testing.
Difficulties:	<ol style="list-style-type: none"> <li>1. This is a very <b>large scale event</b> that will require many volunteers to participate.</li> <li>2. This event will occur with the help of numerous other partners and will call for efficient and effective <b>collaboration</b></li> <li>3. The actual event may be <b>taxing</b> for volunteers and service-users alike; thus, we must make sure to provide folks with effective support.</li> </ol>
Partners:	SWC, SWELL, Hamilton Public Health, SHEC Volunteers, SHEC Exec
<b>Personal Goal</b>	Improve my own leadership skills! Focus on running effective executive meetings and acting as a good manager to all SHEC volunteers.

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## NOVEMBER

<b>Service Goal/Objective</b>	Implement a functioning Order Online / Pick Up System
Why:	Inspired by the Food Collective Centre's <i>Lockers of Love</i> , SHEC hopes to provide community members with confidential health supplies (including safe sex supplies, pregnancy tests, etc). For some folks at McMaster, accessing the SHEC space to receive services might not be accessible or safe for a variety of reasons. Thus, by providing resources through an Order-Delivery system, students that would otherwise be unable to access our services will be able to pick them up in a locker around campus.
Difficulties:	1. This program relies on having a very well thought out <b>logistical</b> system that will take thought, consultations, and troubleshooting. This must be done in advance so an effective and efficient system can be put in place.
Partners:	FCC (consultation), SHEC Exec, VP Admin

<b>Service Goal/Objective</b>	Launching 2 <sup>nd</sup> Large Scale Strategic Priority Event (E&P) and Campaign (RAC)
Why:	By the end of November, I would like SHEC to have launched a second set of large-scale Strategic Priority projects through RAC and E&P. Events and campaigns will be grounded in evidence-based research and will be related to either Mental Health, Addictions Awareness, Sexual Health, and/or Nutrition and Active Living. Furthermore, they will reach students in a way that is informative, understandable, accessible, and engaging to the McMaster community.
Difficulties:	<p>Events (E&amp;P)</p> <ol style="list-style-type: none"> <li>1. The event will be <b>large</b> and will require numerous logistical tasks, promotions efforts, and planning.</li> <li>2. It can be difficult to provide important health information in a way that keeps events <b>enjoyable</b> and attractive to students</li> <li>3. It is difficult to get students to <b>participate</b> in programming</li> </ol> <p>Campaigns (RAC)</p> <ol style="list-style-type: none"> <li>1. It is important that the committee effectively engages in knowledge translation to ensure that students receive informative, yet easily understandable health information</li> <li>2. It can be difficult for SHEC campaigns to reach <b>large audiences</b> (especially those outside of the so-called <i>MSU Bubble</i>); we must aim to utilize promotions methods that ensure information reaches as many students as possible</li> </ol>
Partners:	E&P Committee, RAC Committee, SHEC Exec, Underground
<b>Service Goal/Objective</b>	Officially Launch the Interactive, Online Resource Roadmap
Why:	The resource roadmap, as mentioned in the June section, will aim to provide students with a navigable, engaging, and informative online and in-person interactive resource map. This map will specifically have information regarding health resources for folks with varying identities and will increase the accessibility of health information.
Difficulties:	<ol style="list-style-type: none"> <li>1. One difficulty with this project is that it can be difficult to sift through the <b>vast</b> amount of different local health resources; furthermore, making decisions regarding which resources to include should be collaborative and involve consultations with people in the SWC, MSU identity-based services, etc.</li> <li>2. Designing a navigable and aesthetically pleasing <b>interface</b> will be difficult and will require collaboration with numerous partners.</li> </ol>

Partners:	Michael Wooder / Connor Maclean, Underground, Michelle (SHEC Promotions Coordinator), Beverley & Stephanie (SHEC Research and Advocacy Coordinators)
<b>Personal Goal</b>	November can be dreary! Focus on self care and making sure to have time to do little things that make this busy time of year enjoyable (i.e. creative writing, playing music, getting outside, seeing family)

DECEMBER	
<b>Service Goal/Objective</b>	Volunteer Social
Why:	Throughout the year, volunteers put an immense amount of time and energy into the service, and it goes without saying that SHEC cannot function without all of their hard work. Thus, it is important that we have an enjoyable December Social to show appreciation for their time and effort! Furthermore, service-wide events facilitate the building of connections between volunteers and thus increase volunteer engagement and idea sharing throughout the service.
Difficulties:	<ol style="list-style-type: none"> <li>1. December is a <b>busy</b> time and finding a date / location that works can be difficult.</li> <li>2. It can be difficult to find and execute a social that appeals to everyone and is <b>accessible</b> for all volunteers.</li> </ol>
Partners:	SHEC Volunteer Coordinator
<b>Service Goal/Objective</b>	Exam Season Efforts: Reduce SHEC exam hours, SHECares, Increase online promotional material
Why:	Exam season poses numerous challenges to both students in regards to their health and wellbeing as well as to volunteers in their ability to commit to a certain number of hours in the space. Thus, it is important that SHEC modifies its programming in order to address some of these unique needs by reducing hours during the exam period, publishing information surrounding exam-specific concerns like stress and sleep, and providing students with exam care packages.
Difficulties:	1. Ensuring volunteers are still actively involved with SHEC but aren't forced to take on too much work during such a <b>busy period</b> ; this is especially important when ensuring we have enough volunteers working on SHECares so the burden does not exclusively fall on a small group of

	execs/volunteers
Partners:	SHEC Exec, SHEC volunteers, other MSU services for SHECares
<b>Service Goal/Objective</b>	Reflecting on the Semester & Making Necessary Changes
Why:	There is no doubt that I will face numerous obstacles throughout the first semester, and thus I want to sit down and critically reflect on the semester and how it could be improved. While this will definitely involve some individual thought and reflecting, I would also like to consult with VP Admin, my executive team, and other PTM's to receive feedback/debrief the semester. Furthermore, I would like to send out a mid-year survey to SHEC volunteers. This will allow us to enter the second semester with an idea of what should be maintained and what should be changed in regards to volunteer experience and visitor experience.
Difficulties:	1. As a PTM, I am very close to and <b>invested</b> in my work and my service. Thus, it can be challenging to take a step back and critique my own service and efficacy.
Partners:	VP Admin, SHEC Exec, SHEC Volunteers
<b>Personal Goal</b>	Maintaining a work, school, and life balance during December to ensure I avoid burnout during this busy time! Also, congratulating myself on being done my first semester as coordinator 😊

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JANUARY	
<b>Service Goal/Objective</b>	Executing Effective January Training
Why:	January training provides execs and volunteers with a chance to address areas of concern/interest, maintain quality of service, and facilitate volunteer bonding. Furthermore, it contributes to a culture of continuing education within the service internally. I would also like to make sure this training provides volunteers leadership opportunities and a chance to meaningfully engage with the service mandate. This training will be incredibly active, fun, and participatory. It will also touch on any topics or pillars that were not fully expanded upon in September training.
Difficulties:	1. <b>Logistics</b> – coordinating schedules, booking rooms, supplying food, etc. 2. Ensuring volunteers are <b>supported</b> through training as it engages with difficult and potentially triggering material

	<p>3. Effectively and sensitively addressing any issues that may have come up in a <b>constructive</b> manner</p> <p>4. Keeping session within a reasonable <b>time frame</b> while still being informative and engaging</p>
Partners:	VP Admin, SHEC Exec
<b>Service Goal/Objective</b>	Implement smaller-scale RAC programming through SHEC promotions
Why:	Currently, most of SHEC’s RAC campaigns are large scale and focus on releasing information via detailed and comprehensive posters. I would like the RAC to become more involved with smaller campaigns that will be launched primarily in the second semester. Programming of this sort will include things like: social media posts, rave cards with key info, sharing videos, art/visuals to publish online, etc.
Difficulties:	<ol style="list-style-type: none"> <li>1. Understanding that members of the RAC committee are <b>volunteers</b> and cannot be expected to take on too much work!</li> <li>2. It may be difficult to make these sorts of projects work as the amount of <b>work</b> and collaboration that will need to be put into some of these small projects is great</li> <li>3. Will involve <b>collaboration</b> with SHEC promotions coordinator who is already very busy.</li> </ol>
Partners:	SHEC RAC, SHEC Promotions
<b>Service Goal/Objective</b>	Launching 3 <sup>rd</sup> Large Scale Strategic Priority Event (E&P) and Campaign (RAC)
Why:	By the end of January, I would like SHEC to have launched a third set of large-scale Strategic Priority projects through RAC and E&P. Events and campaigns will be grounded in evidence-based research and will be related to either Mental Health, Addictions Awareness, Sexual Health, and/or Nutrition and Active Living. Furthermore, they will reach students in a way that is informative, understandable, accessible, and engaging to the McMaster community.
Difficulties:	<p>Events (E&amp;P)</p> <ol style="list-style-type: none"> <li>1. The event will be <b>large</b> and will require numerous logistical tasks, promotions efforts, and planning.</li> <li>2. It can be difficult to provide important health information in a way that keeps events <b>enjoyable</b> and attractive to students</li> <li>3. It is difficult to get students to <b>participate</b> in programming</li> </ol> <p>Campaigns (RAC)</p>

	<ol style="list-style-type: none"> <li>1. It is important that the committee effectively engages in knowledge translation to ensure that students receive informative, yet easily understandable health information</li> <li>2. It can be difficult for SHEC campaigns to reach <b>large audiences</b> (especially those outside of the so-called <i>MSU Bubble</i>); we must aim to utilize promotions methods that ensure information reaches as many students as possible</li> </ol>
Partners:	E&P Committee, RAC Committee, SHEC Exec, Underground
<b>Personal Goal</b>	Enjoying the start to my last semester of my undergraduate degree by balancing school, work, and life effectively! (aka Having Fun!)

<b>FEBRUARY</b>	
<b>Service Goal/Objective</b>	Fortify SHEC Week Programming
Why:	While last year's SHEC Week did have a lot of value, it did not reach that many audience members and was a little bit rushed. Thus, this year, I would like to expand SHEC Week programming by involving more volunteers, expanding our promotions efforts, and increasing the attractiveness of our programming to the general public. We will aim to go bigger with SHEC week this year and ensure that each strategic priority is addressed. We will also hope to have one large, keystone event (perhaps a public speaker) that will bring attention to the week in its entirety and up the impact of our programming.
Difficulties:	<ol style="list-style-type: none"> <li>1. The events will be <b>large</b> and will require numerous logistical tasks, promotions efforts, and planning.</li> <li>2. It can be difficult to provide important health information in a way that keeps events <b>enjoyable</b> and attractive to students</li> <li>3. It is difficult to get students to <b>participate</b> in programming</li> <li>4. Because SHEC week is a full week, it can be difficult for volunteers and exec members to avoid <b>burnout</b>.</li> </ol>
Partners:	SHEC Exec, SHEC Volunteers, SWC, other Peer Support service, VP Admin
<b>Service Goal/Objective</b>	Launching 4 <sup>th</sup> Large Scale Strategic Priority Campaign (RAC)
Why:	In February, the RAC will launch a campaign that is grounded in evidence-based research and will be related to either Mental Health, Addictions

	Awareness, Sexual Health, and/or Nutrition and Active Living. Furthermore, they will reach students in a way that is informative, understandable, accessible, and engaging to the McMaster community.
Difficulties:	1. It is important that the committee effectively engages in <b>knowledge translation</b> to ensure that students receive informative, yet easily understandable health information 2. It can be difficult for SHEC campaigns to reach <b>large audiences</b> (especially those outside of the so-called <i>MSU Bubble</i> ); we must aim to utilize promotions methods that ensure information reaches as many students as possible
Partners:	E&P Committee, RAC Committee, SHEC Exec, Underground
<b>Service Goal/Objective</b>	Continuing Education for the Executive Team
Why:	Last year, the SHEC exec team attended an Indigenous Health Conference and it was an incredibly valuable experience as it not only allowed the exec team to bond with each other, but it provided the exec team with new knowledge and experience that trickled down throughout the service. I would like to attend a similar event to encourage continuous learning amongst myself and the execs.
Difficulties:	1. <b>Finding an event</b> that is within our budget, open, and coordinates with our schedules. 2. Finding an event that aligns with SHEC's <b>strategic priorities</b> .
Partners:	SHEC Exec.
<b>Personal Goal</b>	Spend time with my exec team outside of SHEC in order to fortify relationships socially and professionally!

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MARCH	
<b>Service Goal/Objective</b>	Launching 5 <sup>th</sup> Strategic Priority Event (E&P) and Campaign (RAC)
Why:	By the end of November, I would like SHEC to have launched a final set of large-scale Strategic Priority projects through RAC and E&P. Events and campaigns will be grounded in evidence-based research and will be related to either Mental Health, Addictions Awareness, Sexual Health, and/or Nutrition and Active Living. Furthermore, they will reach students in a way that is informative, understandable, accessible, and engaging to the McMaster community.

Difficulties:	<p>Events (E&amp;P)</p> <ol style="list-style-type: none"> <li>1. The event will require numerous logistical tasks, promotions efforts, and <b>planning</b>.</li> <li>2. It can be difficult to provide important health information in a way that keeps events <b>enjoyable</b> and attractive to students</li> <li>3. It is difficult to get students to <b>participate</b> in programming</li> </ol> <p>Campaigns (RAC)</p> <ol style="list-style-type: none"> <li>3. It is important that the committee effectively engages in knowledge translation to ensure that students receive informative, yet easily understandable health information</li> <li>4. It can be difficult for SHEC campaigns to reach <b>large audiences</b> (especially those outside of the so-called <i>MSU Bubble</i>); we must aim to utilize promotions methods that ensure information reaches as many students as possible</li> </ol>
Partners:	E&P Committee, RAC Committee, SHEC Exec, Underground
<b>Service Goal/Objective</b>	Nutrition & Active Living Campaign
Why:	Currently SHEC programming has notoriously overlooked the Nutrition and Active Living pillar of our mandate. Thus, I would like to spent a month engaging in small, service-wide programming around the pillar that is primarily conducted through small events, social media posts, and small physical handouts. Doing an accessible workout challenge over Instagram, a recipe of the week on rave cards/social media, and information regarding the concerns around the updated Canadian Food Guide would be some ideas that could be implemented during this time.
Difficulties:	<ol style="list-style-type: none"> <li>1. As it is a service-wide initiative and it aligns with other SHEC programming, it could be difficult to execute with <b>scheduling/time constraints</b>.</li> <li>2. We must be conscious of the fact that <b>health</b> doesn't look the same for everyone!</li> </ol>
Partners:	SHEC Exec, FCC, SHEC Volunteers
<b>Service Goal/Objective</b>	Continue SHEC's focus on advocacy (this goal/objective will begin before March but will be hopefully achieved adequately by the end of March)
Why:	As the only health service and non-denominational peer support service, SHEC has the responsibility of advocating on behalf of students in regards to health topics that align with our strategic priorities. Throughout the year, it will be one of our top priorities to advocate, not just through information

	campaigns, but also through engaging with policy, harm reduction initiatives, the MSU, and participating on different boards/committees (i.e. PEPP-AH).
Difficulties:	1. Ensuring health topics are addressed in an intersectional way that acknowledges <b>barriers</b> and <b>biases</b> in the health sector
Partners:	SHEC Exec, RAC, MSU, SWELL, etc.
<b>Personal Goal</b>	As my term comes to a close, I hope to show appreciation to all those who helped and supported me throughout my tenure as coordinator, whether it be volunteers, execs, my family, or other MSU employees.

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APRIL	
<b>Service Goal/Objective</b>	Transition new Coordinator, Exec Team; conduct hiring for Exec Team and Volunteer Team
Why:	One of my own personal goals is ensuring service sustainability; I am incredibly proud to be a part of such a long-standing service and I hope to see it continue thriving for many more decades past my own tenure! Thus, helping the incoming coordinator in transition is incredibly important to me. A large part of this is helping them hire the best team for them throughout the end of my tenure.
Difficulties:	<ol style="list-style-type: none"> <li>1. Effectively transitioning a new coordinator is a long process and can be time consuming for both parties; however, it is of utmost importance, and thus should be done in an enjoyable and efficient way!</li> <li>2. Logistically, hiring is a very complex and taxing process. Thus, all of us involved must support one another and do our best to make the process as smooth as possible.</li> <li>3. Because hiring is so time consuming, it is difficult to find time to schedule it.</li> </ol>
Partners:	VP Admin, AVP Services, Outgoing Exec Team, Incoming Coordinator
<b>Service Goal/Objective</b>	Exam Season Efforts: Reduce SHEC exam hours, SHECares, Increase online promotional material
Why:	Exam season poses numerous challenges to both students in regards to their health and wellbeing as well as to volunteers in their ability to commit to a certain number of hours in the space. Thus, it is important that SHEC modifies its programming in order to address some of these unique needs by reducing hours during the exam period, publishing information surrounding

	exam-specific concerns like stress and sleep, and providing students with exam care packages.
Difficulties:	1. Ensuring volunteers are still actively involved with SHEC but aren't forced to take on too much work during such a <b>busy period</b> ; this is especially important when ensuring we have enough volunteers working on SHECares so the burden does not exclusively fall on a small group of execs/volunteers
Partners:	SHEC Exec, SHEC volunteers, other MSU services for SHECares
<b>Service Goal/Objective</b>	End of Year Social!
Why:	Throughout the year, volunteer put an immense amount of time and energy into the service, and it goes without saying that SHEC cannot function without all of their hard work. Thus, it is important that we have an enjoyable End of Year Social to show appreciation for their work. Furthermore, service-wide events facilitate the building of connections between volunteers and thus increases volunteer engagement and idea sharing throughout the service.
Difficulties:	1. April is a <b>busy</b> time and finding a date / location that works can be difficult. 2. It can be difficult to find and execute a social that appeals to everyone and is <b>accessible</b> for all volunteers.
Partners:	SHEC Volunteer Coordinator
<b>Personal Goal</b>	To reflect upon my experience as the SHEC coordinator and feel confident in the fact that I was able to learn, overcome obstacles, and ultimately enjoy the experience!

## Long-term planning

*Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)*

<b>Overarching Vision (what</b>	<b><i>Critical Engagement with Health Topics and Health Sector; continued advocacy surrounding self-determination in health</i></b>
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<i>is the ultimate goal?)</i>	<i>decision-making</i>
Description	<ul style="list-style-type: none"> <li>As SHEC operates to provide health information and resources in an anti-oppressive way, it is important to be critical of the health sector and the way health professionals interact with communities. Creating mechanisms for critical understandings on services and department. Healthcare, broadly, will be better understood as a constantly evolving set of ideas and practices, with implicit biases and long, complex history. Volunteers and service users will be exposed to different sets of knowledges, and the concept of ‘expertise’ will be reframed, allowing for more room for lived experience and non-hegemonic ways of being ‘healthy’.</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>Greater self-determination in health for student community</li> <li>More effective service provision</li> <li>Allows for more room for community and cultural-based knowledge, lived experience</li> <li>Increased access to health services through MSU</li> <li>Volunteers better equipped with critical thinking skills</li> </ul>
Year 1 Goals	<ul style="list-style-type: none"> <li>Create campaign that addresses health systems barriers, includes resources for students that allow for self-determination in health decision-making and overcoming of barriers,</li> <li>Promote critical engagement between volunteers and resource content. Create opportunities for volunteers to access resource content, encourage volunteers to offer perspective and opinions on content.</li> <li>Community needs assessment</li> <li>Have a completed interactive resource map</li> <li>Host a successful STI fair</li> <li>Collaborate in creating long-term plan for peer support department, including crisis protocol</li> <li>Volunteer training will include content/discussions involving a) lived experience, b) acknowledgement of violences in healthcare, c) differences between peer support and professional care, d) critical discussion of health topics, and what it means to be ‘healthy’</li> </ul>
Year 2 Goals	<ul style="list-style-type: none"> <li>Survey of peer support and health centre best practices from other Ontario/Canada universities that offer similar services so as to better understand potential for improvements, gaps in service.</li> </ul>

	<ul style="list-style-type: none"> <li>• Display resource map in space, update resource map online</li> <li>• Make STI fair/testathon an annual event, expand resources, increase number of event attendees</li> <li>• Implement departmental long-term plan</li> <li>• Volunteer training: increased engagement from volunteers in training, better incorporating volunteer knowledge into training</li> </ul>
Year 3 Goals	<ul style="list-style-type: none"> <li>• Create resource stream to help reduce barriers for students accessing health services; deepen partnerships with health professionals, add services to mandate, increase access to supplies (e.g. contraceptive sponsorship)</li> <li>• Use data collection from past 2 STI fairs to assess community impact of event, facilitate third testathon</li> </ul>
Partners	VP Admin, VP Education, AVP Services, Peer Support Department (Maccess, WGEN, PCC)

<b>Overarching Vision (<i>what is the ultimate goal?</i>)</b>	<b><i>Improve Social Media Presence</i></b>
Description	<ul style="list-style-type: none"> <li>• Currently, SHEC has a strong social media presence and we have even had some posts <a href="#">go viral</a> (68,000 retweets, 102,000 likes!).</li> <li>• Social media is a fantastic way for SHEC to use our platform to encourage engagement from numerous folks amongst the McMaster community</li> <li>• The SHEC social media has historically focused on sharing our own internal campaigns and promoting our own events; while this is incredibly valuable, our social media could be improved by expanding beyond this.</li> <li>• By utilizing social media to share information in a more informal sense, to share important news/articles on health related topics, and to share attractive and engaging art/videos/other mediums, SHEC will become more and more visible to a diverse sector of the McMaster community.</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>• By increasing social media visibility, more people in the McMaster community will be exposed to SHEC as a service (space, events, resources, etc.)</li> <li>• Improve the public knowledge of SHEC's identity; many</li> </ul>

	<p>people still think we are the Sexual Health Education Centre, and many others are still unfamiliar with our mandate and our focus on peer support, intersectionality, anti-oppressive practices, etc.</p> <ul style="list-style-type: none"> <li>• An increased social media presence</li> </ul>
Year 1 Goals	<ul style="list-style-type: none"> <li>• Diversify mediums - both of sources created by SHEC internally and sources shared by SHEC</li> <li>• Sharing more engaging works (i.e. art,</li> <li>• Increasing SHEC Community engagement on social media efforts (i.e. having volunteers collaborate and contribute to the SHEC socials)</li> <li>• Piloting 'smaller' campaigns → campaigns that are still internal, but aren't as large as our strategic theme priority campaigns (i.e. workout challenge, recipe cards, 'of the week' based campaigns, etc.)</li> <li>• Taking on more of an advocacy role via SHEC socials</li> <li>• Utilizing typography/art to engage folks in a more extensive way than just promoting our events/campaigns, etc.</li> </ul>
Year 2 Goals	<ul style="list-style-type: none"> <li>• Potentially implement a promotions committee to help the promotions coordinator with the increased breadth of the role</li> <li>• Collaborating with the identity-based services more on social media</li> <li>• Encouraging more interactivity on social media posts (via Instagram stories / polls, answering Instagram questions, FB tagging, etc.)</li> <li>• Consulting with Michael Wooder on the successes/failures of SHEC's Year 1 Social Media strategy; making improvements accordingly</li> </ul>
Year 3 Goals	<ul style="list-style-type: none"> <li>• Reflecting on effectiveness of SHEC social media (especially key as social media changes so quickly)</li> </ul>
Partners	Michael Wooder, Connor Maclean, VP Admin, SHEC Exec, SHEC Volunteers