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ABSTRACT

The Bridges to Healthy Communities project assists community colleges in offering education and information services that help prevent HIV infection and other serious health problems in students. The five-year Bridges project emphasizes service learning as a community-building and intervention strategy for preventing HIV infection. This initiative features national data collection and dissemination, an information clearinghouse, advisory groups, a mentor team, and demonstration colleges. Key campus activities cover administrative and policy issues, alcohol/drug program expansion, co-curricular activities, curricular infusion, distance education, high school outreach, HIV/AIDS program expansion, peer education, service learning program expansion, and wellness program expansion. Contacts, mentors, and project highlights are provided for the 10 Bridges community colleges: College of DuPage, Illinois; Daytona Beach Community College, Florida; Holyoke Community College, Massachusetts; Kapi' olani Community College, Hawaii; Northern Virginia Community College, Virginia; Pitt Community College, North Carolina; Raritan Valley Community College, New Jersey; San Antonio College, Texas; Santa Barbara City College, California; and Wisconsin Indianhead Technical College. Internet service information is provided for the CDC National AIDS Clearinghouse and other organizations funded by CDC. (AS)

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Bridges to Healthy Communities

AACC Project Brief AACC-PB-97-1

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American Association of Community Colleges

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PROJECT BRIEF

AACC-PB-97-1

Bridges to Healthy Communities

Nan Ottenritter and Lvnn Barnett

he *Bridges to Healthy Communities* project aims to help community colleges offer education and information programs and services that lead to the prevention of HIV infection and other serious health problems in students. The five-year *Bridges* project emphasizes service learning as a community-building and intervention strategy for preventing HIV infection. Supported by the Centers for Disease Control and Prevention, this AACC national initiative features national data collection and dissemination, an information clearinghouse, advisory groups, mentor team, and demonstration colleges.

The *Bridges* project acknowledges that more than information is needed to create behavioral changes that prevent HIV infection. Colleges must create a culture that increases the likelihood of healthy behavior. Creating that culture involves educating policy- and decision-makers, supporting institution-wide health promotion programs, and infusing HIV and related health issues into the curriculum. Comprehensive intervention programs can bring together campus and community, and involve individuals, families, schools, and communities. The *Bridges* project supports and encour-

ages community colleges to improve student and community health through models of integrated activities in a variety of campus settings. The service learning approach aims to stimulate community-building activities that will move participants beyond self-defense education to caring, accountability, and active commitment to community health.

Ten institutions won grants to become *Bridges Colleges* in a September 1996 national competition. Five others participate as members of the mentor team.

♦ Bridges Colleges

College of DuPage, IL
Daytona Beach Community College, FL
Holyoke Community College, MA
Kapi olani Community College, HI
Northern Virginia Community College, VA
Pitt Community College, NC
Raritan Valley Community College, NJ
San Antonio College, TX
Santa Barbara City College, CA
Wisconsin Indianhead Technical College, WI

Bridges Mentors

Broward Community College, FL
City College of San Francisco, CA
Community College of Philadelphia, PA
Honolulu Community College, HI
Middlesex Community College, MA

Key Campus Activities

- ♦ Administrative and policy issues
- ♦ Alcohol/drug program expansion
- ♦ Co-curricular activities
- ♦ Curricular infusion
- ♦ Distance education
- ♦ High school outreach
- ♦ HIV/AIDS program expansion
- ♦ Peer education
- ♦ Service learning program expansion
- ♦ Wellness program expansion



Health and the Community College:

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What's the Big Idea?

by Charles Deutsch, Sc.D., Harvard School of Public Health



hen most Americans hear the word "health," they think of doctors, hospitals, and insurance programs like Medicaid. Health insurance and access to care is rightfully a major national issue, but it's not all, or even most, of what we mean by "health." There's a big difference between the medical care people need when they're ill, and the conditions and behaviors that make them less likely to become ill in the first place, more likely to seek timely help when they need it, and more able to recover once they do.

The improvement in health status in the past thirty years is due more to the things people do for themselves than to things medical professionals do to them with high technology and expert training. And the widening health gap between the haves and have nots is due less to differential access to medical treatment, than to differences in the practices promoted or discouraged by their environment.

According to the Centers for Disease Control and Prevention, among Americans under 24 years of age, four causes account for almost 70% of deaths: motor vehicle crashes, other unintentional injuries, homicide, and suicide. These causes are preventable and related to a few behaviors, especially alcohol and drug abuse, failing to use seat belts and motorcycle helmets, and having firearms and other weapons. Among all age groups combined, three causes-heart disease, cancer, and stroke-account for nearly 70% of all mortality and a large amount of morbidity and expense. These conditions are also preventable and are substantially due to a few behaviors, especially tobacco use, excessive consumption of dietary fat and calories, and insufficient physical activity. Through unsafe sexual practices, each year about three million young people are afflicted with sexually transmitted diseases, and an undetermined number are infected with HIV. Thus, a handful of behaviors cause the major health problems that face the nation. These behaviors usually are established during youth, are interrelated, persist into adulthood, contribute simultaneously to poor health, education, and social outcomes, and are preventable.

Unlike medical care, health is not primarily individual and physical. Especially for young people, health is largely behavioral, and that means it has important emotional, mental, moral, and spiritual dimensions. For the same reasons, it is profoundly social and depends on cultures and environments far more than on "lifestyle choices." People are not equally free to make healthy choices, and for many people healthy choices are not as available or attractive as unhealthy ones.

Health has much in common with learning. Who is primarily responsible for making learning happen, the teacher or the learner? For the most part, we accept responsibility for creating conditions that maximize learning opportunities for the particular students we serve. We have to understand health in a similar way. We can't sit back and blame young people who know about AIDS but fail to use condoms, saying, "They had the information; the rest is up to them." Once we know that for large percentages of people information is not enough, we can't continue to say, "It should be!" Instead, we use education policy and technology—as we did to increase seat belt use or decrease smoking—to create a culture that increases the likelihood of healthy behavior.

Community colleges should care about health for several reasons. People don't learn well if they're not healthy. The success of the institution's academic mission depends not only on the instruction it provides, but on the climate it creates—and its climate is about how students live, not simply how they do schoolwork. People of all ages need to learn how to engage in the process of good health, not just for themselves, but for partners, children, family members, and neighbors. College is often the last chance to help people become effective agents of health. What's more, when it is broadly defined, health is an interesting theme through which to learn and practice skills useful in all sorts of careers.

So what's the Big Idea? If your college is about learning, then it's also about health. What is it doing to create an environment that encourages healthy practices among its own students? Does your college hold itself accountable for accomplishing measurable objectives that will improve the health of its community? We teach young people that they are responsible for their actions and, equally, for their inaction. The same is true for the institutions that teach them.



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College of DuPage

Glen Ellyn, Illinois

Project Highlights

- Administration and policy
- Curriculum infusion
- High school outreach
- ♦ HIV/AIDS program expansion

Stop AIDS in DuPage (Project SAID)

n partnership with the county health department, area high schools, and community agencies, Project SAID is designing, implementing, and evaluating a comprehensive, proactive HIV/AIDS prevention program to reduce at-risk behavior and create an environment emphasizing wellness. Students are working directly with HIV/AIDS patients and/or projects. Project SAID is institutionalizing an HIV/AIDS prevention education service learning experience at the college.

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DAYTONA BEACH Community College

Daytona Beach, Florida

Project Highlights

- Curriculum infusion
- Wellness education expansion

Daytona Beach Bridges to Healthy Communities

he project infuses HIV/AIDS education into the curriculum at Daytona Beach Community College and provides students with an opportunity to participate in service learning. Faculty are introducing HIV/AIDS learning modules into English, statistics, and certificate programs. The learning modules will complement the normal teaching materials in these courses/programs. The project is also establishing a Teaching Resource Center of HIV/AIDS prevention materials for faculty members.

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Holyoke Community College

Holyoke, Massachusetts

Project Highlights

- Curriculum infusion
- Peer education

Make a Difference—The HCC Health Connection Project

n a city with escalating rates of HIV infection, a campus-wide outreach campaign is being conducted. Through a student peer health leadership training program, classroom presentations and faculty consultation, students and faculty are becoming active participants in developing HIV/AIDS prevention and other health service learning projects both on and off campus. Peer mentoring, biweekly reflection sessions, and journals are fostering critical and reflective analysis.

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Kapi`olani Community College

Honolulu, Hawaii

Bridging Beyond the Classroom: Service Learning for Total Health and HIV Prevention

Bridging Beyond the Classroom is shaping classroom, campus, and community environments to encourage healthy practices by KCC students and the people they serve. The project includes: extensive curricular integration of service learning, total health, and HIV prevention in 18 courses; training workshops, lectures, film, and student-faculty reflection sessions; a wide range of service learning opportunities on campus and in the community; and use of the Internet for student reflection and education locally, nationally, and globally.

Project Highlights

- Administration and policy
- Co-curricular activities
- Curriculum infusion
- Distance education

CONTACTS

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Nörthern Virginia Community College

Annandale, Virginia

Project Highlights

- ◆ Co-curricular activities
- Curriculum infusion
- ◆ Peer education

NVCC Bridges College Program

he project is improving comprehensive health and reducing HIV infection through enhancement of the Mobile Nurse-Managed Health Center program, a community-based service learning health promotion model of clinical practice. It is also increasing the college's literacy in comprehensive health and HIV prevention through institutional (academic/co-curricular) and service learning interventions. The aim is to build a regional infrastructure that promotes comprehensive health.

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Pitt Community College

Greenville, North Carolina

Project Highlights

- Curriculum infusion
- Peer education

Healthy Lifestyles through Service Learning

sing the Pitt Community College student population as a microcosm of the community, this initiative is creating a multi-faceted, interdisciplinary, personal responsibility program. Using service learning strategies, a cadre of peer educators is helping effect behavioral change by making healthy lifestyle choices and assisting their peers to do likewise. The program is resulting in a model for behavioral change specific to prevention of HIV infection and to prevention of related diseases.

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Raritan Valley Community College

Somerville, New Jersey

Project Highlights

- ◆ Curriculum infusion
- ◆ High school outreach
- Wellness program expansion
- ◆ Peer Education

Building Healthy Communities through Service Learning

he project is introducing current information on HIV/AIDS to students across the curriculum using intrusive intervention strategies. Components include: a peer education program for RVCC freshmen and high school students in the Tech Prep program; HIV/AIDS modules that can be integrated into different courses across the curriculum; assessment of the needs of community agencies and development of responsive programs and service learning activities.

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San Antonio College

San Antonio, Texas

Project Highlights

- ◆ Administration and policy
- Alcohol/drug program expansion
- ◆ Co-curricular activities
- Curriculum infusion
- ◆ Peer education
- Wellness programexpansion

Bridges to Healthy Communities through Wellness

an Antonio College is expanding its Wellness Program by using the current drug and alcohol prevention model to incorporate HIV/AIDS and other pressing issues on a commuter campus. The project includes a variety of approaches: service learning, curricular infusion in a variety of disciplines, peer education, staff development, information dissemination, co-curricular activities, collaboration with community and health agencies, and special events.

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Santa Barbara City College

Santa Barbara, California

Project Highlights

- Alcohol/drug program expansion
- Curriculum infusion
- Distance education
- Peer education

Project HOPE

(Helping Others through Peer Education)

roject HOPE is increasing student awareness of healthy lifestyle issues to turn healthy behaviors into lifelong practices. It aims to reduce student behavior risks, especially those associated with unsafe sexual practices associated with alcohol and drug use. Designed to promote student, faculty, and community involvement, activities include service learning and curriculum infusion, peer health education, and community interaction.

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Wisconsin Indianhead Technical College

Shell Lake, Wisconsin

Project Highlights

- Administration and policy
- Alcohol/drug program expansion
- Co-curricular activities
- ◆ Curriculum infusion
- Wellness program expansion

Bridges to Healthy Communities in Northwest Wisconsin

Building on a strong alcohol and drug abuse prevention program, this project is implementing an HIV/AIDS prevention initiative, based on a social ecological theory, into the existing college-wide wellness program for students and employees. The college's wellness/prevention program encompasses interrelated academic, social, health, and spiritual strategies in partnership with external service providers. The project will build new partnerships with community health agencies, and design a service learning strategy with internal and external partnerships.

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CDC National AIDS Clearinghouse Internet Services

Centers for Disease Control and Prevention http://www.cdc.gov

CDC National AIDS Clearinghouse

http://www.cdcnac.org

Contains Internet order form for free HIV/AIDS-related materials online, movies of "Respect Yourself, Protect Yourself" public service announcements, AIDS Daily Summary for up-to-date prevention, treatment, and care issues.

HIV/AIDS Treatment Information Service (ATIS)

http://www.hivatis.org

Contains information on federally approved treatments, treatment-related publications, and links to other treatment-related sites.

AIDSNEWS Listserv

listserv@cdcnac.org

Contains AIDS Daily Summary, selected Morbidity and Mortality Weekly Report articles, fact sheets, press releases from Public Health Service agencies such as NIH and FDA. To subscribe, send the message subscribe aidsnews firstname lastname to: listsery@cdcnac.org.

Gopher

gopher://gopher.cdcnac.org:72

Contains AIDS Daily Summary. AIDS-related Morbidity and Mortality Weekly Report articles, tables from CDC's HIV/AIDS Surveillance Report, and documents from other federal agencies.

Anonymous File Transfer Protocol (FTP) Site

ftp://ftp.cdcnac.org/pub/cdcnac

Contains files of documents such as the current HIV/AIDS Surveillance Report. Clearinghouse guides, and the Clearinghouse's Standard Search Series.

Other Electronic Resources

Journal of the American Medical Association http://www.ama-assn.org/special/hiv/hiv/home.htm

The NAMES Project

http://www.aidsquilt.org

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National Higher Education Organizations funded by CDC

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American Association of Colleges for Teacher Education, One Dupont Circle, Suite 610, Washington, DC 20036; 202/293-2450 http://www.aacte.org

AACC's national

survey, Prevention of

HIV and Other

Serious Health

Problems Among

Community College

Students, has been

distributed to all

community colleges.

For information.

contact Nan Ottenritter

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Results will be available

in Summer 1997.

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American College Health Association, P.O. Box 28937, Baltimore, MD 21240; 410/859-1500

Association of American Colleges & Universities, 1818 R Street, NW, Washington, DC 20009; 202/387-3760

BACCHUS & GAMMA Peer Education Network, P.O. Box 100430, Denver. CO 80250; 303/871-3068
http://www.bacchusgamma.org

National Association for Equal Opportunity in Higher Education, Black Higher Education Center, 400 12th Street, NE, Washington. DC 20002; 202/543-9111
http://www.usbol.com/ctjournal/nafeol.html

National Association of Student Personnel Administrators, 1875 Connecticut Ave., NW, Suite 418, Washington, DC 20009; 202/265-7500 http://www.naspa.org

The College Fund/UNCF, 8260 Willow Oaks Corporate Drive, P.O. Box 10444, Fairfax, VA 22301: 703/205-3445 http://www.uncf.org

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BRIDGES HEALTHY COMMUNITIES





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