



August 2018

Santa Clara University: JED Campus Program Update

In this update, we will share our progress with implementing campus-wide educational campaigns. We have focused our campaigns on three key areas: (1) to educate the campus community of the links between physical and emotional health and academic success; (2) to encourage help-seeking behaviors and to destigmatize mental health and substance abuse problems; and (3) to educate students about the risks and dangers of opiate misuse, including the effects with other substances.

A professor from the Department of Communication, Dr. Chan Thai, serves on our Steering Committee and has developed 2 courses designed to teach students how to develop a strategic campaign plan, implement the campaign, and evaluate the effectiveness of the campaign that align with these key issues outlined in our JED Campus Action Plan.

In the first course, which was taught in Spring 2018, four groups of students worked on developing evidence-supported, theory-based campaigns that target these three JED education campaign initiatives. The course guided students through Strategic Campaign Design principles such as segmenting audiences, choosing communication channels, and theories of behavior change to give students the knowledge and tools needed to successfully design a strategic campaign. Students came up with projects that directly target mental health stigma and substance abuse, and will be prepared to implement their campaigns during the 2nd course, their Senior Capstone, which will be taught in Winter 2019. In the Capstone class, the students will run their campaigns and evaluate the effectiveness of their campaigns by collecting assessment data.

We believe that this is an innovative way to achieve specific objectives of our JED Campus Action Plan by integrating them into the coursework for our students. By utilizing students to design campaigns for their fellow students, we believe this increases engagement of the student campaign designers and their fellow student target audience, and will improve the success of our campaigns and our overall Strategic Plan.

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