

The HEALTH EDUCATION



Alumni Livewire

Written by: Volume: I
Haley McCarthy Issue: IV

Worlds AIDS Week 2008

Fall's World AIDS Week sponsored by Health Education was well received by students. Our annual *Condom-a-thon* was held on November 14th at the last Late Night event of the semester and we had the largest turnout yet. Other events that were hosted or co-sponsored by Health Ed this year were *Wear Red Day* and the showing of *The Blood of Yingzhou District*, a video on HIV in China on December 2nd. On December 3rd was the ART4AIDS gallery opening and the HIV/AIDS vigil was

on December 4th. The Health Ed Office and the Sexperts also raised money for the Hole in the Wall Gang Camp, which works with chronically and terminally ill children including HIV positive kids. This year the office also motivated other organizations to raise money for a charity for World AIDS Week. Two organizations participated and raised money for their own HIV charities. In total Health Ed raised \$400 for the Hole in the Wall Gang Camp.

Attendance at this year's

events totaled 700 students, faculty, staff and community members.

World AIDS Day is an event that is hosted worldwide in order to raise awareness about the HIV/AIDS pandemic. Health Education encourages each person to do their part every day, not only during World AIDS Week, to raise awareness about this critical issue that touches millions of lives every year.



Social Marketing & Health Education

In areas that work on behavior change such as health education, health promotion and public health, it is important to create a social marketing campaign to support the increase of the awareness and momentum of an organization or the organization's cause. Social marketing is the application of commercial marketing techniques to promote something that will benefit social well-being. The Health Education office has put together its own social marketing campaign by branding the office, creating a recognizable design for all office publications and being out and about on campus as much as possible to tell people about the office's free resources.

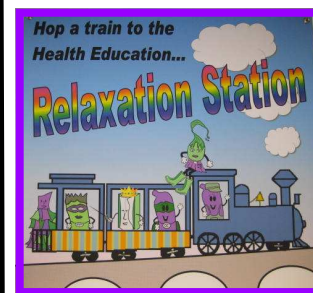
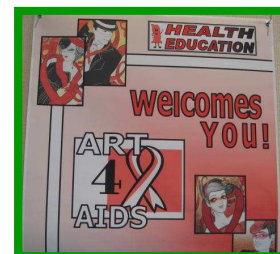
Health Education is committed to increasing personal and social well-being on UConn's campus through raising awareness, promoting stress reduction and providing sexuality education. However, it is important that students know about the office and how it will benefit them before they will be willing to interact with the office.

The 4 P's are the most important components of marketing, which are: product, price, place and promotion. In this case the product is a cause, behavior or organization. The price is a person's personal cost to adapt the behavior or participate in a cause. The place is where everything is taking place, which could be on the web or in a certain city, and how easy it is to access that place. Finally, promotion

is how the behavior or organization is promoted and what makes it appealing to the audience to want to engage.

Health Education has followed these 4 P's by having student wellness as its "product", offering its services for free (price), making sure that students know the place where they can find the office and promoting the office with handouts and talking about the office in FYEs, programming and events. So far this campaign has increased the student recognition of our office and services.

A great resource for finding out more about social marketing is the Community Toolbox. The Toolbox can be found online at <http://ctb.ku.edu>.



**** Update Us!! We would love to know what you are doing so we can put you on our Alumni Page and in our next newsletter. Email us with updates at healthed@uconn.edu!!**

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Featured Topic

Financial Health for Young Professionals: Part I

Currently the United States is going through difficult financial times. With words like recession or depression floating around, a person might get worried about what their next step should be to protect their financial well being. For this issue's featured topic we will discuss some of the advice that financial advisors are giving young professionals about investing and staying financially healthy.

Tips to help ease financial worries:

- **Plan and Organize!**
Create categories and a timeline for your investing. Decide what money you can put aside in long term investments that will not be accessible on short notice. Also, come up with a timeline for your investments and decide when you will need access to certain investments.
- **Diversify your assets.**
Most experts recommend that when investing to spread money in varying amounts across different types of funds and markets. This technique is called spreading the risk. If one fund or stock is not doing so well and loses money the other assets may hold steady or gain money and therefore, the overall loss will be less.

- **Don't Panic!**
When things start to look bad, don't sell just to get rid of declining stocks. Sell only if there is a more appealing stock to buy instead. Things will eventually start to regain value. Some advisors even say that now is the best time to invest, buy low and sell high.
- **Credit will be available.**
The federal government and the treasury will make sure that the financial system has assets available to sustain a recovery. So there will be credit available to take out loans, buy houses and cars. Credit will need to be available in order to stimulate the economy.

These tips should not take the place of consulting a financial advisor for information specific to your investment needs. However, these tips are helpful for beginners to understand and become confident about investing.

Sources:
- Young Money: <http://www.youngmoney.com/>
-16 Rules for Investment Success
by Sir John Templeton
-Cushman and Wakefield Economic Pulse, 11/08



Health Education Alumni Updates

Recent Updates

- ◆ Congratulations to Michael Hardej ('08)! He graduated in December 2008 receiving a B.A. in Sociology with a minor in Diversity Studies and a B.A. in Women's Studies. Mike is currently working for UConn's Orientation Services until July 2009 and applying to Higher Education Graduate Programs for Fall 2009.
- ◆ Jess Galanos ('07) wed Joseph Wallace this past September and is currently working as a School Counselor at Southington High School.
- ◆ Conor O'Rourke ('08) is currently living and working in Yallingup, Australia.
- ◆ Jesse Scholfield ('07) is currently going to school at Rensselaer Polytechnic Institute in Hartford, CT for his masters in engineering. He is also working at Alstom Power as a Firing Systems Engineer.
- ◆ Katherine Agostine ('08) is currently interning at Pomperaug High School as part of her Masters in Education program at University of Bridgeport. She will be completing her M.S. in Mathematics Education in May 2009.

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