

Advancing University Student Health and Wellbeing Through Peer-Led Health Promotion: A Quality Improvement Project

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PROBLEM

- The effectiveness of peer-led health promotion is well established, yet few frameworks describe how to institute and sustain peer-led programs within university settings.
- This project applied Quality Improvement (QI) principles to develop a structured process for **recruiting, training, and mentoring Peer Health Ambassadors (PHAs)** who collaboratively advanced student wellbeing through peer-to-peer education in mental health, sexual health, and substance use awareness.

PURPOSE/AIM

- This QI project focused on how to **build** and **sustain** engagement among student leaders through structured mentorship, collaborative program design, and continuous quality improvement.
- Doctor of Nursing Practice (DNP) students applied nursing leadership and innovation to mentor undergraduate PHAs and establish a sustainable model for peer-led health promotion on campus.

PROJECT DESIGN/Framework

- Quality Improvement (QI) project** guided by the **Implementation Research Logic Model (IRLM)**.
- Implemented **Certified Peer Educator (CPE) training**, developed by NAPSA, an evidence-based program to strengthen peer leadership skills.

Follows a four-phase QI process:

Recruitment & Engagement

Outreach to departments of study and student organizations	Emphasize leadership in recruitment messaging
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Training & Mentorship

Complete NASPA's Certified Peer Educator Training	Provide DNP leadership and reflection sessions
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Co-Designed Health Promotion

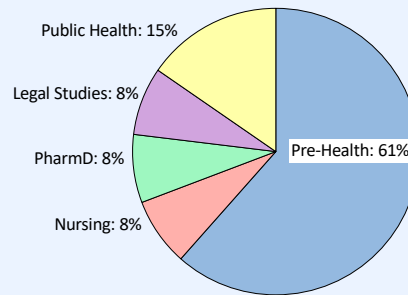
Co-design and implement health promotion events	3 events required per PHA for continued participation in program
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Sustainability Planning

New cohort recruitment and onboarding	Appoint DNP successors & plan for further scalability & campus impact
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OUTCOMES

PHA Programs of Study



Health Promotion Outreach Events



Safety & Wellness Week



Flu Clinics



Suicide Prevention Week



Student Org Fair



"It Must Be Wellness" Event

Interest in Program: Common Themes with Quotes

Commitment to Service

"I wanted to positively impact the Belmont community as someone who wants to be involved in the health and wellness of my peers!"

Personal & Professional Growth

"I took this as an opportunity to grow in leadership skills and be able to communicate effectively with others."

Passion for Education & Advocacy

"To get a better understanding of how to communicate and educate my peers and myself about topics I'm passionate about."

KEY FINDINGS

- **217% recruitment achieved over goal:** primarily pre-health majors, demonstrating alignment with campus health goals.
- **6 peer-led outreach events** in one semester alone, addressing sexual health, mental health, and substance use, increasing visibility of health resources and reducing stigma.
- **85% CPE training completion** underscored strong engagement.
- **100% of PHAs reported increased leadership skills** through advisor check-ins and workshops, highlighting graduate nursing mentorship as a key engagement driver.

References:
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PRACTICE IMPLICATIONS

- This QI project demonstrates a **replicable framework** for implementing peer-led health promotion within university settings.
- Integrating DNP mentorship, pre-health student recruitment, and structured sustainability planning supports ongoing capacity for peer-led health promotion.
- Future iterations will expand student leader outreach, establish health promotion guides for replication, and refine evaluation tools to monitor impact and reach on campus.

