



Overview of Michigan Culture of Care Ambassador Program

Laura Blake Jones, Dean of Students

PRESENTED BY MICHIGAN CREATIVE AND STUDENT LIFE

M WOLVERINE CULTURE OF CARE

"In a real sense all life is inter-related. All [of us] are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly."

— Dr. Martin Luther King Jr.,
Letter from Birmingham Jail (epiphany.edu)

There is no law, policy or process that on its own can achieve the full mitigation of harm potential in community.

However, the way we proceed will speak to what we value as a community. Therefore, to achieve the best possible outcomes which uphold our values of civility, dignity, diversity, equality, equity, freedom, honesty, and safety, a well-being oriented and public health-informed approach should:

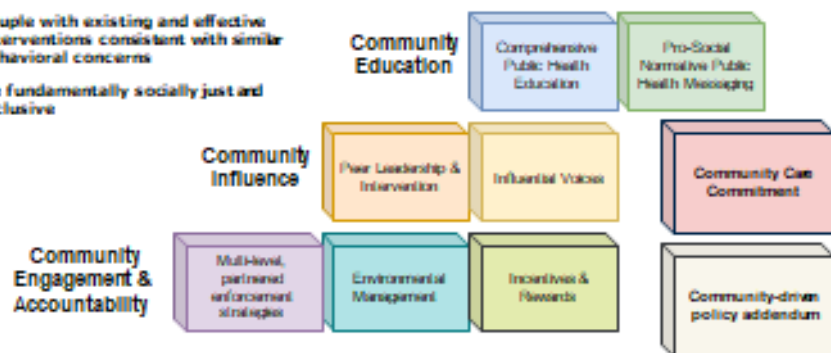
- Align with clearly articulated public health guidance
- Align with core values of the institution
- Couple with existing and effective interventions consistent with similar behavioral concerns
- Be fundamentally socially just and inclusive

Of the many considerations for a public health-informed residential term, community expectations and community commitment form dual foundational pillars of a broader community harm reduction strategy.

Core Pillars of an Accountable Community



Culture of Care Spectrum



Community Care Commitment

Wolverine Culture of Care: Creation of a sacred, community declaration of public health-informed expectations. Currently under development, with student leadership (Steering committee, Campus Climate Advisory Committee (CCAC), COVID Challenge participants, etc.). Distributed to all students and featured on high profile digital platforms and through other effective communication strategies (Back to Campus Main and Blue Print Campaign), including high impact student groups.

Community-Driven Policy Addendum

University Residence: Affirm necessary public health expectations and accountability measures in residential communities through a COVID-specific clause narrowly tailored to meet the public health need.

Off Campus: Initiate a streamlined community-driven process to refine and recommend a time-limited addendum to the Statement of Student Rights and Responsibilities, creating public health expectations which utilize existing and adaptable accountability procedural mechanisms while maintaining long-held values as well as foundational frameworks of normative community practices and seeking socially just outcomes.

Peer Leadership & Intervention

Student Centered Engagement: Continuing engagement with core student leadership, including Central Student Government, Rackham Student Government, School and College Student Governments, FSL, four council leadership, Campus Climate Advisory Council, etc. to refine student-centered solutions and utilize their full influence to foster other-centered thinking and behaviors.

Peer Bystander Intervention: Building upon existing broad bystander intervention training - enhancing student skills to safely intervene when the potential for harm may be high.

Influential Voices

Leveraging Influence: The University of Michigan has access to several many influential alumni, high profile staff, faculty, athletes, etc. We seekable to leverage these voices to influence the behaviors of others in a way that will be critical for public health. Inclusion of these voices through normative public health messaging will be important.

Comprehensive Public Health Education

Educational Mandate: Clearly communicated public health information rooted in the best available guidance from community, state and federal public health experts.

Multi-level, Partnered Enforcement Strategies

Enforcement Partnerships: Build upon existing relationships and partnerships to create a seamless 'glue into campus referral process' for restorative, educational, and accountable interventions for the purpose of effective community harm reduction.

Environmental Management

Infrastructure Adaptations: Building entry checkpoints, signage, thoughtful furniture placement, community configurations plan for physical distancing.

Incentives & Rewards

Reinforcement: Although a public health imperative is ideally sufficient, providing public recognition for pro-social and wellness oriented behaviors and community accomplishments can serve to reinforce the normalizing of behaviors essential for a safer community.

Pro-Social Normative Public Health Messaging

Multi-Level Messaging: Multi-modality approaches to public health messaging, delivered through pre-matriculation communication, new student & graduate orientation, residence hall meetings and signage, FSL, chapter meetings, student athlete training, student organizational meetings, targeted emails, social media engagement and inclusion in student well-being public health care packages.

Up-to-Date Guidance: Coordination with MDHHS and EHS for consistent review of public health messaging.

Community & Campus Expert Vetting - Overview

To refine and operationalize this Wolverine Culture of Care model broad groups of student leaders are being engaged in its development. Additionally, staff expertise is being utilized as are academic partners. The Office of the General Counsel will continue to provide legal advice and the University Ethics and Public Health Committees will also be engaged for comprehensive review.

Wolverine Culture of Care



To provide the best campus experience possible in the context of this historic threat to the health and well-being of all, we understand that consistently making careful and healthy choices to keep the entire community as safe as possible is a collective responsibility shared by students, faculty, staff and Ann Arbor residents.

As such, Wolverines are committed to caring for ourselves and to be respectful of our impact on the health of others, by carrying out the following:

- **MONITOR, SELF-ISOLATE & PARTICIPATE:**

Protect the community through vigilant self-monitoring for symptoms and self-isolate if/when symptoms do develop or you are in contact with an individual with symptoms. Avoid and/or minimize travel and the hosting of guests throughout the semester. Participate in testing, isolation/quarantine and contact tracing as suggested by health care providers and required by public health officials.

- **COVER, DISTANCE & OBSERVE GATHERING LIMITS:**

Wear face covering in public spaces, maintain 6 feet or more of personal distance and limit group gatherings as directed in accordance with prevailing public health directives and guidance.

- **WASH, CLEAN & FLU VACCINE:**

Engage in enhanced health-positive practices, including regular hand washing, keeping personal and shared spaces clean and getting the flu vaccine when available.

- **EDUCATE, INNOVATE & SPREAD AWARENESS:**

Educate self and others on health-positive fact-based information, innovate to achieve community well-being and spread awareness of disparate impacts and realities of COVID-19 in marginalized and vulnerable communities.

- **PROMOTE HOLISTIC WELL-BEING:**

Observe and integrate all dimensions of well-being important to a thriving community: Physical, emotional/mental, environmental, financial, occupational, social, intellectual and spiritual.



WHAT'S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE

campusblueprint.umich.edu/care



WHAT'S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE

campusblueprint.umich.edu/care



WHAT'S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE

campusblueprint.umich.edu/care



WHAT'S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE

campusblueprint.umich.edu/care



WHAT'S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE
campusblueprint.umich.edu/care



WHAT'S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE
campusblueprint.umich.edu/care



WHAT'S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE
campusblueprint.umich.edu/care



WHAT'S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE
campusblueprint.umich.edu/care



“It’s for your own safety and the safety of others.”

PAIGE, STUDENT



WHAT’S YOUR REASON?

campusblueprint.umich.edu/care

Phase 1 Stadium Marquee



“It’s about protecting human lives.”

JACOB BODNER, STUDENT



WHAT’S YOUR REASON?

campusblueprint.umich.edu/care

Accountability Measures Have Been



Augmented at the Group and Individual Levels:

1. **Group Accountability** - Recognized student organizations are held accountable via the Student Organization Advancement and Recognition (SOAR) process; a COVID-19 addition covering physical distancing, gathering sizes, out-of-area travel, contact tracing and wearing face coverings were added and communication with student organizations is underway.

Self-Governance actions taken by leaders within student groups, supported by campus administrators and advisors has been on of our most effective means of encouraging compliance with public health recommendations off-campus. Fraternity and Sorority Life has a long history of actively practicing self-governance; other high impact groups have been similarly engaged.

2. **Individual Accountability** - a time-limited addendum to the *The Statement of Student Rights and Responsibilities* (the Statement) was proposed and sponsored by CSG, reviewed and approved by SRAC, reviewed by OGC, modified by the VPSL with legal guidance, and finalized by President Schlissel.
3. **Students living in residence halls are also accountable to a COVID clause within their housing contracts.**

Wolverine Culture of Care (WCC) Accountability Strategies



Continue Essential Partnerships:

- Law enforcement (DPSS, UMPD, AAPD)
- City, County and State

Coordination with:

- Landlords/Property Owners
- Area Neighborhood and Merchants Associations (bar and restaurant)

Education and Data Collection - required COVID Training (Everfi module) for all students (grad/UG) will include voluntary data collection (off-campus addresses and cell numbers) for use in proactive and responsive efforts



Strategies (continued)

Joint Letters to Student Leaders (Deans/Associate Deans & DOS)

Wolverine Culture of Care - Ambassador Program

- **On Campus** - faculty, staff and students in existing roles designated as WCC Public Health Ambassadors after completing online training
- **Off-Campus** - existing roles and newly hired students, faculty/staff/community volunteers and community engagement officers performing neighborhood canvassing during key times



Michigan Ambassador Program Details:

Canvassing teams of 2-3 individuals (students, staff/faculty/other volunteers and Community Engagement officers from Division of Public Safety and Security (DPSS) and AAPD) will work from noon-midnight seven days/week initially and then Thursdays, Fridays and Saturdays (noon-midnight) throughout the fall term.

These teams will travel across campus and through the near campus neighborhoods to serve as a visible presence and reminder to students and other community members of the need to follow public health guidance.

- Initial operations from August 20-30 will be seven days/week
- Labor Day weekend will be Thursday-Sunday evenings (9/3-6)
- Beginning 9/10 the regular Thursday, Friday, Saturday schedule will commence
- The program is scheduled to cease operations on 11/21 but may end sooner or be modified based on weather and/or other situational needs *(No need for extra Halloween coverage as it falls on a Saturday this year)*

2"x2" button



Face mask



T-Shirt





Student Opt-In to Address Registry:

As part of the required public health education COVID module rolled out to students this week (Staying Healthy in a Changing Environment for Students on Campus) students are being asked to voluntarily provide their name, current off-campus address and cell number in order to be contacted directly upon receipt of a complaint as an initial intervention not requiring a law enforcement response.

It is unknown at this time how many students may elect to supply this information for this purpose but is hoped it will be widely utilized and grow as students come to understand its utility.

COVID Concerns Reporting Line within U-M Emergency Operations Center:



A designated staff member within the U-M EOC will directly receive calls on the COVID Concerns Reporting Line to allow community-based public health concerns to be addressed via a system that has been designed to reduce the need for law enforcement as a first response.

This process will follow the same schedule for the Ambassador Program's operation. During hours when the Ambassador Program is not operating the reporting line will forward to the Division of Public Safety and Security (DPSS) dispatch center.

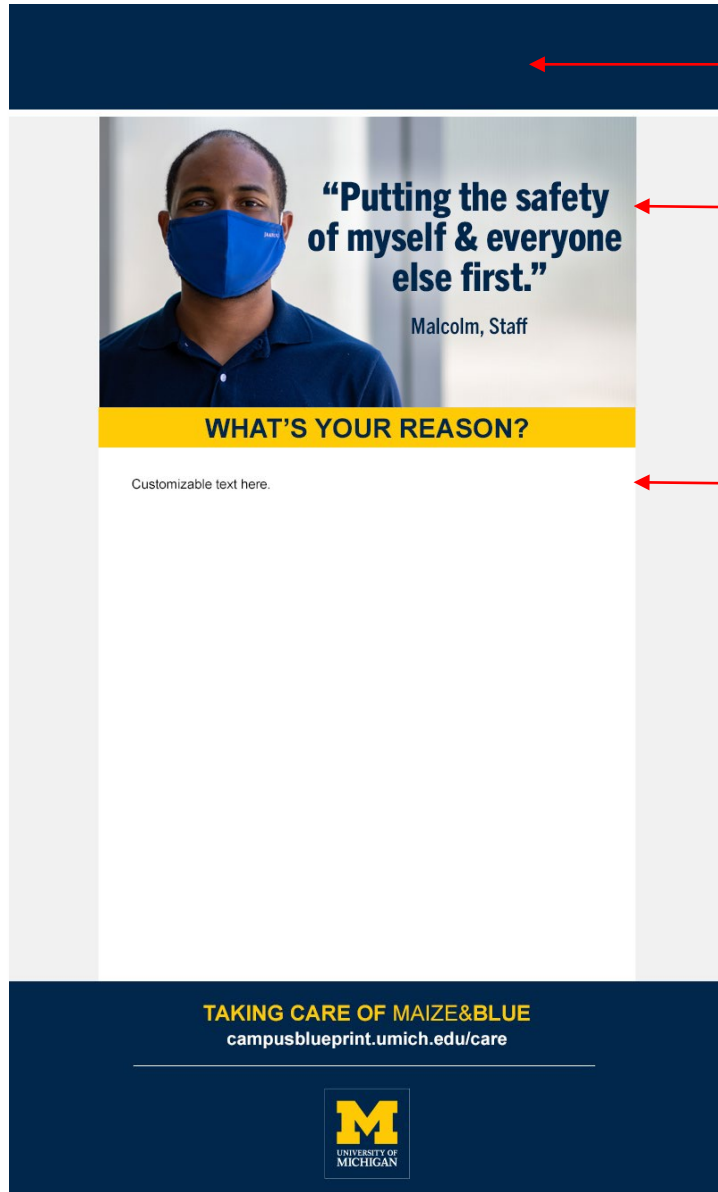
The staff member in the dispatch center will be able to check the Opt-In Voluntary Contact Information listings to determine if there is an individual to contact via text or phone instead of immediately dispatching law enforcement to address reported concerns. (Emergency calls will be appropriately re-directed to the Dispatch Center)

If no individual telephone number has been supplied and the address is not known to be affiliated with any specific U-M student group, the Ambassadors will visit the location in the hopes that their presence may encourage concerning behaviors to cease. Ambassadors will NOT directly confront large parties or situations where their personal safety could be at risk.



How Community Members Can Be Involved:

- Serve as a positive role model for public health informed behaviors
- Provide kind reminders to others about face coverings, social distancing and gathering size limitations
- Consider taking training modules offered to the UM community via the Maize and Blueprint website-<https://campusblueprint.umich.edu/>
- Utilize UM provided toolkit in your business or organization
- Report a concern via the COVID Concerns Reporting Line
- Consider volunteering as part of the Michigan Ambassador Program (call for community volunteers forthcoming)



School/Unit logo here

Animated GIF

Area for customizable text



EXTERIOR DIRECTIVE CITY OF ANN ARBOR SIGNAGE

(multiple sizes)

Reasons Why City of Ann Arbor campaign in development

Audience: **Ann Arbor Community**

COVID-19 SAFETY FIRST

STAY SAFE. STAY HEALTHY.



Cloth face covering is required

Maintain social distancing

Stay home if you are sick

UNIVERSITY OF MICHIGAN **CITY OF ANN ARBOR** **MICHIGAN** **TAKING CARE OF MAIZE & BLUE & A²**
campusblueprint.umich.edu/care

COVID-19 SAFETY FIRST

RESTROOM



Cloth face covering is required


Maintain social distancing

Wash your hands with soap and warm water for at least 20 seconds

UNIVERSITY OF MICHIGAN **CITY OF ANN ARBOR** **MICHIGAN** **TAKING CARE OF MAIZE & BLUE & A²**
campusblueprint.umich.edu/care

COVID-19 SAFETY FIRST

MAINTAIN SOCIAL DISTANCING




SIX-FOOT DISTANCE REQUIRED

UNIVERSITY OF MICHIGAN **CITY OF ANN ARBOR** **MICHIGAN** **TAKING CARE OF MAIZE & BLUE & A²**
campusblueprint.umich.edu/care

COVID-19 SAFETY FIRST

FACE COVERINGS ARE REQUIRED




If you are medically able to wear a face covering, you must wear one in this building.

Please stay safe and continue to follow social distancing guidelines.

UNIVERSITY OF MICHIGAN **CITY OF ANN ARBOR** **MICHIGAN** **TAKING CARE OF MAIZE & BLUE & A²**
campusblueprint.umich.edu/care

COVID-19 SAFETY FIRST

FACE COVERINGS ARE REQUIRED UNTIL YOU ARE SEATED AT YOUR TABLE



If you are medically able to wear a face covering, you must wear one in this building.

Please stay safe and continue to follow social distancing guidelines.

UNIVERSITY OF MICHIGAN **CITY OF ANN ARBOR** **MICHIGAN** **TAKING CARE OF MAIZE & BLUE & A²**
campusblueprint.umich.edu/care

COVID-19 SAFETY FIRST

EXITING THE RESTROOM CLEANLY AND SAFELY



1 Wash hands with soap and warm water for at least 20 seconds



2 Dry hands and extract an extra section of paper towel



3 Use the extra section of paper towel to pull open door handle to exit restroom



4 Use one foot to hold open door and then discard extra section of paper towel in a waste container

UNIVERSITY OF MICHIGAN **CITY OF ANN ARBOR** **MICHIGAN** **TAKING CARE OF MAIZE & BLUE & A²**
campusblueprint.umich.edu/care

COVID-19 SAFETY FIRST

STOP! THIS AREA/ROOM IS CURRENTLY CLOSED

THIS AREA IS TEMPORARILY CLOSED to support social distancing efforts

We apologize for any inconvenience this may cause. Please stay safe and continue to follow social distancing guidelines.

UNIVERSITY OF MICHIGAN **CITY OF ANN ARBOR** **MICHIGAN** **TAKING CARE OF MAIZE & BLUE & A²**
campusblueprint.umich.edu/care

COVID-19 SAFETY FIRST

STOP! THIS AREA IS CURRENTLY CLOSED

Due to ongoing concerns about the spread of COVID-19, this area/room is temporarily closed.

We apologize for any inconvenience this may cause. Please stay safe and continue to follow social distancing guidelines.

UNIVERSITY OF MICHIGAN **CITY OF ANN ARBOR** **MICHIGAN** **TAKING CARE OF MAIZE & BLUE & A²**
campusblueprint.umich.edu/care

COVID-19 SAFETY FIRST



ONE WAY AISLE

UNIVERSITY OF MICHIGAN **CITY OF ANN ARBOR** **MICHIGAN** **TAKING CARE OF MAIZE & BLUE & A²**
campusblueprint.umich.edu/care

COVID-19 SAFETY FIRST



WRONG WAY

UNIVERSITY OF MICHIGAN **CITY OF ANN ARBOR** **MICHIGAN** **TAKING CARE OF MAIZE & BLUE & A²**
campusblueprint.umich.edu/care



Bottom portion is the backer (or disposable part) of the sticker



“I care about the safety and health of others.”

VICKI ELLINGROD, PROFESSOR

WHAT'S YOUR REASON?

When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE
campusblueprint.umich.edu/care



“I want to flatten the curve and help us get back to normal life.”

(TAMMY) MENG WANG, STUDENT

WHAT'S YOUR REASON?

When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE
campusblueprint.umich.edu/care



“To ensure my infant son and elderly parents stay safe and healthy.”

HITAN KAMDAR, MICHIGAN MEDICINE STAFF

WHAT'S YOUR REASON?

When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE
campusblueprint.umich.edu/care



WHAT'S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE campusblueprint.umich.edu/care



WHAT'S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE campusblueprint.umich.edu/care



WHAT'S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE campusblueprint.umich.edu/care



M
UNIVERSITY OF MICHIGAN

“If we all do the right things, we’ll get to a better place.”

MARTINO HARMON, VP FOR STUDENT LIFE

WHAT’S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE campusblueprint.umich.edu/care



M
UNIVERSITY OF MICHIGAN

“It’s important we work together to keep our campus safe.”

JENSEN HASH, STUDENT

WHAT’S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE campusblueprint.umich.edu/care



M
UNIVERSITY OF MICHIGAN

“I want to protect those who are most vulnerable.”

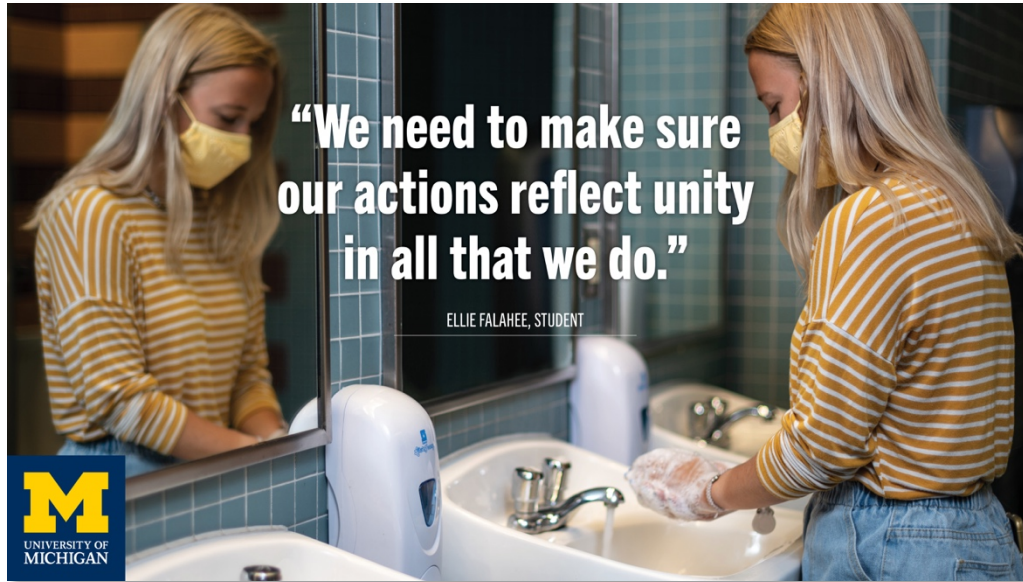
MELLISA LEE, STUDENT

WHAT’S YOUR REASON?

We all want to stay healthy and keep our loved ones safe. We all want our lives to get back to normal. When we all closely follow public health guidelines, it slows the spread of COVID-19 — protecting those who need it most and giving researchers time to find the treatments we need.


Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE campusblueprint.umich.edu/care



**“We need to make sure
our actions reflect unity
in all that we do.”**

ELLIE FALAHEE, STUDENT



M
UNIVERSITY OF
MICHIGAN

WHAT'S YOUR REASON?

There are so many good reasons to follow public health guidelines to slow the spread of COVID-19.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE

campusblueprint.umich.edu/care



**“If one person
has it, we are all
at risk.”**

JORDAN WADLEY, STUDENT



M
UNIVERSITY OF
MICHIGAN

WHAT'S YOUR REASON?

There are so many good reasons to follow public health guidelines to slow the spread of COVID-19.

Together, we will make a difference.

TAKING CARE OF MAIZE&BLUE

campusblueprint.umich.edu/care

THANK YOU



**UNIVERSITY OF
MICHIGAN**