



# Peer Education Group Development And Identity Formation

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# Objectives

At the conclusion of the session, participants will be able to:

- Describe key elements of group development
- Define the application of identity branding to peer education programs
- Discuss the value of positive messaging for campus peer education
- List 3 resources to support group development and identity branding efforts



# Why Peers?

“...students play a uniquely effective role- unmatched by professional educators- in encouraging their peers to consider, talk honestly about, and develop responsible habits, attitudes and lifestyles regarding alcohol and related issues.”

– *BACCHUS Network Philosophy*



# Peer Education

*“Consists of instruction by or guidance from equals- individuals who have some similarity with those they are teaching. Variables such as age, gender, race, religion, sexual orientation, socioeconomic status, and life experience or group affiliation may be used by target audiences to determine who is being perceived as being ‘equal’ or having similar lives. Diversity in the student population requires a diversity of the peer education staff.”*

–Gould and Lomax, 1993

# Peer Education Group Structure

**Student Organizations**

**Classes**

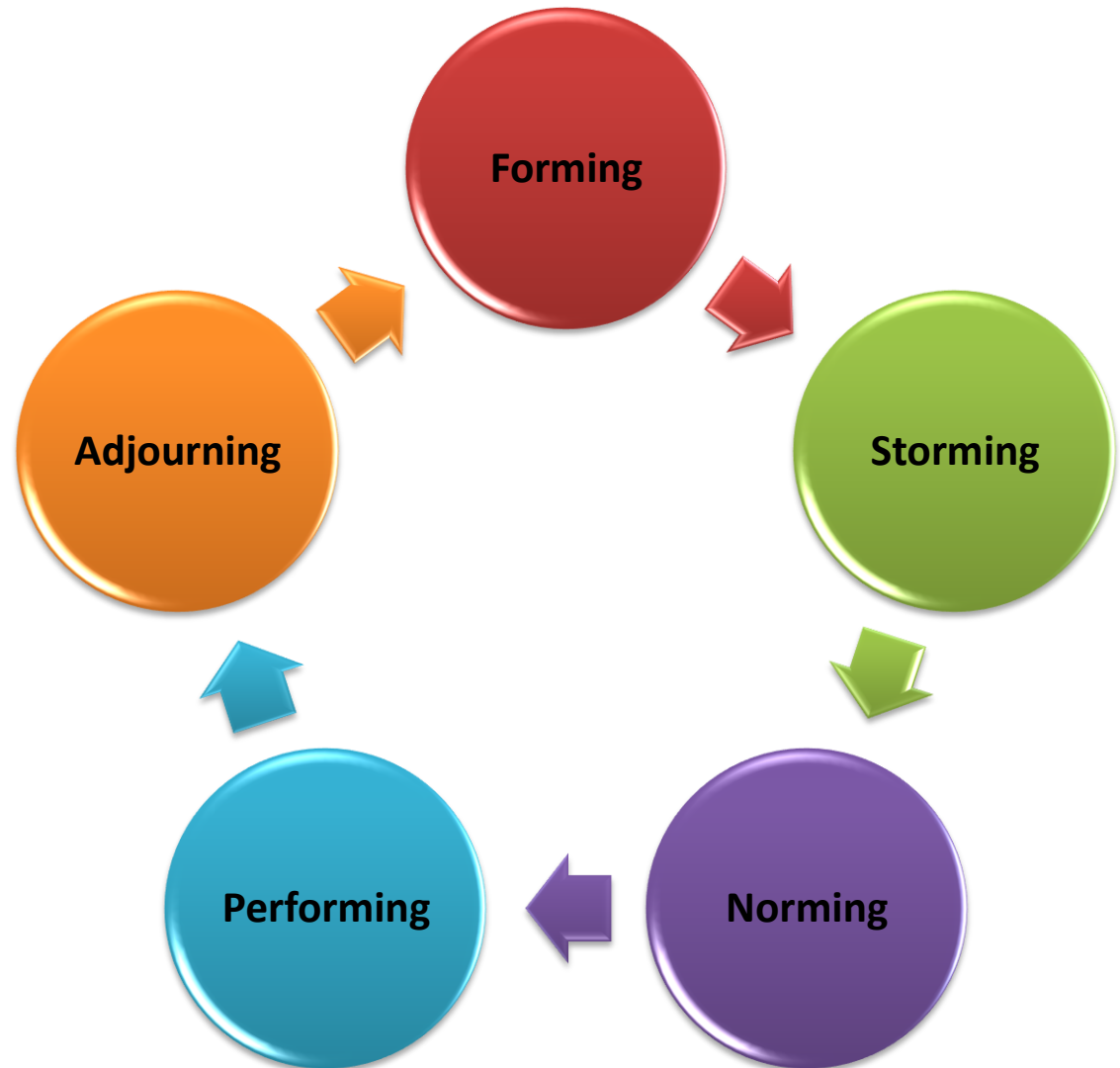
**Formal Groups**

**Hybrid**

# 7 Habits of Highly Effective Peer Education Groups

- **Habit 1: Strong Diverse Membership**
- Habit 2: Well Trained Peers
- **Habit 3: Promote Positive Images**
- **Habit 4: Active Advisement**
- **Habit 5: Branding**
- Habit 6: Administrative Support
- **Habit 7: Student Ownership**

# Cycle of Group Formation



# Group Dynamics

- Groups will change each time students enter or leave.
- Our students are not a “target audience” but rather “agents of change.”
- It’s their group, we just support. This means facilitating conflict resolution rather than avoidance.

# Group Dynamics, cont.

- Keeping a group going requires active advisement, flexibility, patience, and chocolate (or similar vice of your choice)
- Being part of a peer education group is a learning experience

# Foundation

- Links to campus mission, critical
- Recognition as a key part of institutional efforts
- Focus on positive messages
- Training is always key!!

# Strategic Brand(ing)

- A trademark or distinctive name identifying a product or a manufacturer; a product line so identified
- A mark of disgrace or notoriety; a stigma.



# Value of Branding

- Your brand is your identity on campus.
  - How are you seen?
  - How are you mentioned to others?
  - How are you remembered?
- Is recognizable amid the clutter on campus
- May be visual, vocal, or both
- Provokes a response in the target audience (functional, emotional)



# Positive Messaging

- **Peer Educators as Role Models**
  - Advocacy
  - Leadership through action/modeling
  - Attitudes and behaviors
  - Believability

*"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You must do the thing you think you can not do." - Eleanor Roosevelt*

# Positive Messaging

- **Peer Educators as Key Opinion Leaders**
  - Students and administrators look to peer educators for ‘the real story’
  - Peer Educators are campus leaders!

*"You can't teach what you don't know, and you can't lead where you won't go." -Dr. M. Joycelyn Elders*



# Positive Messaging

- **Peer Educators as Messengers**
  - Remind faculty, staff, students, and the community that most students are making healthier choices
  - Challenging negative stereotypes
  - Overcoming the ‘everyone’ syndrome
  - Watch out for ‘alternative’

*"Man's self-concept is enhanced when he takes responsibility for himself." - William C. Shutz*

# Application of Branding

- Identity Development
- Mission/Vision Statements
- Strategic Planning

*"The best way to get something done is to begin."*

*- Anonymous*

# Developing Your Brand

- Answer the who, what, where, when, why questions
- Tools like color and font are important
- Connection to the larger campus is vital
- Brand personality and symbolism
- Brand positioning

# Branding Tools

- The elevators speech
- Visual images
- The acronym trap
- Slogans and tag lines

*"Now is no time to think of what you do not have. Think of what you can do with what is there is." - Ernest Hemingway*

# Dissemination Strategies

- Print
- Broadcast
- Electronic
- Promotional items
- Face time

*"You can eat an elephant if you do it one bite at a time."*

*- Robert Riley*



# Recognition

- Motivation
  - Physical environment
  - Relationships
  - Encouragement
  - Positive atmosphere
- Positive reinforcement works
- Free or otherwise!

*"What happens is not as important as how you react to what happens."  
- Thaddeus Golas*



# Rules for Recognition

- Give it frequently
- It must be varied
- It must be honest
- It should be appropriate to the achievement
- It should be given to the person
- It should be consistent
- It must be timely
- It should be personal
- Reinforce the positive
- Give it, or else!

# Resources

- The BACCHUS Network
  - CPE Training
  - Advisor Corner
- Alice! Health Promotion website
- Other HP folks- many have done lots of group development work
- Group Development Theory
- Ice Breaker/Activities
- Your own campus



**Your Turn**

**Questions?**

**Comments?**

**Cares?**

**Concerns?**

*"Yesterday is gone. Tomorrow has not come. We have only today.*

*Let us begin." - Mother Teresa*

# Contact Us!

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