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PRESS RELEASE

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UHS experts featured at college health event

AMHERST, Mass. – Staff from University Health Services (UHS) at the University of Massachusetts Amherst are among the featured speakers at the annual meeting of the New England College Health Association (NECHA), Oct. 29 – 31 in Portland, Maine.

Diane Fedorchak, M.Ed., director of the university's BASICS alcohol screening and intervention program, and **Gloria DiFulvio, Ph.D.**, assistant professor with Commonwealth College, the university's honors program, will present "Voices in Recovery: Using Digital Storytelling to Address the Needs of Students in Recovery" during a session Oct. 30. Digital storytelling is an innovative method of increasing participation in health research; Fedorchak and DiFulvio will share their experiences with a pilot program using the technique to increase understanding, promote action and support personal transformation among students in recovery.

Frederick H. Bloom, O.D., director of Eye Care Services at UHS, will lead "The Diagnosis and Treatment of the Red Eye in a College Population," at a concurrent session Oct. 30. Dr. Bloom's illustrated presentation will help clinicians differentiate between the many causes of eye injuries and offer important treatment tips.

On the final day of the conference, UHS sports medicine specialist and university team physician **Pierre Rouzier, M.D.** will explore concussions, sprains, fractures and more, during his presentation on "Injuries in Contact Sports." The session will use case presentations covering both organized and informal sports.

The NECHA is one of six regional affiliates of the American College Health Association (ACHA). With more than 3,000 members, the ACHA is the college health field's principal leadership organization. The NECHA annual meeting is the group's largest event, offering opportunities to share best practices and promote professional development.

UHS, UMass Amherst's fully accredited health center, offers comprehensive care, referral and education services, with a special focus on the health needs and concerns of students. For more information, visit www.umass.edu/uhs or call (413) 577-5000.