

Building a Comprehensive, Sustainable Campus Suicide Prevention Program Using a Public Health Approach: A Framework for Success

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UNIVERSITY COUNSELING CENTER

University at Albany State University of New York

Learning Objectives

- Describe the key elements of the Suicide Prevention Resource Center and Jed Foundation Comprehensive Suicide Prevention Model;
- Identify and describe successful comprehensive suicide prevention strategies implemented within college and university campuses representing diverse demographic characteristics;
- Identify steps that can be taken to sustain a comprehensive suicide prevention program on a college campus.

Mental Health of College Students

- Seven or eight suicides per 100,000 students
(Drum, Brownson, and Smith, 2009)
- Young adults ages 18 to 25 far more likely to have seriously considered suicide in past year than adults 26 to 49 or 50 and older
(Han, McKeon, and Gfroerer, American Journal of Public Health, 2014)
- 599,000 or 6.6% of college students had serious thoughts of suicide, 197,000 or 1.5% made suicide plans and 102,000 or 1.1% attempted suicide in the past year
(2012 National Survey on Drug Use and Health (NSDUH) Data)
- Suicide as the second leading cause of death among college students

Mental Health of College Students

- Anytime in the past 12 months:
 - 62.0 percent felt very sad
 - 32.6 percent felt so depressed it was difficult to function.
 - 54.0 percent felt overwhelming anxiety.
 - 86.4 percent felt overwhelmed by all they had to do.
 - 59.2 percent felt very lonely.

Source: American
College Health
Association 2014

Suicide Concerns on College Campuses

In 2014, anytime in the past 12 months:

➤ 6.4 percent intentionally injured themselves

➤ 8.1 percent seriously considered suicide.

➤ 1.3 percent attempted suicide

(ACHA National College Health Assessment, 2014)

➤ Students also reported that suicidal behavior was a consequence of drinking: 4.0 percent seriously thought about suicide and 1.2 percent attempted suicide

(Core Institute, 2010)



JED

Taking action to reduce the risks of substance abuse, self-harm and suicide and increase the opportunities for every young adult to thrive.

JED: Mission and vision

Mission

“Promote emotional health and prevent suicide among college and university students.”

Vision

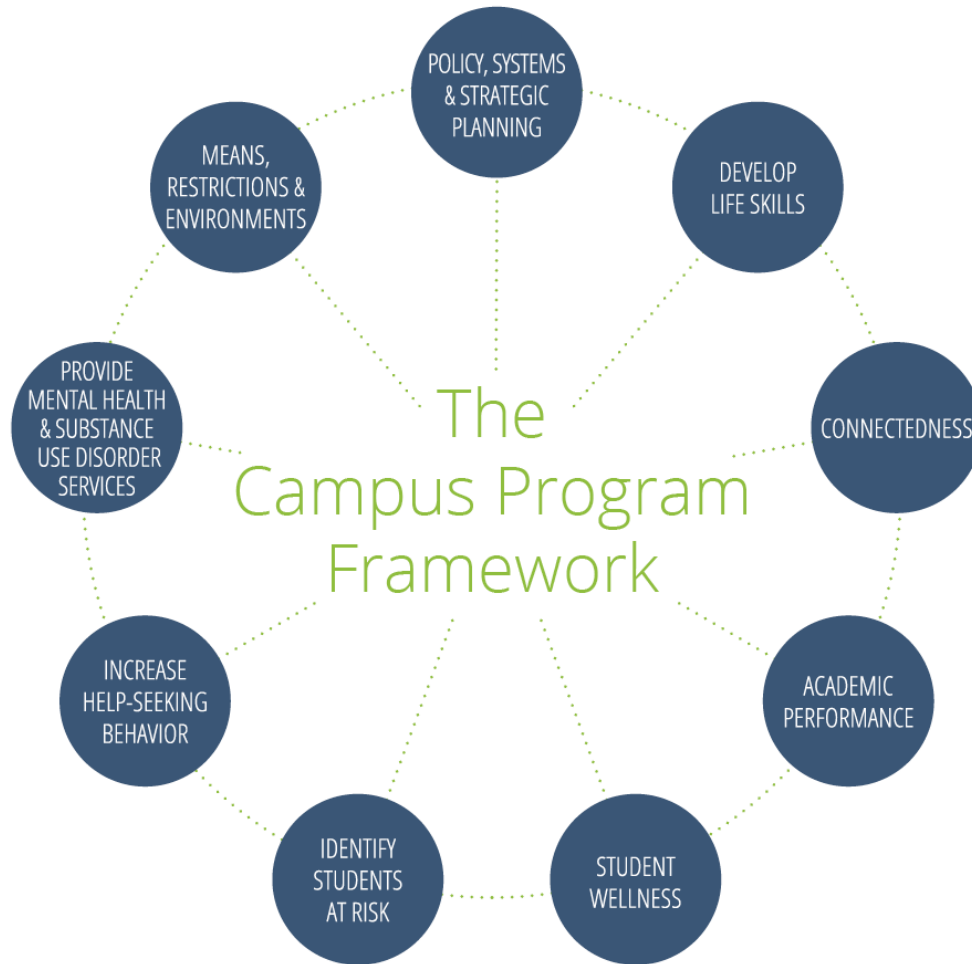
- All teens and young adults are equipped to navigate mental health challenges, empowered to seek help for themselves or a friend, and prepared to enter into adulthood and fulfill their potential.
- Every high school and college has a comprehensive system to enhance emotional health and prevent substance abuse and suicide in order to help teens and young adults thrive.
- Our communities are engaged, equipped and empowered to promote the emotional success of teens and young adults.

JED takes a comprehensive approach to address mental illness, substance abuse and suicide

JED & Suicide Prevention Resource Center Approach*



*Adapted from the US Air Force Suicide Prevention Program and based upon best practices and research on risk and protective factors for suicide



Policy, Systems & Strategic Planning

- Committee to manage planning for campus
- Committee has wide representation
- Gather data
- Prioritize problems
- Evaluates success and ongoing challenges
- Read more about this at: <https://www.jedfoundation.org/professionals/programs-and-research/campusmhap>
- Policies to address: insurance, LOA's, parental notification, medical amnesty, post-vention protocols

Developing & Supporting Life Skills

Groups that teach:

- Communication and relationship skills
- DBT (Dialectical Behavioral Therapy) groups
- Conflict resolution
- Financial planning
- Prevention of harassment and relationship violence
- Bystander intervention

Note: many of these kinds of activities can occur outside counseling settings and might be run by other staff

Connectedness & Support

- Peer Mentoring system
- Greek system (if exists) is carefully supervised
- Promoting connections with community religious and cultural resources
- Intentional floor programming in dorms
- Programs to promote tolerance and inclusiveness
- Programs to help students/RA's identify and connect with isolated students

Academic Performance

- Programs to support study skills, test anxiety
- Robust academic advising-trained advisors
- Peer tutoring-inexpensive
- Course evaluations

Student Wellness

- Stress and time management groups
- Info regarding connection between sleep, nutrition, exercise, general health and academic performance
- Substance free housing for all who request or need
- Educational campaigns regarding risks and consequences of substance misuse: strategic focus and timing e.g., stimulants around exams
- Substance free activities and events are frequently help on campus

Identifying Students at Risk

- Collecting mental health and substance history from incoming students
- Connecting students with positive history to services
- Wellness/Screening Days
- Gatekeeper and How to Help a Friend training: wide, targeted and strategic
- Behavioral Intervention Team
- Online resources for mental health and substance abuse screening

Increasing Help-seeking Behavior

- Counseling Center is easily accessible, welcoming
- Counseling Center website is easy to find and welcoming
- Campus culture is open about mental health and the value of help-seeking
- Online screening tools
- Peer mental health and substance education programs
- Campaigns to combat stigma
- Student clubs and student involvement in promotion of mental health
- Strategic marketing of counseling

Providing Clinical Services

- Access to broad array of services: Mental health, Health, Substance Abuse, Health Education
- Health services screens for mental health and substance issues routinely
- SBIRT (screening, brief intervention, referral, treatment)
- Med management
- Services are flexible: timing and location
- Naloxone policies: local EMT's
- Emergency services coordinated with local resources
- BIT team and clinical services are coordinated

Means, Restrictions & Environmental Safety

- Environmental scanning done
- Roof, window, closet rod safety
- Gun policy
- Prescription drug monitoring and return
- Lab safety

See 'Means Matters' for more info: <http://www.hsph.harvard.edu/means-matter/>

JED's portfolio of high-quality programs

1 HELPING MAKE U.S. COLLEGES SAFER

JED & CLINTON HEALTH MATTERS CAMPUS PROGRAM



- Thought leadership, establishment of best practices
- Assessments & consulting to colleges
- Best practices sharing, collaboration and evaluation
- Public recognition and raising awareness

2 EQUIPPING YOUNG ADULTS



- Original campaigns and curricula
- Mental health literacy
- Reducing shame, stigma and prejudice
- Connecting youth to crises services
- Education for parents and families

Helping make colleges safer: Campus Program

- The Campus Program works with colleges to systematically assess and improve mental health systems over four years – with the goal of achieving **a comprehensive program consistent with recommended practices**
- Colleges are supported with **goal setting, mental health and systems change consulting, and evaluation**
 - Mental health and systems change experts provide personalized support to each school
 - Schools will also access a network of online resources as well as learn from other schools
 - College’s programming will be assessed three times in four years
- 1/3 of colleges (>50% of students) to start the program by 2020
- While working with individual colleges, the Campus Program **publically celebrates schools with high standards to share learning across the entire post-secondary system**

Nationally, JED's youth platforms will continue to reach millions

Half of Us

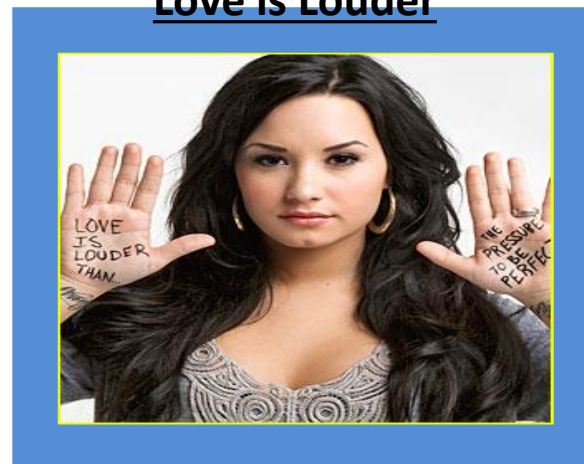


9M youth see PSAs annually

Links to PSAs:

halfofus.com/videos/#psa

Love is Louder



220K Facebook/Twitter; 1M

YouTube views

facebook.com/joinloveislouder

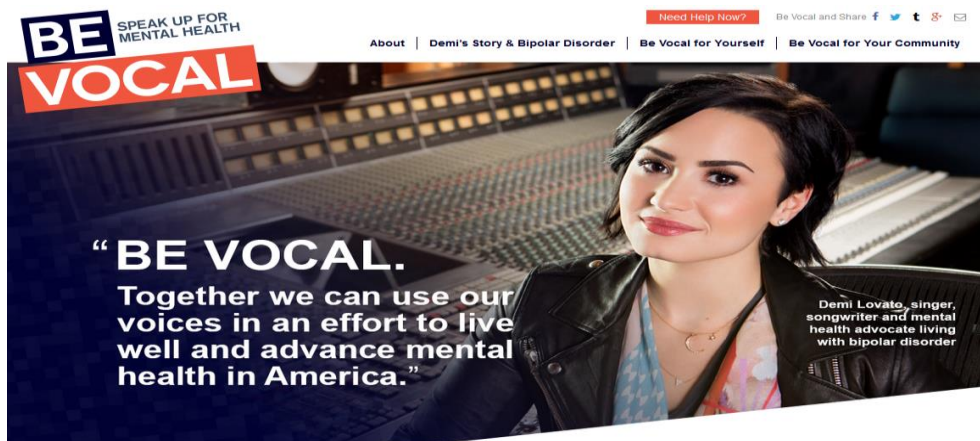
U Lifeline

Your online resource for college mental health

400K+ visitors per year

40K mental health screeners

Be Vocal Campaign



OUR PARTNERS

Be Vocal is a partnership between Demi Lovato, who is living with bipolar disorder, five leading mental health advocacy organizations and Sunovion Pharmaceuticals Inc.



New Programming: JED will reach students before college to prepare them for the transition

- JED is developing “*Set to Go*” a new program to help high school communities better prepare students **for the emotional health challenges of transitioning to college**

The program will focus on:

- **Social and emotional skills** development as well as general life skills
- How to recognize **warning signs of emotional distress, substance abuse, mental illness and suicide risk in oneself or a friend and the actions that can be taken**
- Healthy **interpersonal and social relationships**, dating and intimacy
- The **college selection process** and putting college in perspective
- How to transition care and establish a **support system at college** for students with a history of emotional distress, mental health issues or substance abuse

A Case Example

The University at Albany Suicide Prevention Program

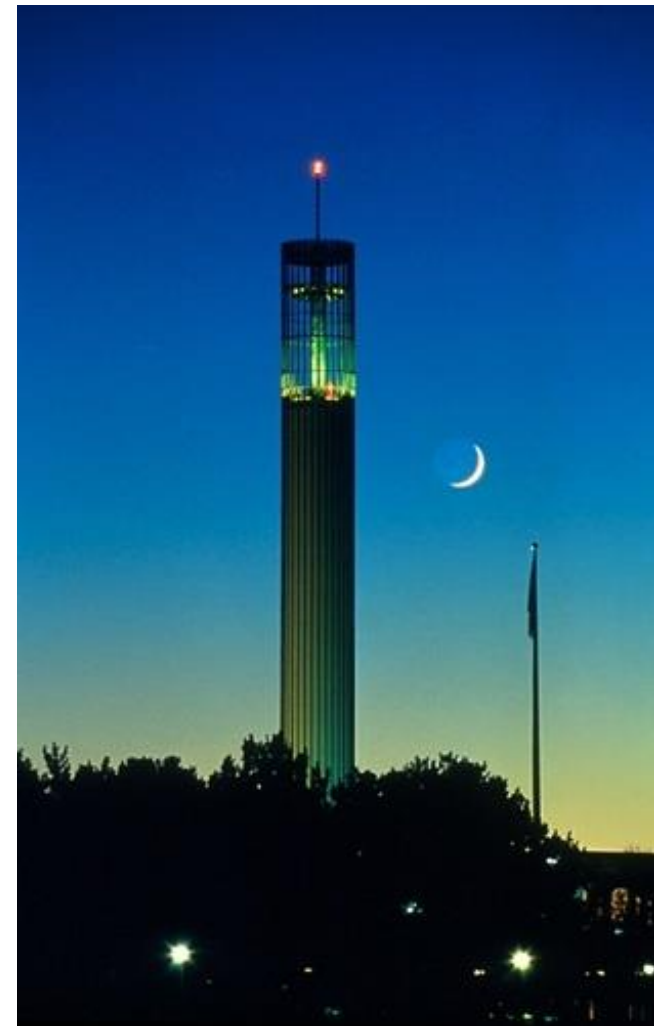


University at Albany Profile

- University Center, 64-campus System
- Urban Setting
- Research University
- NCAA Division I

- Students:
 - Undergraduates - 12,822
 - Graduate Students - 4,516
- Faculty: 1,200
- Employees: 4,197

- Degree Programs:
 - Undergraduate - 120
 - Doctoral/Masters 138

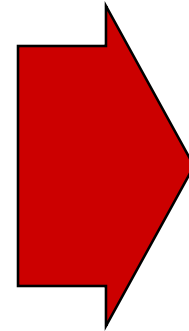


Program Goals

- **Goal 1: Reduce rates of student suicide, suicide attempts, and related mental/behavioral health problems**
 - Increase identification of proximal risk factors, such as depression, substance abuse, and other risk factors
 - Increase early intervention with students at risk for suicide through self-referral and/or referral by gatekeepers
- **Goal 2: Increase utilization of campus mental health and related primary care services to reach the students in most need of them**
 - Increase student referrals to University Counseling Center
 - Increase faculty/staff consultation requests for student mental health-related concerns to University Counseling Center

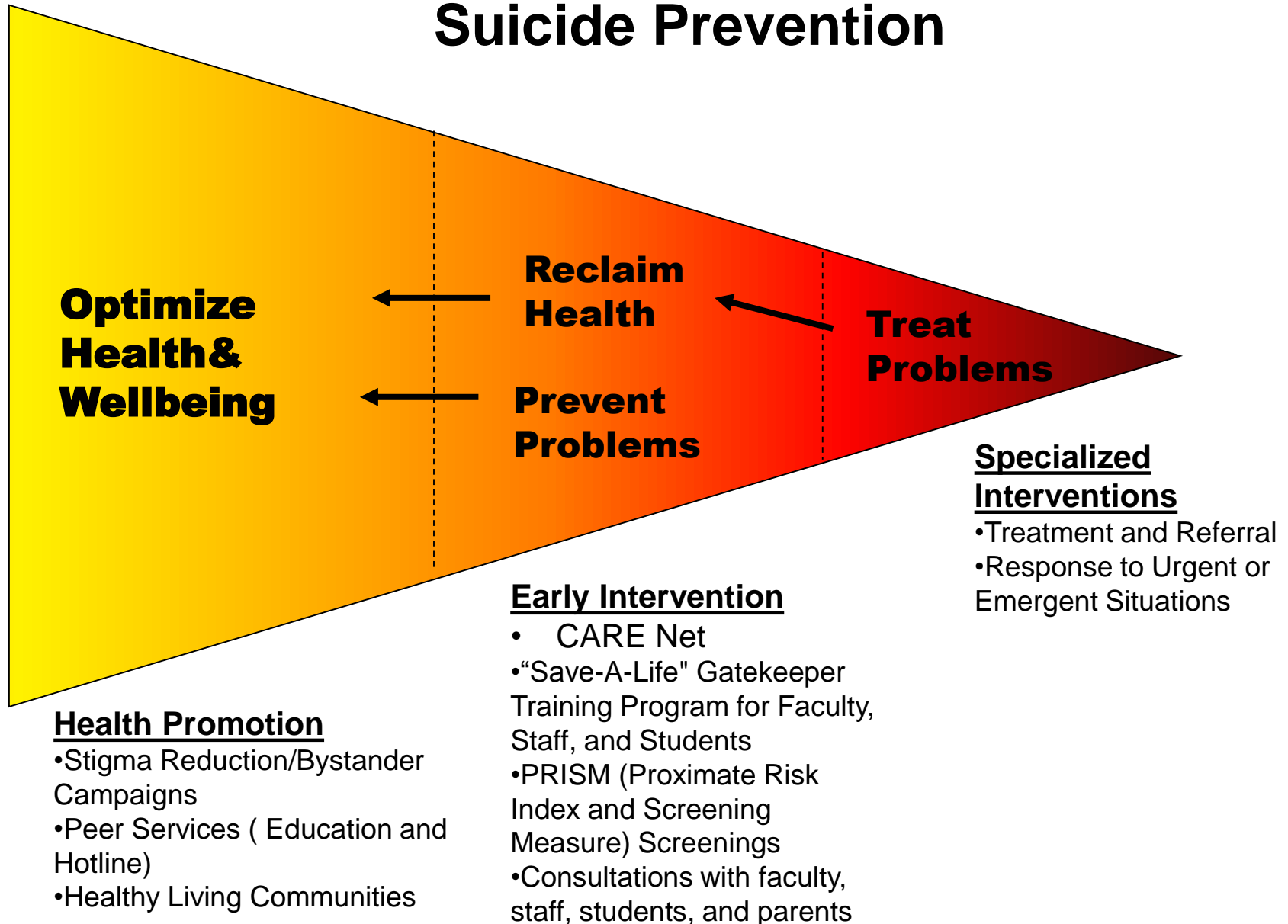
Components of UAlbany Comprehensive Prevention Program

- ✓ Presidential Leadership
- ✓ Campus Task Force: "BRisk"
- ✓ Student Involvement/Leadership
- ✓ Social Marketing/Social Norms
- ✓ Campus-Community Partnerships
- ✓ Education/ Living-Learning Communities
- ✓ Gatekeeper Training
- ✓ Early Intervention – CARE Net
- ✓ Policy Evaluation/Enforcement
- ✓ Parental Involvement
- ✓ Treatment & Referral
- ✓ Research and Program Evaluation



Comprehensive Program

Spectrum of Intervention Response: Suicide Prevention



Lessons Learned & Keys to Successful Implementation



Keys To Successful Implementation

- Buy-in at all university levels
- Clear statements of protocols and procedures
- Consistent implementation of stated procedures with appropriate tracking
- Training and ongoing communication with professional and support staff



Sustaining Successful Implementation

- Buy-in at all university levels
- Clear statements of protocols and procedures
- Consistent implementation of stated procedures with appropriate tracking
- Training and communication with professional and support staff
- Process and outcome evaluation

Key Strategies for Sustainability

- **Project Work Group and Steering Committee**
- **President's Advisory Council on the Prevention of Alcohol Abuse and Related Risk Behaviors**
- **Annual Reporting and Strategic Planning**
- **Presentations and Publications**
- **Consultation With Colleagues**
- **Media Advocacy**
- **Addictions Research Center**

Challenges and Barriers to Sustainability

- **Infrastructure issues**
 - Staffing
 - Space
 - Incentives for student participation in interventions
- **Alignment of University Counseling Center goals and priorities with changing and increasingly complex student needs**

Suicide Prevention Resource Center

- ✓ Technical assistance
- ✓ Training Institute
- ✓ Best Practices Registry
- ✓ Publications/ Online library
- ✓ E-newsletter & social media
- ✓ Organizational support for the National Action Alliance for Suicide Prevention



The screenshot shows the SPRC website homepage. At the top, there is a navigation bar with links for 'About SPRC', 'Contact Us', and 'FAQ', along with a search bar and a 'Login' button. The main header features the SPRC logo and the text 'SPRC • Suicide Prevention Resource Center' and 'Promoting a public health approach to suicide prevention'. Below this is a secondary navigation bar with links for 'Suicide Prevention Basics', 'News & Events', 'Training Institute', 'Best Practices Registry', 'Library & Resources', and 'Who We Serve'. The main content area is dominated by a large article titled 'Matt Adler Suicide Assessment Act', which includes a photograph of a group of people at a signing ceremony and a brief description of the act. Below the article are several smaller sections: 'Professionals Providing Social Services', 'Health & Behavioral Health Care Providers', 'SAMHSA Youth Suicide Prevention Grantees', 'States & Communities', 'American Indian/Alaska Native', and 'Colleges & Universities'. On the right side, there is a 'Director's Blog' section and a 'The Weekly Spark' section with a 'Subscribe' button. At the bottom, there is a 'Twitter' feed showing a tweet from SPRC and a 'Facebook' section with a tweet from SPRC. The footer of the website features the 'Action Alliance for Suicide Prevention' logo and a brief description of the organization's mission.

Contact Us!

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Visit the SPRC website!: www.sprc.org

EDC Learning
transforms
lives.



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Discussion & Questions

Thank You!



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Our Project Coordinator and Evaluator

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