

# A Cultural Shift: Changing Perceptions and Attitudes about Mental Health and Suicide

Facilitators: Leah A. Horn, *Suicide Prevention Resource Center*

Alison Malmon, *Active Minds on Campus*

**SAMHSA 2008 Campus Suicide Prevention Grantee  
Technical Assistance Meeting**

**January 9, 2008**

**Kansas City, MO**

# The Tipping Point

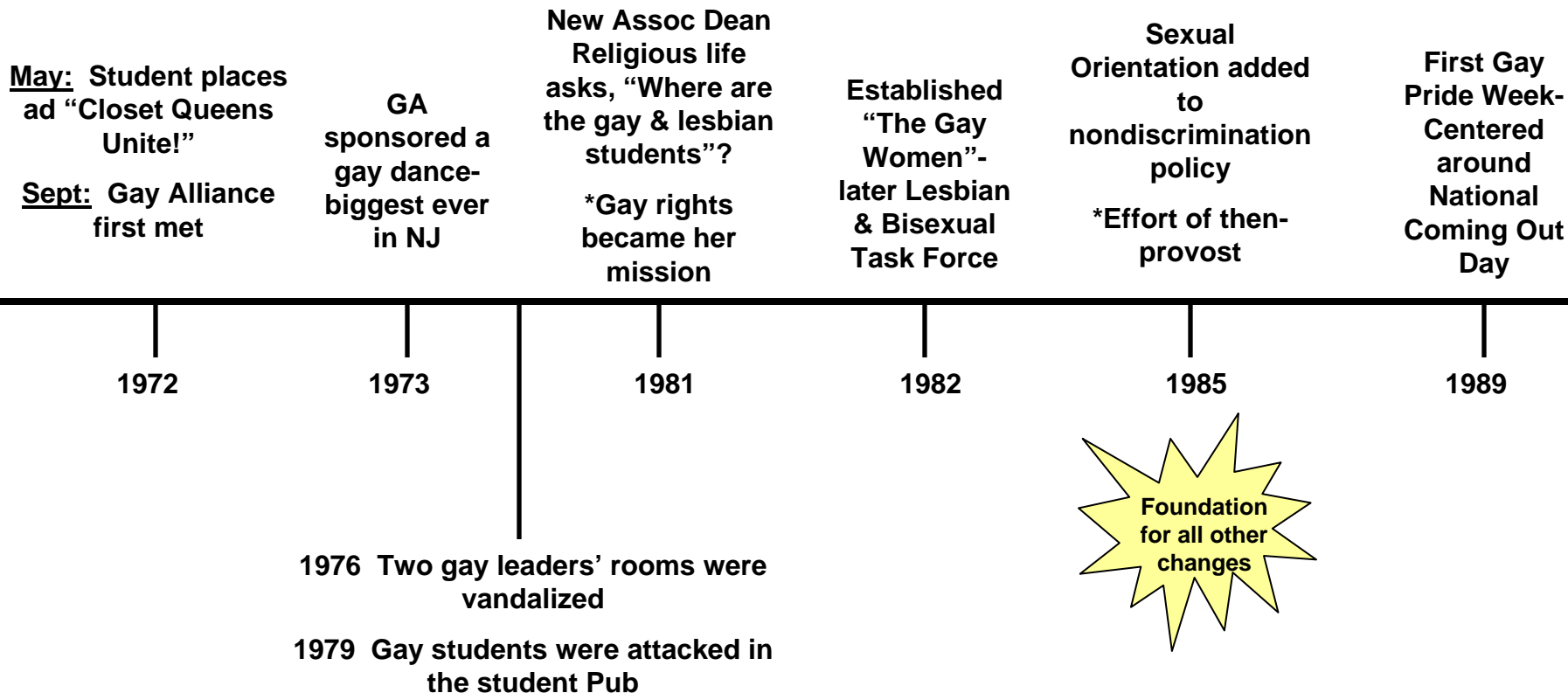
“The Tipping Point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire”.

---Malcolm Gladwell. “The Tipping Point”

# An Example

The LGBT Community  
Princeton University  
30 Years of Work

# Approaching the Tipping Point



Gulland, Molly. LGBT Community Strives to Overcome Barriers throughout its 30-year history. *The Daily Princetonian*. April 5, 2002.

<http://www.dailyprincetonian.com/archives/2002/04/05/news/4812.shtml>

# Approaching the Tipping Point

President announces that benefits are extended beyond spouses to “domestic partners”

1991

P/T Interns & F/T LGBT Concerns Coordinator Hired

1994

University begins holding ceremonies of “holy union” in the Chapel for same-sex couples

1998

Student groups combined / renamed until all inclusive: The Princeton Pride Alliance

1999

Gulland, Molly. LGBT Community Strives to Overcome Barriers throughout its 30-year history. *The Daily Princetonian*. April 5, 2002.

<http://www.dailyprincetonian.com/archives/2002/04/05/news/4812.shtml>

# Relevant Themes

- ❖ Student Advocacy (development of student groups)
- ❖ Champions:
  - ❖ Associate Dean of Religious Life, Sue Anne Steffey Morrow
  - ❖ Provost, Neil Rudenstine
- ❖ Long-term, incremental movement: ~30 years
- ❖ Policy development (e.g. nondiscrimination for sexual orientation) was key for sustainability / institutionalization
- ❖ Set Backs: Later 1970's energy slackened; violence / stigma against gay students
- ❖ Even with success, there is still a long way to go for equality and reduction of stigma for LGBT students