

MAKING DATA COUNT: **MARKETING TO KEY** **STAKEHOLDERS**

Pace University

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Counseling Center**

OBTAINING BUY-IN

- Pace is a Cohort 1 grantee-have gained momentum
- Attained buy-in and interest from
 - Provost
 - VP of Student Affairs
 - Dean for Students
 - Other colleagues – Residence Life, Security, Academic Support services (e.g., advisors, tutoring center, international students office)
- Support prior to GLSMA grant
 - Pre-suicide-encouragement
 - Post-suicide-postvention protocols, QPR training

WHAT DO SENIOR ADMINISTRATORS CARE ABOUT

- What motivates them?
 - Liability statistics and case law and cases-MIT, GW, Hunter, Ferrum
 - Suicide, Self-injury, ideation, mental illness statistics
- Data that was useful and attention-getting:
 - Suicide death, ideation, self-harm rates among college students (10% ideation, 1.5% attempt, roughly 7.5 of 100k, the second leading cause of death)
 - 75% of students who kill themselves never come for services
 - After an attempt, students most often tell peers, not therapists, RAs, family or professors
 - Academic success #1 reason students cite for not killing themselves

DATA SOURCES

- Research Consortium of Counseling Centers-
The Nature of College Student Suicidal Crises
- Surgeon General’s Call to Action-
<http://www.surgeongeneral.gov/library/calltoaction/>
- **CDC’s WISQARS-**
<http://www.cdc.gov/ncipc/wisqars/>
- NYC and NY State Suicide Prevention Consortium
 - City data
 - State statistics
- Other data sources-SPRC, AAS,

CHALLENGES AND SUCCESSES IN GETTING BUY-IN

- Challenges
 - Faculty involvement-motivational factors
 - University vicissitudes-administrative staffing, financial
- Successes
 - Absence of suicides, increase in preventive hospitalizations, and walk-ins
 - University staff enthusiasm
 - Increase in amount of publicity for the Center and Pace
 - Increased suicide prevention network-Research Consortium, NECCD, Metro CC, NYC Suicide Consortium

OTHER EFFECTIVE TECHNIQUES

- Media – has been good publicity for Pace (e.g., National-Washington Post, Regional-Miami Herald, Local-Daily News, ABC TV, Magazines and Websites)
 - Print, television, and radio
 - Develop a media blurb
 - establish a web presence
 - learn how to talk to the media, be responsive
 - have resources handy, for example:
 - http://www.suicidepreventionlifeline.org/pdf/at_a_glance.pdf (media guidelines)
 - <http://www.suicidology.org/> (fact sheets)
 - SPRC, AFSP, WISQARS, APA, Research Consortium, State data, CSCSMH (future)
- Relationship with PR office
 - Getting PR department buy-in
- Supports sustainability