Keeping it Going: Building Lasting Programs and Partnerships for Sustainability

Garrett Lee Smith Grantee Meeting
May 2, 2016

Ryan Adams, Ph.D, George Mason University
Sulma Gandhi, DBA, MSc, University of Hawai’i at Hilo
Bonnie Lipton, MPH, Suicide Prevention Resource Center
Linda Wolszon, Ph.D, Texas Christian University
Agenda

✓ Introduction to Sustainability

✓ Ryan Adams, George Mason University

✓ Sulma Gandhi, University of Hawai’i at Hilo

✓ Linda Wolszon, Texas Christian University

✓ Questions and Discussion
“Beginning with the end in mind”
Translating SPRC’s sustainability recommendations into action

Recommendations from SPRC’s *Leaving a Legacy* report

http://www.sprc.org/grantees/core-competencies/sustainability
Lessons Learned from Alumni Grantees

- Adopt a Sustainability Mindset
- Build Momentum
- Foster Leadership
- Cultivate Partnerships
- Secure Resources
Sustainability Mindset

- Vision for what will be in place after funding
- Sustainability in mind: design to implementation
- Decisions and course adjustments throughout

“I didn’t just throw something together related to sustainability in the end. It was an effort right from the beginning that, [for] everything we were starting, my intention was to continue it way past the three years.”

—GLS campus alumni
Catalyze Momentum

- Develop or maintain momentum
- Engage diverse stakeholders and influencers
- Build community involvement

“I think a key part was constant communication with the administration, board of directors, and faculty as to what we were doing and what the impact was.”

—GLS campus alumni
Foster Strong Leadership

- Select or cultivate a strong leader
- Prioritize funding for consistent leader after the grant
- Leaders should have/build key skills

“The person that you hire at the head of your programming has to be a person with passion, persistence, and come with a wealth of prevention skills. If not, then it would be very hard to get this much done in three years.”

—GLS tribal alumni
Cultivate Partnerships

- Identify various partners
- Establish strong relationships
- Develop/strengthen the planning or leadership group

“[Partnerships] offer the opportunity to continue doing this work, because everyone has an investment in the outcome.... It becomes something that they take ownership of.”

—GLS campus alumni
Secure Additional Resources

✓ Look to partners for resources
✓ Start making the case for continued resources
✓ Plan for how to identify new funding

“I never had that thought in my head that it would stop once the money stopped. What was in my head was that I had to set up the support systems internally in order to continue [suicide prevention efforts].”

—GLS campus alumni
George Mason University
Suicide Prevention and Sustainability Efforts

Ryan Adams, Ph.D.
Yujing Li, M.Ed.
Claire Harper, B.A.
Overview: George Mason University

- Public university
- Main campus in Fairfax, VA with three smaller campuses within the region, and one campus in South Korea
- Over 34,000 students enrolled
- Students come from all 50 states and 130 countries
Factors we consider for campus-wide suicide prevention:

**Demographic Data:**
- 51:49 female to male ratio
- 10% out-of-state population
- 4.5% international student population
- Diverse student body, proximity to the Washington D.C. metro area
Grant awarded: 2012; Cohort 6. Currently in our no-cost extension year
Administration of the grant is housed within Counseling and Psychological Services
Our mission was to increase awareness of suicide prevention and mental health resources available to the diverse population within the Mason community.
Identity of the campaign: Mason CARES (Campus Awareness, Referral, and Education for Suicide Prevention)
Goal 1: Build a community of trained people who can recognize and respond to students and peers in crisis

Goal 2: Reduce mental health stigma on college campuses and promote help-seeking behavior

Goal 3: Promote awareness of Mason resources as well as greater community resources

Goal 4: Create a university wide culture of mental health awareness and suicide prevention
Goal 1: Build a community of trained people who can recognize and respond to students in crisis

**Current Efforts**

1. Mason CARES Gatekeeper Suicide Prevention Training
   a. Students/ Staff & Faculty
   b. RA trainings
2. Mental Health First Aid (MHFA) training
3. Recognizing and Responding to Suicide Risk (for Clinicians)

**Sustainability Plans**

1. Partnership with the Psychology Department
   a. Train-the-trainers
   b. Join with research initiatives that allowed access to subject pools
2. Curriculum infusion
   a. Univ 100
   b. Mason Experience
   c. Don’t Cancel That Class
3. Identify target populations to be trained annually
   a. Housing & Residence Life staff
4. Training as part of clinical staff orientation
Goal 2: Create a University Wide Culture of Mental Health Awareness and Suicide Prevention

Current Efforts

1. Interdisciplinary collaboration
   a. Mental Health Matters (previous Task Force)
   b. Active Minds: partnership with student organizations

2. Curriculum infusion:
   a. Psychology Department
   b. UNIV 100

3. JED and Clinton Health Matters Survey

Sustainability Plans

1. Mental Health Matters (MHM)
   a. Encourage committee participation by interest not simply by office/position
   b. MHM to serve action-driven projects
   c. Commitment to JED and Clinton Health Matters Survey

2. Curriculum infusion:
   a. Engage the academic community by infusing research opportunities
   b. Build partnerships with colleges and elective courses in subjects that are relevant to the broad scope of suicide prevention and mental health

3. JED and Clinton Health Matters Survey
   a. Complete the initial survey and move forward with 4 year commitment on Suicide Prevention
Goal 3: Reduce mental health stigma on college campuses and promote help-seeking behavior

Current Efforts

1. Mason CARES campus outreach campaigns
2. Partnership with Active Minds student organization
3. University wide collaboration

Dogs Day 2014 – a Mason CARES co-hosted event which brought trained therapy dogs to campus to help to promote well-being.

Sustainability Plans

1. Foster collaboration with student led organizations that focus on mental health awareness such as Active Minds, the Roosevelt Institute, Curing Mental Illness, etc.
2. Signature events co-sponsored when possible
   a. Send Silence Packing
   b. Mental Health Monologues
   c. National Suicide Prevention Week
   d. Out of the Darkness Walk
   e. Pride Week
   f. Dog Days
   g. International Week
Send Silence Packing earned the attention of local media which made it one of our farthest reaching awareness-raising events. Exposure data estimated that coverage of this exhibition helped expose our cause to over 190,000 community-stakeholders.
Goal 4: Promote awareness of Mason resources as well as greater community resources

**Current Efforts**

1. Promotional materials
   a. CAPS services
   b. Crisis resources
   c. Social media
   d. Website
   e. Digital promotional materials

2. Online database for community treatment provider referrals
   a. Went live in late September 2015

**Sustainability Plans**

1. Promotional materials
   a. Digital promotional materials allow for mass distribution and updates through university branded platforms.
   b. Use of safety planning cards by clinicians with at risk clients that have emergency resources listed on them
   c. Creation of videos promoting healthy coping to be displayed on CAPS webpage

2. Online database for community treatment provider referrals
Provider Referral Database

Counseling Center Referral System

Counseling Center Referral Service

If you're struggling and aren't sure where to turn for help, Counseling and Psychological Services is here to help you navigate decisions about psychological treatment.

Should you wish to contact a mental health provider in your area, we can help. You may contact any of our clinicians at (703) 993-2380, and you will be asked questions about your ability to travel, your health insurance, and interests in seeking counseling. The clinician will see if we have appropriate referral resources in your area. Alternatively, you may search our online Community Provider Database for a mental health provider suitable to your needs.

PLEASE NOTE:

If you are a student in crisis or you are concerned about another student please contact Counseling and Psychological Services at (703) 993-2380. You may also contact The Office of Student Support at (703) 993-5376 or George Mason Police at 911 or (703) 993-2810. For more information on crisis resources please visit the Counseling and Psychological Services homepage at: caps.gmu.edu. Additional help can also be accessed through the National Suicide Prevention Lifeline or by visiting your nearest emergency room.

- National Suicide Prevention Lifeline (1-800-273-TALK)

The providers participating in the database supply their own information about their services. We cannot guarantee the accuracy, completeness, or timeliness of the information provided. We are also unable to endorse any particular provider that is listed. It will be important to verify information with the provider that most interests you, including fees and other arrangements. Contact your insurance company if you need to ensure that the clinician you select is a participating provider.

Name Search: If you know the name of the provider or agency you are searching for, you may enter it here:

Area of Expertise: (Click to select more than one area.)
- Abuse (Physical / Sexual / Emotional)
- Academics
- Acceptance and Commitment Therapy (ACT)
- Addiction: Drug / Alcohol
- Addiction: Gaming / Internet
- Addiction: Sexual
- ADHD Evaluation

Language
Spoken: (English by default)

Provider's Racial/Ethnic Identity:

Provider's Gender Identity:

Insurance Accepted:

Special Needs: □ Deaf and/or Hearing Impaired
□ Blind and/or Visually Impaired

Services Offered: □ Psychiatry (Medication Management)
□ Individuals
□ Couples
□ Family
□ Groups

Age Group: □ Children (0-12 years old)
□ Adolescents (13-17 years old)
□ Adults (17-59 years old)
□ Seniors (60+ years old)

Preferences: □ Within walking distance of campus
□ On a public bus route
□ Accepting new clients
□ Sliding scale / low-cost

ZIP Code: By default, this system calculate distances from the university campus. If you would prefer to show distances from your own ZIP code, please enter it here. You may also input a Maximum Distance, if desired.

Maximum distance: 5 miles

[Begin Search, Clear, Go Home]
Lessons Learned

1. One size does not fit all
   a. Need for adaptive gatekeeper suicide prevention training

2. Sustainable coalitions and partnerships
   a. Build on existing programs and partnerships
   b. Be open to creative ways to scale your program to maximize its reach
   c. Frequent changing leadership in student organizations or others within partnerships can be challenging

3. Host one or two signature activities
   a. Focus efforts for awareness-raising at prime and opportune times during the semester
   b. Have a designated role to coordinate programs and events

4. Learn how to incorporate technology into effective prevention
   a. Don’t be afraid to use social media for awareness-raising
   b. Open access referral database
University of Hawai`i at Hilo

- Hilo, Hawai`i Island
- Hawaii County is the most ethnically diverse county in the country (2000 Census); Poorest County in the State; Rural
- 36% low income
- 52% first generation

![Image of University at Hilo statistics]
Our Team
Results

• Gatekeeper – 1300 Students, Faculty & Staff
  ➢ QPR, SafeTALK, Connect
  ➢ UNI 101 and Academic
• Seminar
• Awareness events – Tabling
• Integration with SHWP
• 14,000 direct touches
• 60,000 direct and indirect
Strategic Partnerships

- On-Campus: Student Health & Wellness Programs and cross campus collaborations
- Other Campus Grants in Hawai`i
- Department of Health
- East Hawaii Suicide Prevention Taskforce
Strategic Partnerships

• On-Campus
Strategic Partnerships
Strategic Partnerships

Suicide Prevention Taskforce
Strategic Partnerships

Department of Health & East Hawaii Taskforce
What we would do differently?

- Stall Talk and Cards in the bathroom – Yr. 1
- Suicide Prevention Sustainability Committee Yr. 2
- Train QPR instructors earlier (Yr.2 vs No Cost Extension)
- Social Media Integration – Video Project
Contact Information

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The HOPE Initiative at Texas Christian University
A bit about Texas Christian University

- Located in Fort Worth, TX (we are NOT Dallas!)
- Private University, Enrollment 10,000
- Primarily Undergraduates (8,700); 60% female, 40% male
- Residential – all freshmen / sophomores on campus
- Moving from predominantly Texans to more out-of-state
- Increase in pre-existing MH problems and students far from home
- Counseling Center Staff: 6.25 FTE counselors, 0.75 Psychiatrist
QPR Gatekeeper Trainings – 5 years

- **2011-2012**: 300
- **2012-2013**: 174
- **2013-2014**: 1210
- **2014-2015**: 1377
- **2015-2016**: 1538

**Grant Award 2012**

**Grant Ended July 2015**
Over 16,000 Attendees at Outreach Events

Happiness is a warm dog! The counseling and mental health center along with PAWS brought dogs to the library to help relieve stress from finals.
KEY COMPONENTS of Sustainability at TCU

1. Strong Leadership Support
2. Build Strategic Partnerships that Leverage Resources
3. Marketing & Messaging – “No such thing as too much”
4. Build Program Infrastructure that endures
5. Make sure the your outcomes are VISIBLE to stakeholders
6. Secure On-going Funding, if possible
#1: Leadership Support

- VC of Student Affairs is a tireless advocate for mental health
- Parents Council
- Student Relations Council
- Board of Trustees
- Chancellor’s cabinet
- Development Office
- TCU National Alumni Board
- Recruitment Events in other cities
#2: Strategic Partnerships that Leverage Resources

- Student Development Services - Freshman Orientation
- Housing & Residence Life - RA’s, Hall Staff Training
- Student Government Association –
- Religious & Spiritual Life
- Student Activities Office
- Veteran’s Task Force
- Human Resources
Partnerships for Sustainability
#3: Marketing & Messaging

RU OK?

LEARN THE QUESTIONS THAT CAN SAVE YOUR FRIEND.

www.ruok.tcu.edu

Need help?
Suicide Prevention Lifeline
1-800-273-TALK

Student Affairs
817-257-7863
TCU
Marketing & Messaging...
#4 Build Infrastructure that lasts when grant ends

- QPR Trainers – 23 staff & faculty trainers
- “Don’t Cancel That Class!” Program,
- RU OK? Logo, and interactive website and app
- Marketing Materials still useful—though need to “refresh” occasionally
#5 Make Your Outcomes VISIBLE to stakeholders

The HOPE Initiative is the university’s largest-ever response to mental health promotion and suicide prevention. The purpose of the HOPE initiative is to establish a comprehensive, university-wide approach to preventing suicides and suicidal behavior on campus.

## THE MENTAL HEALTH CRISIS

- Suicide is the second leading cause of death among college students.
- 18-24 year-olds think about suicide more often than any other age.
- Over 1,100 college students die by suicide each year, of these, less than 10% sought counseling.
- Between 2010-2013, 6 TCU students have died by suicide.

## EDUCATION IS KEY

- Question-Persuade-Refer (QPR) is our suicide prevention training. Our team of trainers is comprised of 23 QPR faculty and staff.
- Provided 124 trainings and trained 3,168 QPR gatekeepers between 2013-2015.

## OUTREACH AND AWARENESS

- Created the RUOK! suicide prevention and awareness campaign as a resource for the TCU community.
- The RUOK! website has an average of over 40 visits per day, with some days over 100 visits.
- Launched a mobile app for suicide prevention resource accessibility.
- Over 20,000 attendees at outreach events.

### OUTCOME DATA BASED ON POST-TRAINING SURVEYS:

- **If someone I knew was showing signs of suicide, I would directly raise the question of suicide with them:** 92.3%
- **If someone told me they were thinking of suicide, I would intervene:** 97.3%
- **I feel confident in my ability to help a suicidal person:** 86.8%
TCU SUICIDE PREVENTION
FALL HIGHLIGHTS

1. QPR
   Together we trained 636 QPR Gatekeepers across campus this semester.

2. Programs
   Partnered across campus and in the community on over 20 programs.

3. Outreach
   Provided outreach to more than 3,500 TCU students, faculty, and staff.

4. Run for Life
   Team TCU won the largest team award, with 298 registered runners.
Increase in # of Students Seeking Help

Year before the SAMHSA grant

867

978

1011

1261

45% increase in # of students seeking counseling services over 4 years
“When I’m gone, you’re gonna miss me when I’m gone...”

- Maintain excellent data
- Show “Points of Pride”, Spread the Good News
- Maintain Partnerships
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