CollegeResponse
Suicide Prevention

Joelle M. Reizes, MA
Director, External Relations
Screening for Mental Health, Inc.
Phone: 513-683-1599
JReizes@MentalHealthScreening.org

Background/History

• Began in 2001
• Expansion of the original program National Depression Screening Day 15 years ago:
  – First wide-scale community mental health screening program
  – Founded by Dr. Douglas Jacobs- Executive Director for Screening for Mental Health, Inc. and co-developer of HANDS Depression Screening tool
  – New name – NDSD Mental Health Screening
What We Do

• Offer in-person and online screening programs for:
  – Mental Health
    • Depression (NDSD)
    • Suicide Prevention (SOS/NDSD)
    • Bipolar Disorder (NDSD)
    • Anxiety Disorder (NDSD)
    • Post Traumatic Stress Disorder (NDSD)
  – Eating Disorders (NEDSP)
  – Alcohol Use (NASD)

Who We Work With- Participants

• College/university staff
  – Health/Counseling Center/Resident Life
• Campus-based organizations
  – Student Groups w/Mental Health Focus
    • Active Minds
  – Greek Life
• Community Organizations
  – Community centers in college/university area
Who We Work With- Supporters

- American College Health Association
- American Psychiatric Association
- American Psychological Association
- American Counseling Center Association
- College Parents of America
- Assn. for University and College Counseling Center Directors
- National Collegiate Athletic Association
  - And many more..

Why- The Need

- **National Data:**
  - Suicide 2nd leading cause of death among college students
  - In past 60 years, suicide rate has quadrupled for males 15 to 24 years old, and has doubled for females of the same age (CDC, 2002).
  - Males between the ages of 20 and 24 were 6.6 times more likely than females to complete suicide 2001. (American Association of Suicidology, 2001 data).
  - In 2000, 10% of college students and 13% of college women were diagnosed with depression (National Mental Health Association, 2000)
  - 18-24 year-olds think about suicide more often than any other age group
Why?- The Need

- **2004 NCHA Survey Data (N = 80; 50,000 surveys):**
  - 45% of students so depressed could not function
  - 10% of students considered suicide

- **2004 Counseling Center Directors Data (N = 339):**
  - 86% of directors believe there has been an increase in the # of center clients w/severe psychological problems
  - 41% of centers participated in depression screening day, referring 36% of students to counseling
  - 56% of centers affirmed that counseling helped students with their decision to remain enrolled

How?

- **In-Person Screening Events**
  - NDSD Mental Health Screening
    - October or whenever convenient to the school
    - More than five hundred schools participating this year
  - In-Person Kit:
    - Screening forms
    - Program Manual
    - Publicity Materials: posters, news releases, etc.
    - Educational Materials
    - Video (full kit only)
    - Health Center Materials (full kit only)
    - College SOS Suicide Prevention Program Materials (NDSD full kit only)

  ** Renewal kit differences
College SOS Program

- The CollegeResponse program has enhanced its SOS Signs of Suicide College Suicide Prevention materials.
- These materials are designed to provide students and college staff with the information to recognize the signs of suicide in their friends and loved ones, and to connect them with the resources for help.
- The SOS college materials include:
  - SOS College Video and Discussion Guide
  - Fifty college version Suicide Risk Questionnaires
  - Educational materials
  - Suicide prevention resources for parents
  - Program manual for tips/ideas for implementation of the SOS college program in a variety of settings.

SOS College Video

- Brandi’s story – college age woman who survived a jump off of bridge
- Richard’s story – young man in ’20’s discusses father’s death by suicide and his fear of the genetic connection
- Douglas Jacobs, MD – serves as expert touching on symptoms of depression, bipolar disorder, and signs of suicide
- Ethnically diverse
- ACT – Acknowledge, Care, Treatment
SOS College Video--Vignette

- Dramatized vignette—James hints at suicide by saying he wants to fall asleep and never wake up.
- Friend comments that James isn’t sleeping, isn’t eating, had lots of energy and now has none (signs of bipolar disorder)
  - "Last month you were running around doing everything, full of energy. You hardly slept. You didn’t even stop to eat. Now you won’t leave your room."
- Discussion Guide asks:
  - What are signs that this is serious?
  - Who could James and his friend talk to?
- Touches on lack of hygiene, not attending class
- Depicts wrong and right ways for friend to react
- Models ACT message

How? Cont’d

- **Online Screening:**
  - 370 schools participating this year in online depression screening
  - Runs for entire academic year
  - Accessible 24/7
  - Customizable welcome and referral messages
  - Ability to run utilization reports and graphs
  - Link embedded directly on school website
  - Publicity materials
  - Technical assistance
SMH Online Screening Program
Administration Module

Summary Depresssion Report for All Clients
From 1/1/2003 to 12/31/2003

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>Percent</th>
<th>Severity of Depression (%)</th>
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<td></td>
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</tr>
<tr>
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<td>100%</td>
<td>30.39%</td>
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<tr>
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Gender

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<td>34.92%</td>
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<tr>
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Year in College

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<tr>
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Residence

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<tr>
<td>On Campus</td>
<td>16581</td>
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Ethnic/Racial Group

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<tr>
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<tr>
<td>African American</td>
<td>3552</td>
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<tr>
<td>American Indian</td>
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<td>Asian American</td>
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<td>Hmong</td>
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Freshman Orientation

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<tr>
<td>Total</td>
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</tr>
<tr>
<td>Yes</td>
<td>1181</td>
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### Usefulness of Screening

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<tr>
<th></th>
<th>Extremely Helpful</th>
<th>Very Helpful</th>
<th>Moderately Helpful</th>
<th>A Little Helpful</th>
<th>Not at All Helpful</th>
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<tr>
<td>Frequent</td>
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<td>24.06%</td>
<td>41.42%</td>
<td>24.30%</td>
<td></td>
<td></td>
<td>5996</td>
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<tr>
<td>Frequent</td>
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<td>22.21%</td>
<td>20.58%</td>
<td>51.98%</td>
<td>27.44%</td>
<td></td>
<td></td>
<td>2126</td>
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<tr>
<td>Frequent</td>
<td>1526</td>
<td>25.84%</td>
<td>22.67%</td>
<td>55.24%</td>
<td>22.08%</td>
<td></td>
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<td>3052</td>
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<tr>
<td>Frequent</td>
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<td>34.20%</td>
<td>47.62%</td>
<td>18.11%</td>
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<td>52.62%</td>
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<td>15.57%</td>
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<tr>
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<td>Total</td>
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<td></td>
<td></td>
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</table>

Have you used the college's counseling for a mental health or alcohol problem in the past?

<table>
<thead>
<tr>
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<th>Yes</th>
<th>No</th>
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<tr>
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<tr>
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<td>45.18%</td>
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<tr>
<td>Total</td>
<td>876</td>
<td>15.43%</td>
<td>46.22%</td>
<td>50.51%</td>
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</table>

If you seek further evaluation, will you contact someone?

<table>
<thead>
<tr>
<th></th>
<th>On campus</th>
<th>Off campus</th>
<th>No Response</th>
<th>Total</th>
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<tbody>
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<td>34.73%</td>
<td>45.93%</td>
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<tr>
<td>Total</td>
<td>4217</td>
<td>39.40%</td>
<td>25.75%</td>
<td>50.18%</td>
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* "Other" is the count for the "Usefulness of Screening" feedback question - first answer: "I did not take the depression screening".

### Do you plan to seek further evaluation for depression?

<table>
<thead>
<tr>
<th>Severity of Depression</th>
<th>Yes</th>
<th>No</th>
<th>No Response</th>
<th>Total</th>
</tr>
</thead>
<tbody>
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<td>16.48%</td>
<td>3337</td>
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<tr>
<td>Likely</td>
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<tr>
<td>Very Likely</td>
<td>64.86%</td>
<td>13.77%</td>
<td>21.36%</td>
<td>2701</td>
</tr>
<tr>
<td>Total</td>
<td>5101</td>
<td>3939</td>
<td>2722</td>
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### Treatment Profile

Of those who scored positive, 90.41% were not in treatment FOR DEPRESSION at the time of the test.

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<th>Severity of Depression</th>
<th>Count</th>
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<th>Depression Treatment History</th>
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<td>Current</td>
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</table>

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Cost of CollegeResponse

In-Person kits and Online
In person kits are $150 each, $75 renewal
Online is $100 flat fee, $50 flat fee renewal
  With online, you only get the module that you ordered the in-person for
Online ONLY is $350
Whole shebang = $550 which includes all three in-person kits plus a year’s worth of online screening for all modules