Sustainability: Putting the Pieces Together

SAMHSA Campus Suicide Prevention Grantee Technical Assistance Meeting January 8, 2008
What does “sustainability” mean?

• Ensure ongoing support for suicide prevention
  – Overarching goals
  – Positive outcomes to maintain
  – Characteristics of program implementation

Institutionalization
Your Thoughts

When you hear “sustainability,” what comes to mind?
Three Levels

• Overall goals of campus suicide prevention
• Goals for the grant
• Program activities to meet grant goals
Comprehensive Approach

- Identify Students at Risk
- Increase Help-seeking Behavior
- Promote Social Networks
- Provide Mental Health Services
- Develop Life Skills
- Restrict Access to Potentially Lethal Means
- Follow Crisis Management Procedures

*EDC/Jed Foundation*
Grantee Activities

- Training programs
- Networking infrastructure
- Educational seminars
- Hotline
- Informational materials
- Educational materials for families
Leadership

• Vision
• The role of change agents
• How organizational change occurs
• Public health approach >>> systems change
Capacity Building

• Leader
• Staff
• Partners

Knowledge, skills, and abilities

• Policies and procedures
Communications & Marketing

• Direct communications activities

• Communications/marketing essential to success of other program activities

AND

• Communications/marketing of program successes
Financing

• Broad view of what it means to “finance” an activity
  – Outside funding
  – “Institutionalize”
    • A key partner takes over program activity
    • Policy, protocol, or procedure is established
    • Fees, revenue development
  – Community resources
Strategic Planning

• Leadership skill
  – Data-driven (problem analysis, needs assessment)
  – Establishes goals and desired outcomes
  – Uses evidence-based strategies
  – Gets key stakeholders on the same page (task force!)
  – Evaluates effectiveness
Evaluation

• Evidence your program activities are working
• Use evaluation data in marketing your efforts
• Different groups have different interests

Protective Factors

Risk Factors
Strategic Planning/Evaluation

• Begin with finding what your passion and/or beliefs are about suicide prevention
• Be organized, thoughtful and forward-thinking
  • Think “sustainability” at the beginning
• Assess your current needs/gaps
• Assess your team’s strengths and current resources
• Establish clear and attainable goals
• Create a specific plan of action to accomplish your goals
Strategic Planning/Evaluation

• Establish a solid Evaluation plan
  • Evaluation cannot be an afterthought
  • Link your plan to your goals
  • Understand the complexities of the issues but be realistic and simple
    • What can you measure?
  • Allow for flexibility in your plan
  • Establish baselines where possible
  • Establish a network for expertise
Strategic Planning/Evaluation

• Know, educate and involve key players
  • Give them language
  • Bring them “into” your broad vision
  • What’s in it for them?
Strategic Planning/Evaluation

• Meld your goals with the larger University vision

• Communicate your data results
  • Link your outcomes/results to broader university goals, division goals, key individual goals and your goals; tailor your data to each different constituency
  • “Use” your relationship with SAMHSA to “speak” to your University
Strategic Planning/Evaluation

• **Write a good “white paper”**
  
  • Outline the strategic plan succinctly and *realistically* go for “the ask”
Collaboration

- Project partners
- Sustainability partners
- Campus task force
- Community partners (local, state, national)
Keene State College

- Liberal Arts, undergraduate, public college
- Around 5000 Students
- Located in beautiful downtown Keene (population 25,000)
- In the state of New Hampshire (population 1,314,895)
Collaboration

- Which potential partners have something you need?
- What can you provide to potential partners that they need?
- Who are important players in planning, implementing and sustaining your efforts?
Collaboration

• Natural/Structural Allies
  – Health Service
  – Campus Safety
  – Certain Faculty
  – Dean of Students
  – Disability Services
Collaboration

• Natural/Structural Allies
  – Residential Life
  – Judicial
  – Athletics
  – College Relations
  – Students
Collaboration

Off Campus Allies
  Campus Ministry
  Community Mental Health Center
NAMI
NH Disaster Behavior Health Response Team
Other Local Resources
Other Colleges
National Organizations
Collaboration

• Truths I’ve learned about collaboration
  – Although it is time intensive, it really pays off
  – Once others buy in, they make sure the effort is sustained
  – Others want to help
  – There’s a lot of resources already available
  – You have to keep it up/find ways to sustain it
  – You have something very valuable to offer
Policy

• Internal
• External
• Formal groups that define priorities
  – Mental health services
  – Alcohol prevention
  – Suicide prevention
• Legislation, regulation, funding priorities
Policy

• Have you instituted systemic change?

• How can you engage policy makers/policy making systems, both internal and external?

• What are their priorities?
Policies

• We focused on three policies
  – MOU with Emergency Services at local mental health clinic/residential life/campus safety
  – Mandated Safety Assessment Policy
  – Alcohol Poisoning/Protective Custody Policy
Policy

• Memorandum of Understanding
  – For students who needed to be evaluated for hospitalization
  – Players
    • ES Team
    • Res Life
    • Campus Safety
    • Counseling Center
Policy

• Mandated Safety Assessment
  – Players
    • Dean of Students
    • Health Services
    • Residential Life
    • Campus Safety
    • Counseling Center
    • Faculty/Staff Students
Policy

- Alcohol Poisoning/Protective Custody
  - Players
    - Health and Wellness
    - Campus Safety
    - Residential Life
    - Judicial System
    - Keene Courts
• Lessons learned
  – Policies are not static
  – Be prepared to answer ‘what if’
  – People are relieved there is something in place
  – Generally students have responded favorably
  – If you involve others in policy development and policy implementation, they will help you in other ways
Grantees asked for...

- Sustainability
- Opportunities to hear from each other
- Specific topics
Next Sessions

- Cohort I
- Cohort II - 3 groups
  - Evaluators
  - Ilze’s grantees
  - Maria’s grantees