

Making Partnerships That Last: Strategies for Engagement



Campus Cohort 9 Grantee Training Series
January 27 2016, 4:00-5:00pm ET

For audio please dial: [1-866-670-7160](tel:1-866-670-7160).

Please mute the volume on your computer.

Who you'll hear from today



Bonnie Lipton
Campus Prevention
Specialist



Sheila Krishnan
Campus Prevention
Specialist

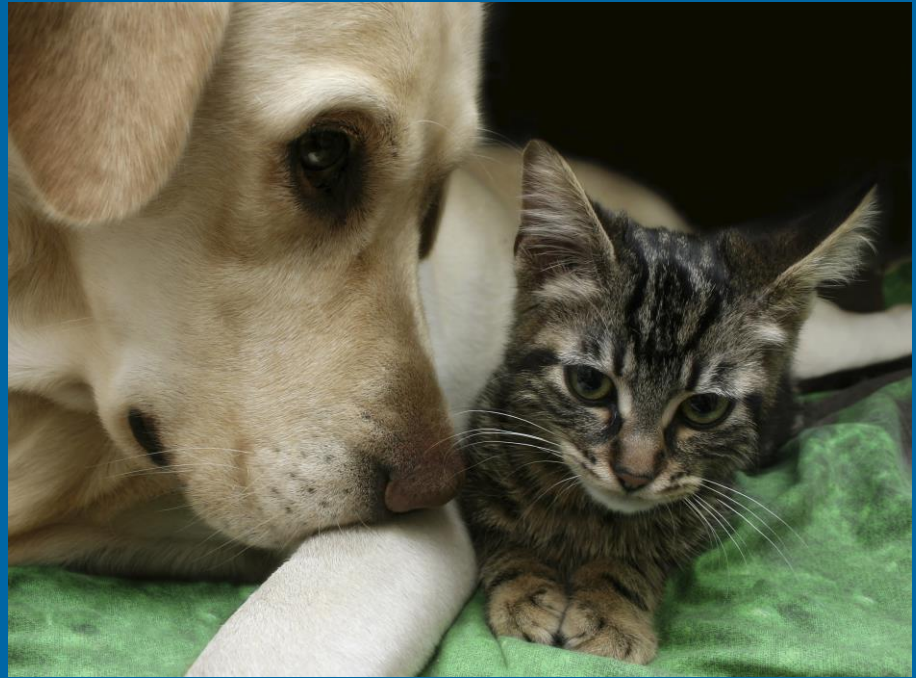
Steps to Creating Partnerships

- ✓ Determine your goal or purpose
- ✓ Identify who to involve
- ✓ Build relationships
- ✓ Nurture and sustain relationships



Step 1: Determine Your Goal/Purpose

- ✓ Be clear about your goal/purpose
- ✓ What do you need from others to help you accomplish your goal?



Step 2: Identify Who to Involve

- ✓ What groups/departments can help you achieve your suicide prevention goals?
- ✓ Who is most affected by suicide and mental health on campus?
- ✓ How do suicide prevention goals overlap with partners' work?

Step 3: Build Relationships

- ✓ Collaborate with new groups/ departments
- ✓ Be realistic about expectations
- ✓ Dealing with conflicting priorities
- ✓ Partner with “unusual suspects”



Step 4: Nurture and Sustain Relationships

- ✓ How can current relationships be strengthened?
- ✓ Sustaining off-campus partnerships
- ✓ Dealing with limited staff time/resources
- ✓ Engaging faculty

Chat: What **off-campus** partners are you collaborating with for your suicide prevention grant?

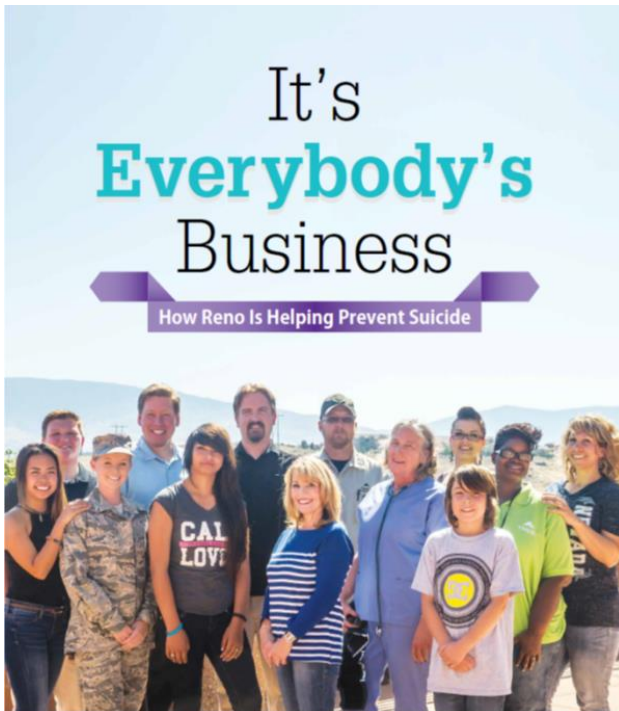




Grantee Speaker: Joan Steinman
Truckee Meadows Community College
Reno, Nevada



Community Collaborations



- Outreach
- Activities
- Events
- Training
- Staffing



University of Nevada, Reno

More partners:

- Nevada Urban Indians
- The Children’s Cabinet
- Willow Springs Center
- Veterans Administration
- Northern Nevada HOPES
- The Northern Nevada Faith Based Coalition for Healthy Families

Nevada Coalition for Suicide Prevention
Empowering Communities to Save Lives

SUICIDE PREVENTION LIFELINE
1-800-273-TALK (8255)
suicidepreventionlifeline.org



Anyone Can Help Save a Life

Mother says training can help raise awareness of suicide

BY AMANDA CARAWAY

After both her sons attempted suicide, Terri-Ann Parsons began looking for resources to help her identify the signs of internal struggle and better communicate with her children.

"The suicide attempts were a painful cry for help," Parsons says. "They didn't know what to do or who to talk to, and their lives felt way out of control. I had to help my boys understand that it isn't shameful to ask for help."

Parsons discovered the Applied Suicide Intervention Skills Training (ASIST) through the "Talk Talk" program at Truckee Meadows Community College. In the ASIST workshop, she and other participants discussed the unfair stigma surrounding suicide and learned how to talk to people who are considering suicide.

"Kids who live in good homes attempt suicide, too," Parsons says. "Anyone can feel overwhelmed and it's not necessarily the fault of the parent."

ASIST helped Parsons learn to get past the awkwardness of having that conversation and the fear of asking tough questions. She also learned what not to do: watch for and what statements could mean someone is considering suicide.

"Even if someone says something as simple as 'I am tired of this' or 'I want

this over,' you need to ask what they mean," she says.

Because of ASIST, Parsons is more willing to have difficult conversations with her children. She immediately asks what's going on if she sees anything out of the ordinary.

"Before, I might have just thought they were rebelling or acting like teenagers do," Parsons says. "Now I ask what's going on."

Parsons shared the information from the workshop with her other children and let them know it's normal to have suicidal thoughts. Now she feels confident her kids will talk to her and won't be afraid to tell her if they are thinking about suicide.

Today, both of her sons are doing well. Because of how much this program helped her family, Parsons decided to do the five-day program to become a trainer and help Truckee Meadows Community College offer even more ASIST workshops.

"I want to help alleviate the stigma attached to suicide by sharing my story with other parents," Parsons says. "I hope to see the topic of suicide become less taboo so we can have open discussions and help those in need."

"I want to help alleviate the stigma attached to suicide by sharing my story with other parents."

Terri-Ann Parsons
ASIST trainer



Terri-Ann Parsons turned to Applied Suicide Intervention Skills Training (ASIST) to help her deal with the suicide attempts of her two sons.

PHOTO BY CAROL ANNAN

EMPOWERING PEOPLE TO TURN TOWARD LIFE - ASIST

Anyone can gain the knowledge to help save a life. The Nevada Office of Suicide Prevention and Nevada Coalition for Suicide Prevention work together with Truckee Meadows Community College to offer Applied Suicide Intervention Skills Training (ASIST) in the community on a regular basis.

The purpose of the ASIST program is to help eliminate the stigma attached to suicide and educate people on how to prevent the immediate risk of suicide. Different levels of training are available and options include hour-long workshops, two-day workshops and the five-day intensive trainer sessions.

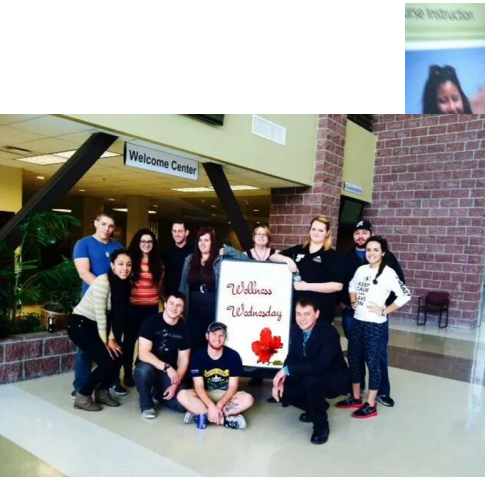
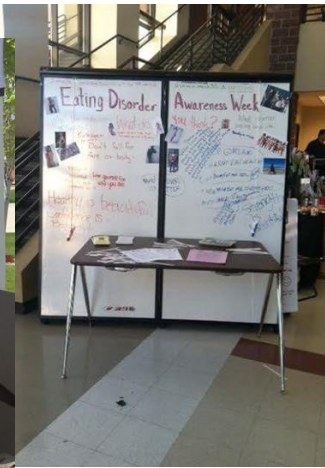
Those who attend learn to recognize help-seeking behaviors and how to provide life-saving actions until professional help is obtained. Participants learn to overcome the fear of starting a conversation about suicide by gaining the necessary tools and having a safe environment in which to practice. Everyone is welcome to participate. Continuing Education Units are available for certain Nevada boards. The cost varies, but scholarships are available from TMCC in partnership with the Garret Lee Smith Grant from JANIS-GA. For additional information, call the Nevada Office of Suicide Prevention at 775-887-8854.

A special advertising supplement

HOW RENO IS HELPING PREVENT SUICIDE



COMMUNITY HEALTH ALLIANCE



Colleges use painting, puzzles, and other stress-reducing activities to educate students about their counseling services and designate seeking help. [MICRO BY A. FROCK](#)

WHY COLLEGE STUDENTS STRUGGLE

Making Mental Health Services Less Scary

Innovative tactics seek to raise awareness and lower stigma on college campuses

BY JOHN FLYNN

- **Now environment:** College is radically different from high school and this is the first time many students have been away from home for an extended period.
- **Loss of social structure:** Some students are thousands of miles away from the family and friends they rely on for support.
- **Academic pressures:** The premium placed on good grades can make students feel inadequate if they perform poorly in their studies, especially among older students who return to college and already feel a bit out-of-place among the traditionally aged students.
- **Drugs and alcohol:** Away from their parents, many students face strong temptation to use, potentially leading to self-medication and addiction.
- **Unwillingness to share emotions:** The idea that college is supposed to be "the best time of your life" can make students reluctant to admit any negative thoughts, which if suppressed, can lead to depression and suicidal thinking.

Board games, puzzles, LEGOs and paint are the newest tools to prevent suicide. The University of Nevada, Reno, and Truckee Meadows Community College have made these activities part of their programming to destigmatize mental health counseling and make students more comfortable with speaking about troubling emotions.

"In our society there's this idea that we can't ask for help," says Erin Frock, a counselor at TMCC. "So by being more active in the community we're kind of taking away that stigma. We want students to see us as part of the campus."

TMCC sets up wellness workshops in the middle of their student center, offering activities that reduce stress and build self-esteem. In a similar way, UNR's Take 5 program includes individual consultations, workshops and stress-relief activities, made possible through a grant from the Berger North Foundation.

"What do activities and games have to do with suicide prevention? The hope is that these low-pressure encounters with college mental health counselors will make students aware of

the university's psychological services and more comfortable using them, says UNR's Director of Counseling Services Dr. Cindy Marczynski.

"We think if we can get them to come in, we'll be able to prevent suicides."

Dr. Cindy Marczynski
University of Nevada, Reno

"Students will be more likely to use us because they've seen us, and they feel like we're comfortable people who do other things besides just sitting there and scrutinizing them," she says.

UNR Counseling Services offers psychological services free of charge to UNR students.

During the transition to college, students lose their former social support, handle increased responsibility, and face greater temptation to use drugs or alcohol. At TMCC, Frock says many students who enter college later in life age are

prone to insecurities about belonging on campus. Because of these difficulties, campus counselors do plenty of outreach so whenever students feel lost, they know there is somewhere to turn.

"Anytime that you can insert hope into that dark path that suicide can take you on, there's a chance," Frock says. "No one really wants to die. They just want that emotional pain to go away and they don't know any other way."

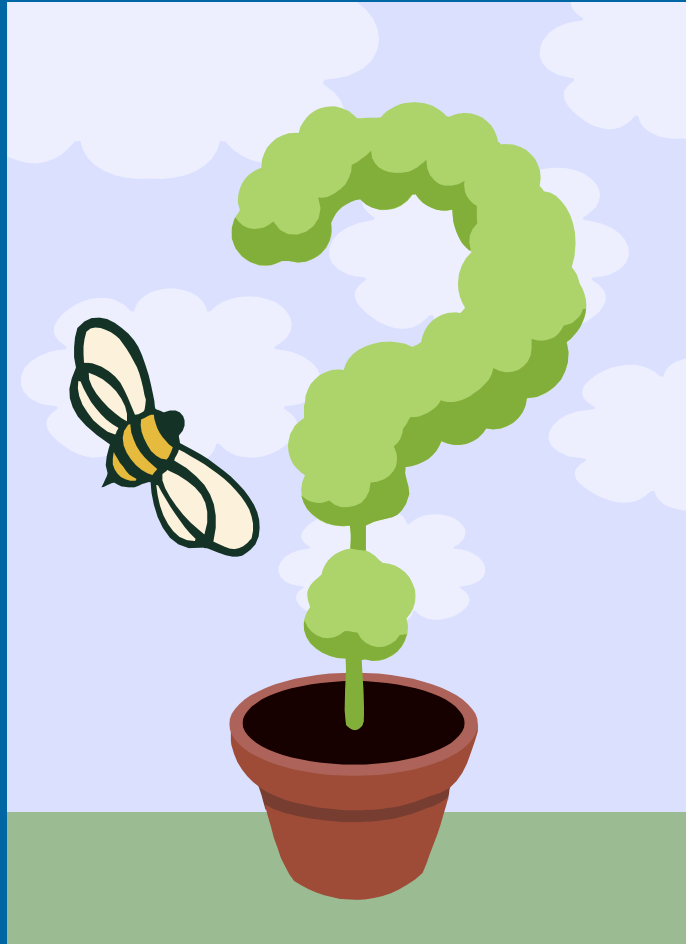
Being able to talk through the situations that generate despair can instill hope and improve the ability to see more positive paths for life ahead.

"Nationally, as well as on this campus, very few suicides happen to students who are in counseling," Dr. Marczynski says. "So we think if we can get them to come in, we'll be able to prevent suicides."

Both college officials agree that the more comfortable students become with mental health services, the more likely they are to turn to counseling when they feel desperate and hopeless. And that will reduce suicides.

"If we take away the scariness, [we can] face it head on for what it is," Frock says.

Questions?



Chat: What **on-campus** partners are you collaborating with for your suicide prevention grant?



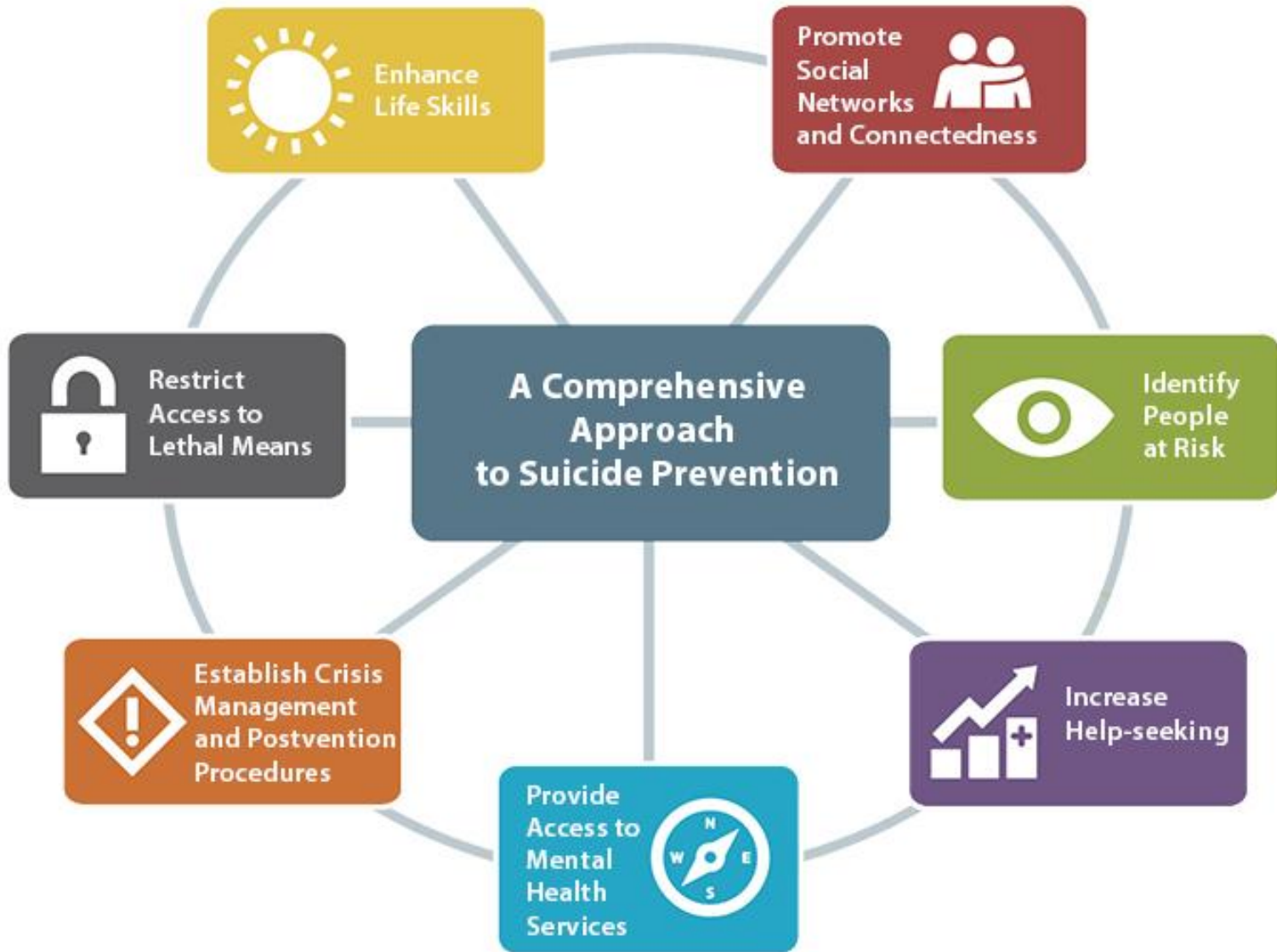


Grantee Speaker: Lindsey Greeson
Tulane University
New Orleans, Louisiana



Tulane University

- Private institution , urban setting: New Orleans, LA
- Enrollment: Undergraduate: 8,339; Graduate and Professional: 5,110
- 60% female; 40% male
- theWELL is a part of Campus Health within the Division of Student Affairs
 - theWELL uses a generalist model
 - 3 year SAMHSA suicide prevention grant
- PIE approach
 - Positive, Inclusive, Empowering





SHOW UP. TUNE IN. CHILL OUT.

THE
MINDFUL
COLLABORATIVE

Partnership Development

- Office of Disability Services
- Health Promotion (theWELL)
- Counseling Center
- Academic Advising
- Career Coaches
- Success Coaches
- Center for Innovation & Design Thinking
- Case Management
- Library staff
- Women's college staff
- Faculty: Law, Social Work, Public Health

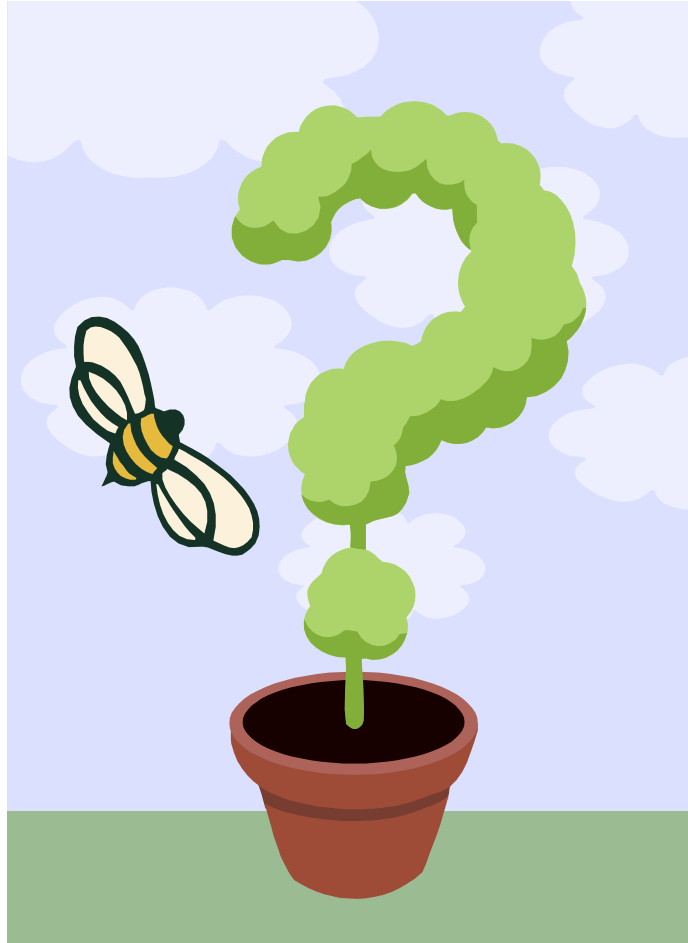


Top 10 Partnership Development Skills

1. Have an elevator speech for the initiative
2. Connect initiative to the mission of the partner's organization or department
3. Create & communicate agenda prior to a meeting
4. Create clear structures, collaboratively
5. Show gratitude
6. Delegate (internally & externally)
7. Assessment
8. Share your victories
9. Clearly articulate the future vision of the initiative
10. Nourish the relationship



Questions?



Partnerships Resources

- ✓ **Substance Abuse and Suicide Prevention Collaboration Continuum:**
<http://www.sprc.org/sites/sprc.org/files/Collaboration%20Continuum%20Final.pdf>
- ✓ **Partnership Tool Kit:**
<http://cancercontrolplanet.cancer.gov/CDCPartnershipToolkit.pdf>
- ✓ **Creating and Maintaining Partnerships:**
<http://ctb.dept.ku.edu/en/creating-and-maintaining-partnerships>
- ✓ **Core Competency: Partnerships and Collaborations:**
<http://www.sprc.org/grantees/core-competencies/partnerships>

What's Next?

January:

- ✓ Scan of Grantee Needs (Sent out week of 1/25)

February:

- ✓ Watch webinar highlight clips on crisis protocols
- ✓ Complete crisis protocol inventory
- ✓ Optional: sign up for consultations with Prevention Specialist

March:

- ✓ Watch webinar highlight clips on mental health service capacity
- ✓ Review mental health service capacity checklist

What Can Your SPRC PS Do For You?

Ask Sheila or Bonnie for feedback, resources, and examples on topics such as:

- ✓ Partnerships & collaboration
- ✓ Culturally competent trainings & messages
- ✓ Strategic planning & sustainability
- ✓ Best & evidence based practices
- ✓ High-risk populations & settings
- ✓ Data & surveillance
- ✓ Evaluation beyond cross-site

Contact us!

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Thank You!

This webinar will be posted on SPRC's
website at:

<http://www.sprc.org/grantees/webinars>

