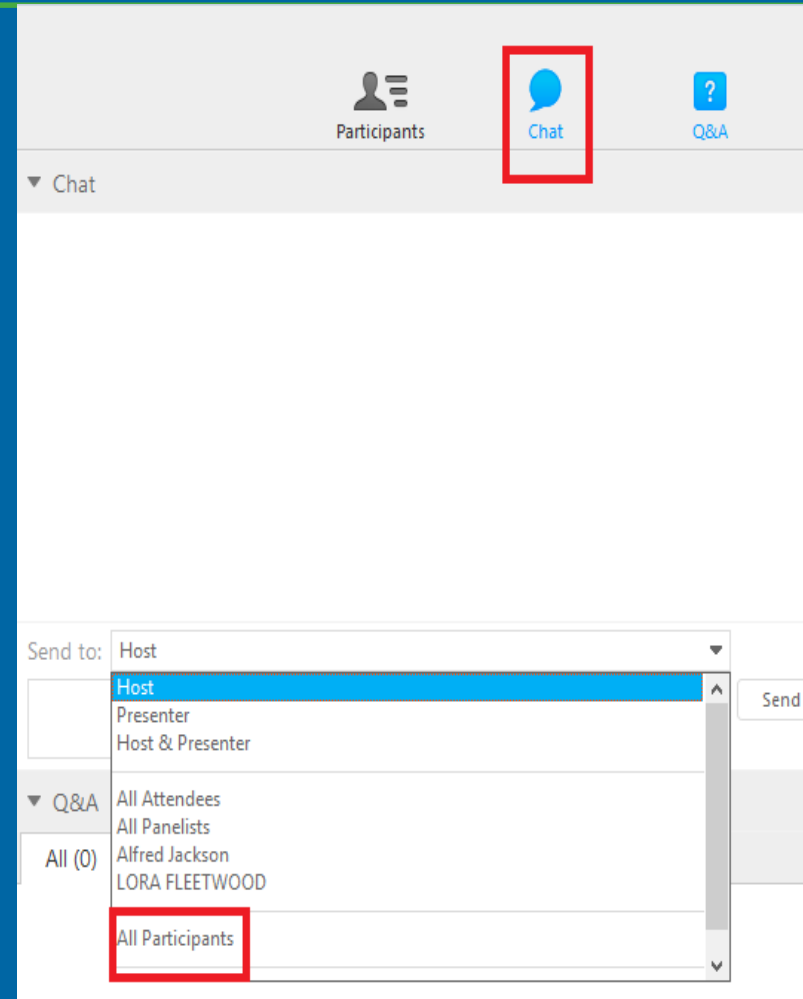


Welcome to the Campus Sustainability Training Series

- ✓ We will be starting shortly.
- ✓ As we are waiting, please click on the chat icon on the top right corner of your screen. Select “**All Participants**” and chat in your answer to “**Where do you wish you were on vacation right now?**”
- ✓ If you have any technical issues, chat your question in the **Q&A pod** located below the Chat pod.
- ✓ Please do not put us on hold. The hold music will play for everyone!



Campus Sustainability Training Series

Session #2: Cultivate Partnerships

Monday February 27, 2017 2-3:30pm EST

Irene Cho, Ed.M, Suicide Prevention Resource Center
Bonnie Lipton, MPH, Suicide Prevention Resource Center

Presented by the Suicide Prevention Resource Center &
Substance Abuse and Mental Health Services Administration



Your Speakers Today



Irene Cho, SPRC

Prevention Specialist



Bonnie Lipton, SPRC

Prevention Specialist



Jacquie Keeves

University of
Massachusetts, Lowell



Allen Riggs

Snow College
Ephraim, UT

Welcome to New Participants!



University of
New Hampshire



TEXAS SOUTHERN UNIVERSITY

Go
Bisons!




LaGuardia

Community College

What We Want From You

- ✓ Be engaged/talk
- ✓ Learn from each other
- ✓ Mute phone line when not speaking (and never put us on hold!)
- ✓ Complete homework, if possible
- ✓ Be respectful
- ✓ Ask lots of questions!

Technical Orientation Slide

- ✓ Type any technical questions at anytime into the Q&A pod on the right-hand side of your screen.
- ✓ You can make the presentation screen larger at any time by clicking on the “Full Screen”  button in the upper right hand side of the slide presentation. If you hit “Esc” it will return to normal view.
- ✓ To mute or unmute your line, press *6.

Technical Orientation Slide

The screenshot displays a Cisco WebEx interface. On the left, a blue slide titled "Welcome to the Campus Sustainability Training Series!" contains four bullet points: "We will be starting shortly.", "As we are waiting, please chat your name and campus to the Chat pod on the right-hand side of your screen.", "If you have any technical issues, chat your question in the Q&A pod located below the Chat pod.", and "Please do not put us on hold. The hold music will play for everyone." Below the slide, it states "Presented by the Suicide Prevention Resource Center & Substance Abuse and Mental Health Services Administration" and includes logos for SPRC and SAMHSA. The right side of the interface shows the "Chat" pod with a "Send to" dropdown menu open, listing options like "Host", "Presenter", "Host & Presenter", "All Attendees", "All Panelists", "Alfred Jackson", "LORA FLEETWOOD", and "All Participants" (highlighted with a red box). The "Chat" icon in the top navigation bar is also highlighted with a red box.

File Edit Share View Communicate Participant Event Help

Quick Start Event Info Session 1 po... x

01: Welcome to the Ca

Participants Chat Q&A

Welcome to the Campus Sustainability Training Series!

- We will be starting shortly.
- As we are waiting, please chat your name and campus to the Chat pod on the right-hand side of your screen.
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- Please do not put us on hold. The hold music will play for everyone.

Presented by the Suicide Prevention Resource Center & Substance Abuse and Mental Health Services Administration

SPRC

Substance Abuse and Mental Health Services Administration SAMHSA


Send to: Host
Host
Presenter
Host & Presenter

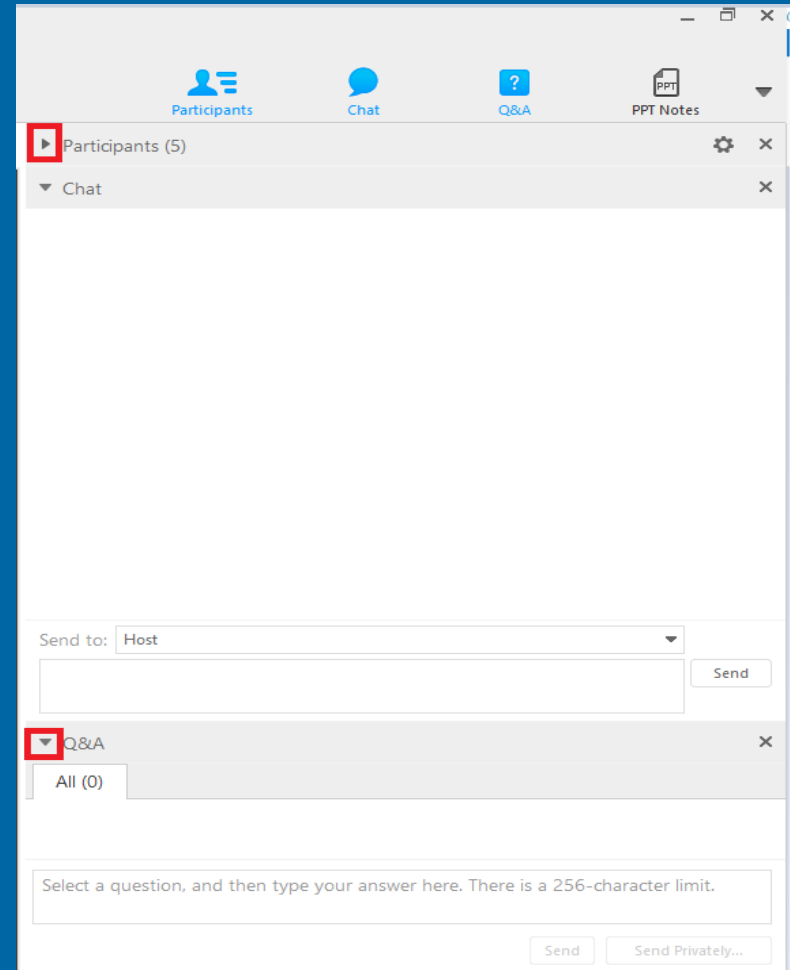
Q&A
All Attendees
All Panelists
Alfred Jackson
LORA FLEETWOOD
All Participants

Select a question, and then type your answer here. There is a 256-character limit.

Send Send Privately...

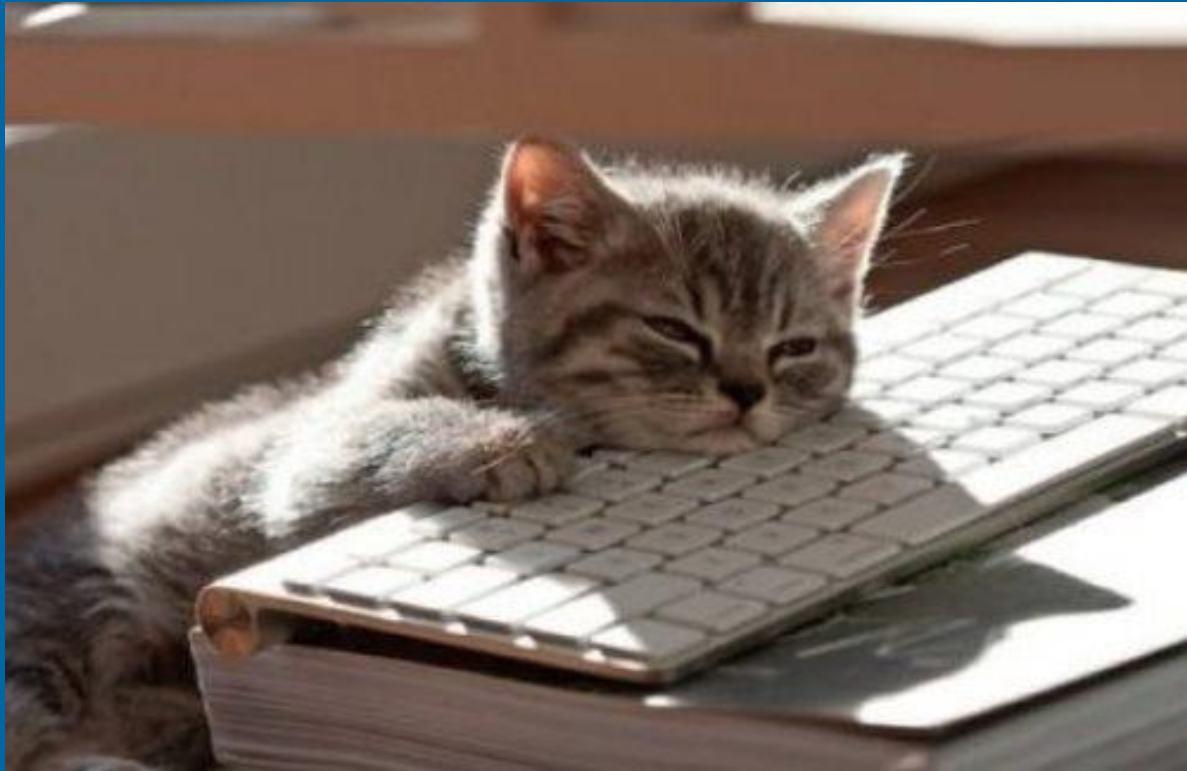
Technical Orientation Slide

- ✓ You can maximize the chat pod by clicking on this icon  next to the Q&A and Participants pods.



Chat in your caption!

Select All Participants before you send your chat!



Source: <http://www.funnyjunksite.com/pictures/wp-content/uploads/2012/10/Internet-Is-Not-Working.jpg>

Reminder: Overview of Series

- ✓ January 23rd: Adopt a Sustainability Mindset
 - ✓ **February 27th: Cultivate Partnerships**
 - ✓ April 24th: Build Momentum and Foster Leadership
 - ✓ May 22nd: Secure Resources/ Funding
 - Leaving a Legacy: Translating Your Recommendations Into Action
- <http://go.edc.org/Sustain1>



Adopting a 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.”

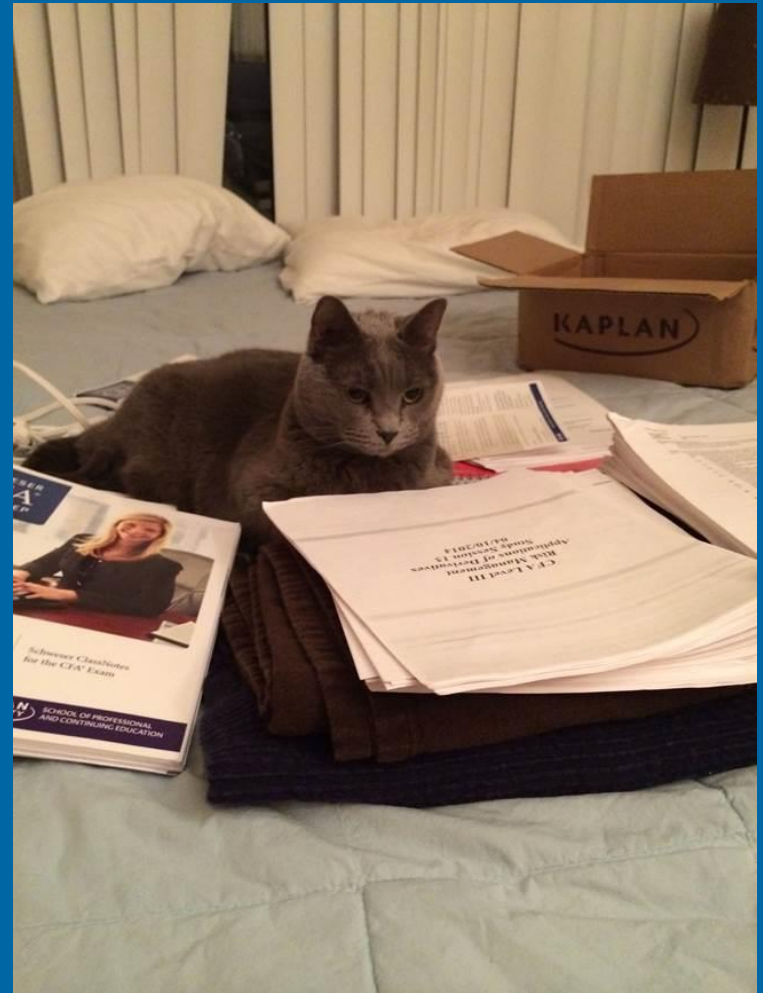
—*GLS campus alumni*

Agenda

- ✓ Discussion: What Have You Been Up to?
- ✓ Today's Topic: Cultivating Partnerships for Sustainability
- ✓ Guest Speaker: Jacquie Keeves, UMass Lowell
- ✓ Using Communications and Data to Make the Case for Sustainability
- ✓ Guest Speaker: Allen Riggs, Snow College
- ✓ Next Steps



Tell Us: What Have You Been Up To?



Recap of Homework

✓ Homework:

- View step 4 of the Virtual Learning Lab: Collaborations
- Engage Partners Consistently and Creatively Worksheet

Steps: Collaboration

A lot of information is available about collaboration, and we've boiled it down to four fundamental steps related to suicide prevention. While all campuses are different, these steps can help any campus develop partnerships and improve collaboration.

Select each of the steps below to assist you with collaboration.

- 1 Start building partnerships
- 2 Involve partners when developing program goals
- 3 Identify who can help carry out your programs
- 4 Sustain partnerships

SPRC | VIRTUAL LEARNING LAB | COLLABORATION

← Prev Next →

Group Discussion

- ✓ Share any thoughts or comments!

Engage Partners Consistently and Creatively

It can be challenging to keep stakeholders engaged in the long-term due to competing demands and stretched resources. It's important to consider from the beginning of your program how you plan to keep stakeholders informed about the progress you make and how to keep them involved. Communicating broadly about your program's successes is also essential for maintaining buy-in from senior leadership and stakeholders.

You can use the chart to generate ideas for how to consistently—and creatively—keep partners on a sustainable basis.

Partner	Activity to Keep Partner Engaged	Frequency of Activity	Next Steps to Take
<i>Example: Student peer leaders interested in mental health</i>	<i>Social media postings – Maintain a social media account (Twitter) where program updates are posted regularly, to keep students informed about mental health programming and resources.</i>	<i>Weekly/ monthly</i>	<ul style="list-style-type: none">• <i>Create a Twitter account.</i>• <i>Identify a staff member to update and add content.</i>• <i>Brainstorm hashtags.</i>

Today's Topic: Cultivating Partnerships for Sustainability



Photo courtesy of Smithsonian's National Zoo and Conservation Biology Institute

Who are you partnering with: On Campus

Students:

- ✓ Active Minds
- ✓ Campus newspaper/radio
- ✓ LGBTQ student orgs
- ✓ Peer counseling program
- ✓ Sororities/Fraternities
- ✓ Student Government

Faculty/Staff

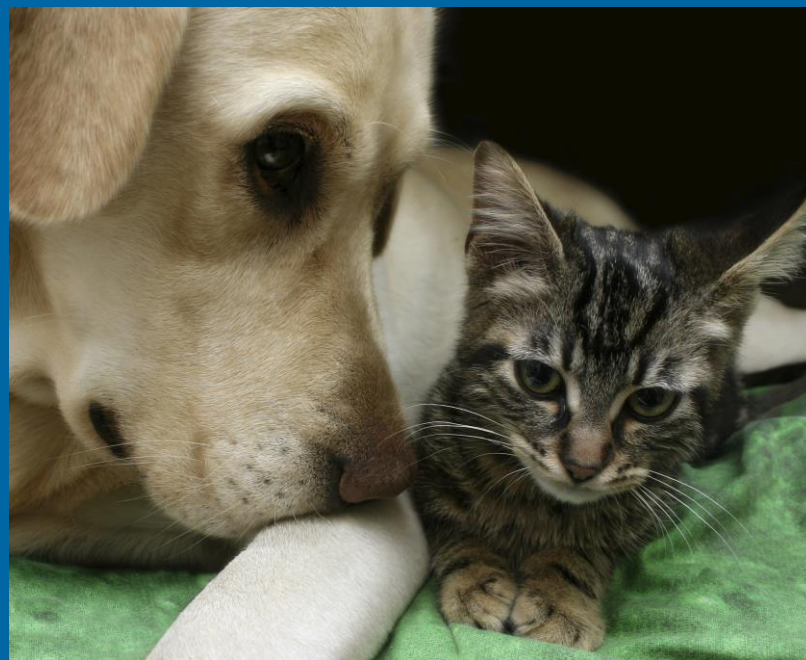
- ✓ Academic Advisors
- ✓ Campus Security
- ✓ Clergy/Religious Life
- ✓ Counseling Center
- ✓ Disability Office
- ✓ Health Services
- ✓ International Center
- ✓ Sexual Assault Prevention
- ✓ Residence Life
- ✓ Veterans/ROTC

Who are you partnering with: Off Campus

- ✓ Alcohol/substance abuse treatment centers
- ✓ American Foundation for Suicide Prevention (AFSP)
- ✓ County Health Departments
- ✓ County SP Coalitions
- ✓ Crisis phone/text lines
- ✓ Domestic violence shelters
- ✓ Hospitals
- ✓ Mental Health clinics in the community
- ✓ NAMI

Working with Partners on Sustainability

- ✓ What grant goals to continue
- ✓ Get input from partners
- ✓ Assess existing partnerships



Keeping Partners Engaged

- ✓ What communication efforts can you use?
 - Personal emails
 - In person meetings
 - Events
 - E-newsletters
 - Social media
 - Trainings
- ✓ How often should you communicate with partners?
- ✓ What can I do when priorities change?
- ✓ Strategies for sustaining partnerships off-campus

Then think
about...who's
missing from
the table?



Speaker: Jacquie Keeves

jacqueline_keeves@uml.edu

Assistant Director for Violence Prevention
Former Program Coordinator, GLS Cohort 6

University of Massachusetts, Lowell



UMass Lowell

▶ UML Fall 2011

- 9,000 Undergraduates
- 4,000 Graduates
 - 13,000 total Day Students
- Undergraduates:
 - 28% minority
 - Residential VS Commuter:
 - 34% VS 66%
 - 3,000 VS 6,000

▶ UML Fall 2015

- 11,000 Undergraduates
- 4,100 Graduates
 - 15,100 total Day Students
- Undergraduates:
 - 31% minority
 - Residential VS Commuter:
 - 38% VS 62%
 - 4,000 VS 6,500

Grant Request

- Focused on training identified staff, faculty and students in warning signs, resources
- Highlighted high risk groups
 - Veterans
 - Students with disabilities

Changes to UML Needs

- ▶ Identified student needs
- ▶ Used Community Readiness Survey

UMatter at UMass Lowell:
One Conversation Can Save a Life



Dear Colleague Letter

2014

- ▶ Grant ending in Spring 2016
 - How do we continue the trainings/education?
 - Who will oversee the work?
- ▶ Position created March 2015 to oversee sexual violence programming, including suicide prevention
- ▶ Position initially was under Office of Student Affairs, reporting to Associate Dean

Sustainability

- ▶ Previously established routes
 - Annual RA Training
 - Increase in reporting
 - Both suicidal ideation and sexual violence
 - Red Folders
 - Other campus advocates

- ▶ Title IX

Challenges

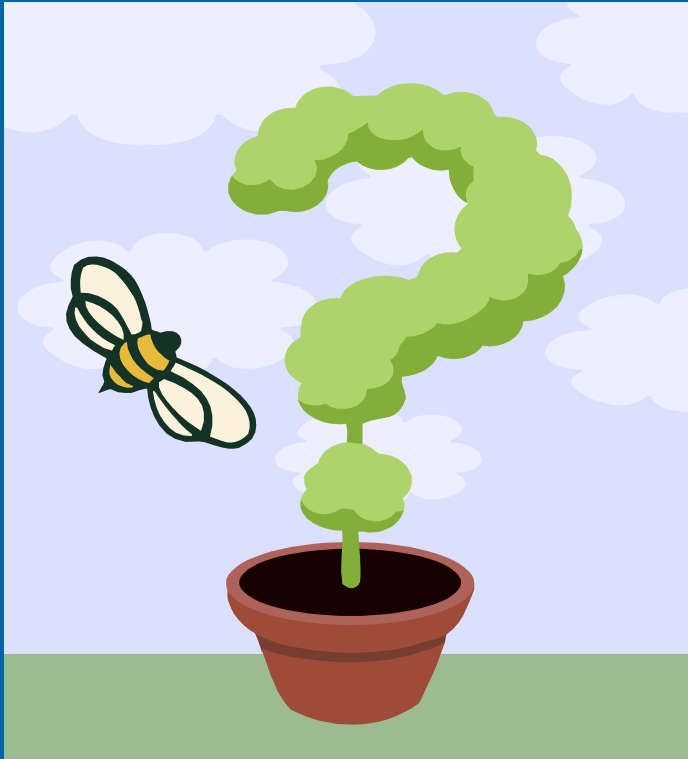
- ▶ What is violence prevention?
- ▶ Need for compliance overshadowing suicide prevention
- ▶ TIME

Communication

▶ Ongoing Communication

- Sexual Violence Prevention Committee
- If possible, data (ACHA, Climate Survey)
- Send posters for events to partners
- Send updates/ask for feedback
- Students!
 - Let students share what the needs of the campus are

Questions



Developing Effective Communication Objectives

- ✓ What do we want our partners to do as a result of this communication?
 - How will this change contribute to your sustainability goals?
- ✓ What is the best way to communicate with different partners?

National Action Alliance for Suicide Prevention *Framework For Successful Messaging*

Four considerations when developing messages:

- ✓ Strategy
- ✓ Safety
- ✓ Positive narrative
- ✓ Guidelines



www.SuicidePreventionMessaging.org

Importance of Data

- ✓ Makes a case for why this work is important
- ✓ But remember safety/ using a positive narrative
 - Be careful with statistics!





**But wait, aren't
statistics about
suicide
important?**

Data/Evaluation Points

Chat in: what data and evaluation items would be useful to share with stakeholders for sustainability?

Example: 1 in 4 students use our campus counseling services

Using Champions

Champion: someone in your community who is well-known/ respected who will champion your cause

Champions:

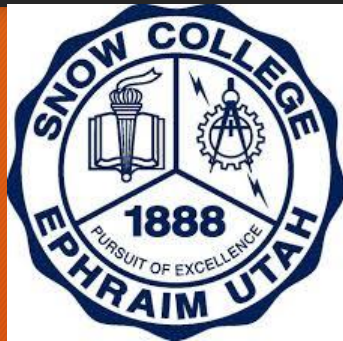
- ✓ Dean of students
- ✓ President
- ✓ Community leaders
- ✓ Special groups (director of Veterans' Association, LGBTQ Center director)
- ✓ Student government

Who else?





Snow College



Ephraim, Utah & Richfield, Utah



Snow College Counseling & Wellness Center



- Allen Riggs, Director of Counseling & Wellness Center
- Former Project Director for the Garrett Lee Smith Memorial Campus Suicide Prevention Grant Program

Snow College Demographics

- Public Institution of higher education with two rural campuses
- Snow College Student Enrollment is 4,779 undergraduate community college students.



Sustainability Efforts-Master Plan

1. The college will pay for a full time prevention coordinator/office manager.
 2. The college will increase the budget for prevention services.
 3. The college will increase the part time therapist position to full time.
- Create partnerships with on campus departments and off campus resources. Stay visible.
 - Facilitate communication between departments and campus wide constituents.

Goals and Strategies for Sustainability

1. Provided training promoted to faculty and staff as we can help you deal with struggling students through a brief and practical 3 step approach.

Question-Persuade-Refer

Goals and Strategies for Sustainability

2. Trained 100% of the Residence Life Resident Assistants and Directors.

This training and others were offered to Residence Life to aid them in preparing their staff to be prepared for students expressing suicidal thoughts.

Goals and Strategies for Sustainability

3. Trained the Deans Council and other administrators in the QPR method in order for them to help students and the employees under their supervision deal with students at risk for suicide.

Goals and Strategies for Sustainability

4. Invited the new college president to introduce guest speakers Kevin Hines and Kevin Briggs at the community suicide prevention event. This increased the connection between the president's office and the community on our south campus.

Creation of a student run support line. Talk, Text and Chat

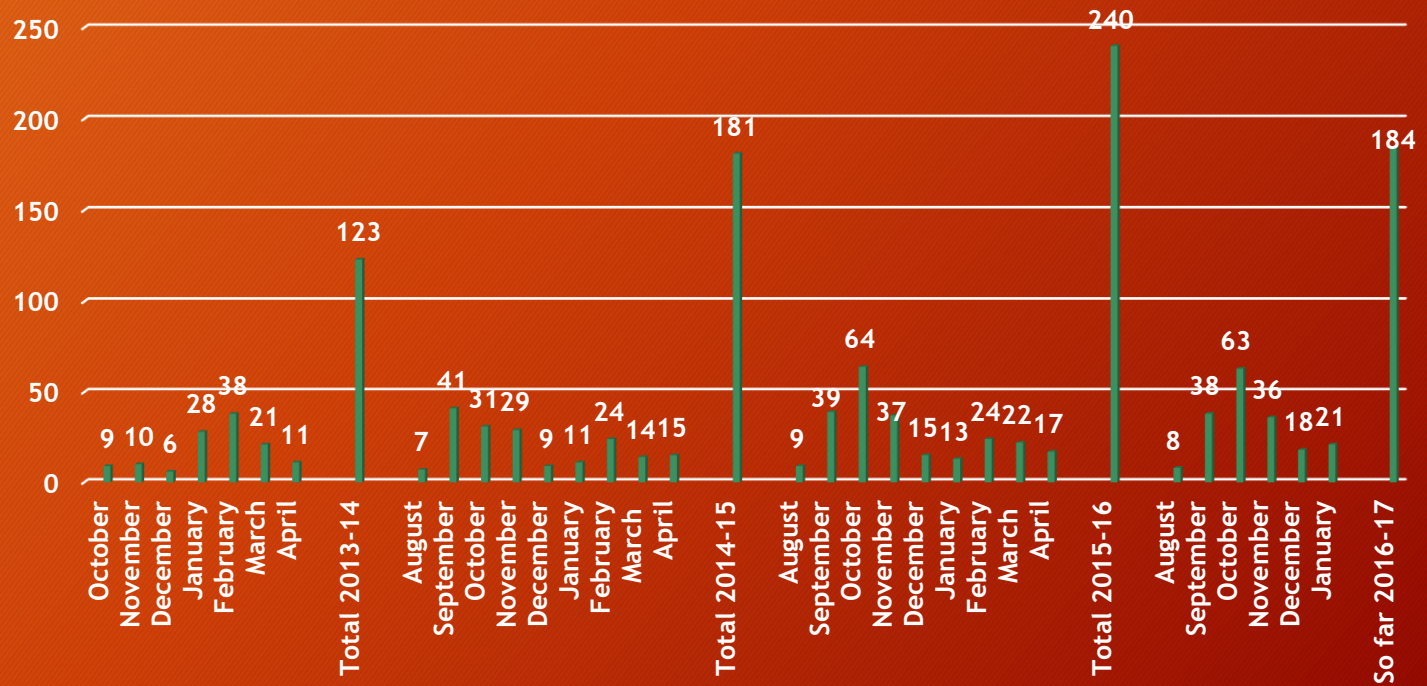
- Student mentors were trained and paid to conduct prevention services.
- They received training to run the support line.
- The support line was advertised on campus TV monitors and magnets were shared with on and off campus housing units.
- The support line was promoted by professors and staff.
- The support line had the backup of a licensed therapist in the case of high risk callers.

Creation of a student run support line. Talk, Text and Chat

The intent of creating the support line was to reach students who were isolated and create a supportive anonymous resource where they could talk openly about their challenges.

The support line operators (students) do not give advice but encourage exploration of solutions with the student caller.

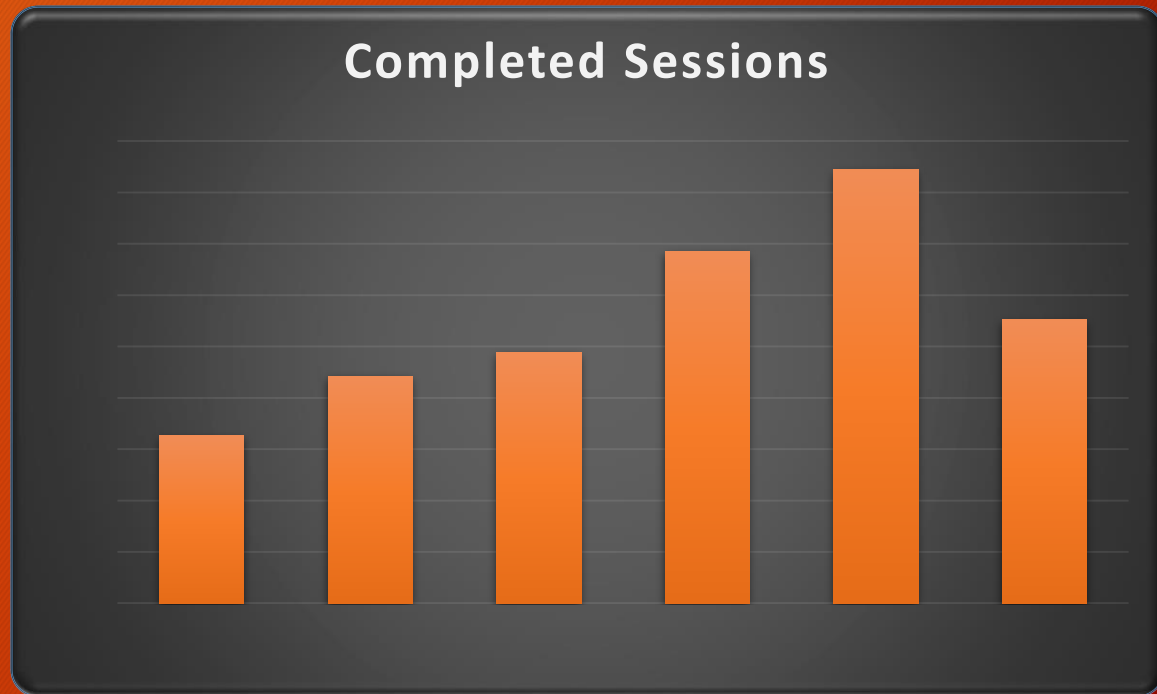
Support Line Contacts



Frequent updates to the VP and others regarding counseling center usage, demonstrating the needs for more clinicians and outreach and prevention resources.

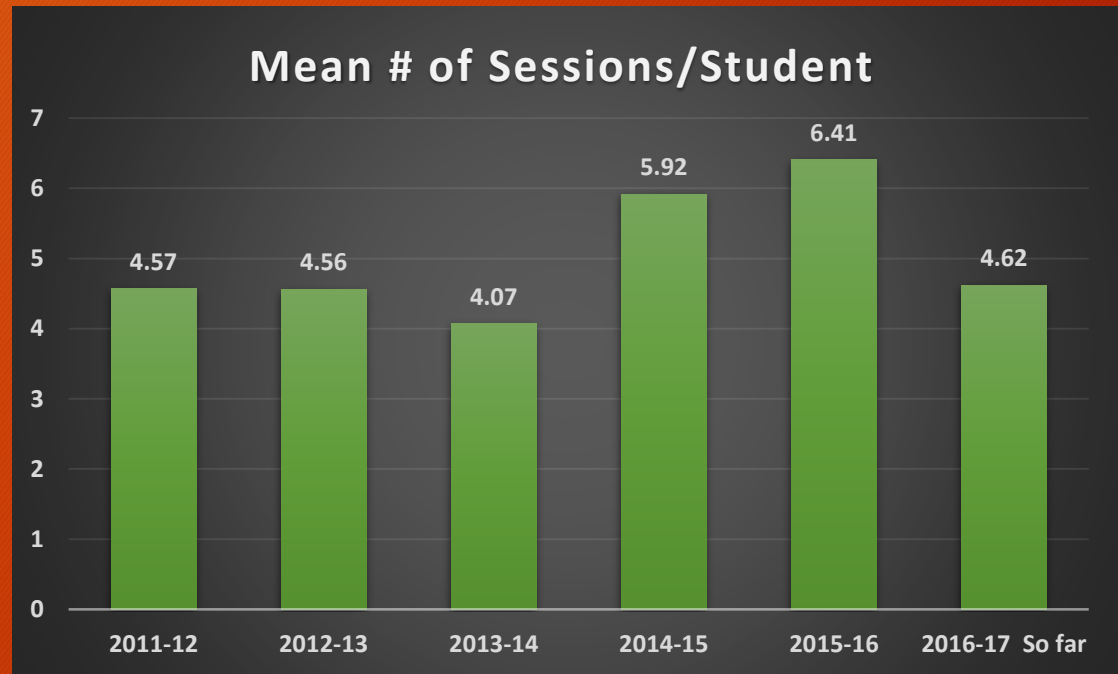
The graph represents the completed counseling sessions per academic year. (NUMBERS REDACTED FOR PRIVACY).

The bar to the far right is this year so far.



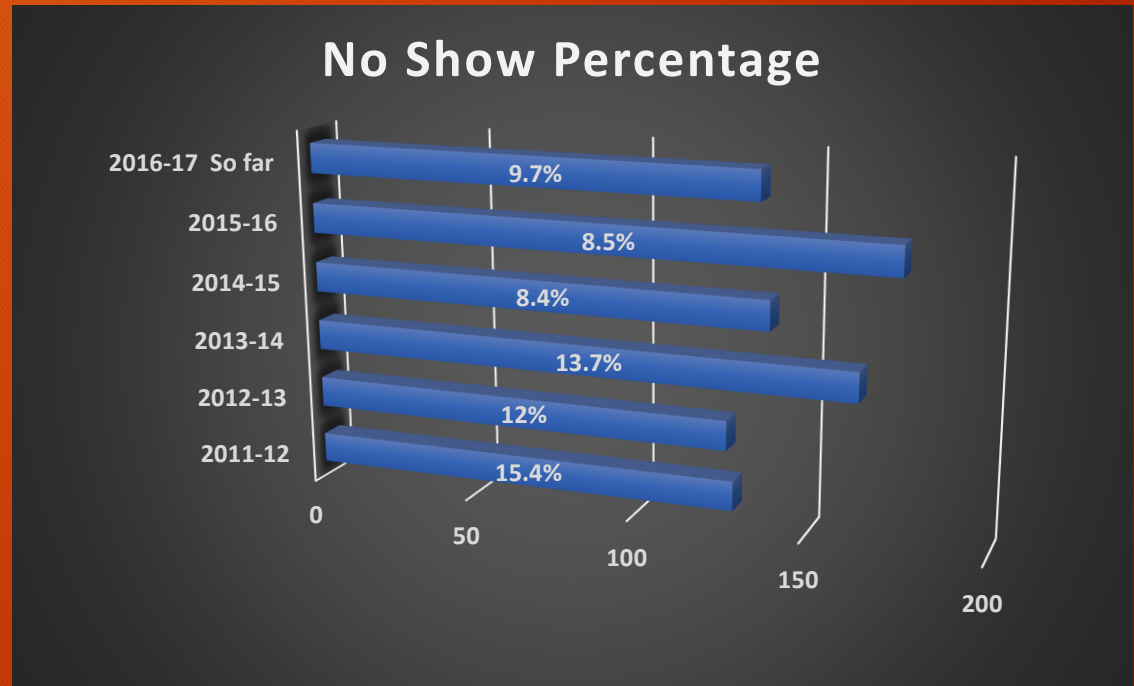
Frequent updates to the VP and others regarding counseling center usage, demonstrating the needs for more clinicians and outreach and prevention resources.

Showing the mean # of sessions demonstrates we are following a short term therapy model.

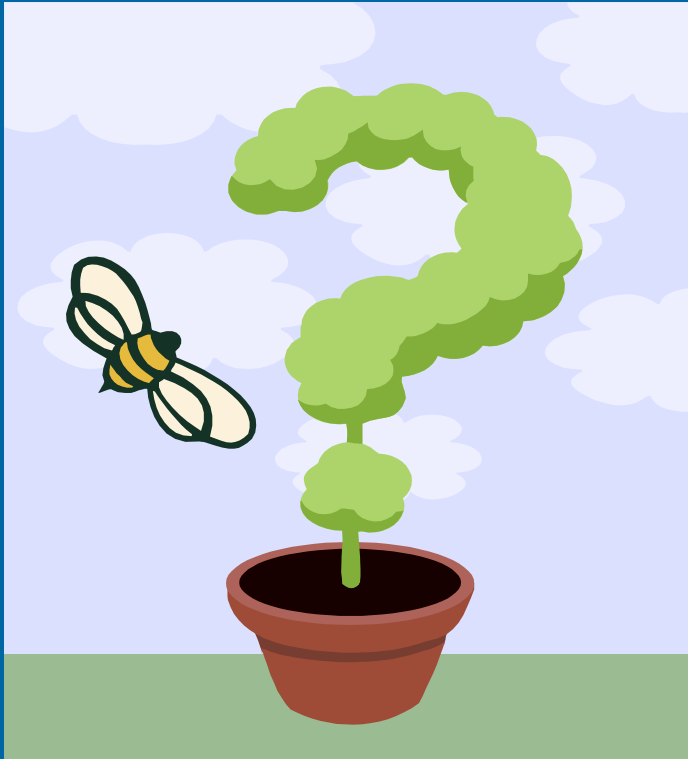


Frequent updates to the VP and others regarding counseling center usage, demonstrating the needs for more clinicians and outreach and prevention resources.

The no show for appointments percentage shows we are using our time wisely through our efforts to decrease no shows in order to move on to students on the waitlist for counseling.



Questions



Next Steps

- ✓ Meet with your advisor council/task force before last meeting if you can!
- ✓ What topics do you plan to bring up to discuss?
 - What we think we should sustain
 - Sharing data to show importance of SP
 - Identifying gaps in SP activities
- ✓ What else?

Next Steps

- ✓ Who are some campus leaders you plan on getting more engaged?
- ✓ Who do you think are the essential people that need to be invested to be successful?
- ✓ Who is missing from the table?

Wrapping Up

✓ Homework:

- Listen to [Sustainability Podcast from Adams State University](#)
- Review [the Action Alliance's Framework for Successful Messaging](#)
- Member profile if you haven't done yours yet



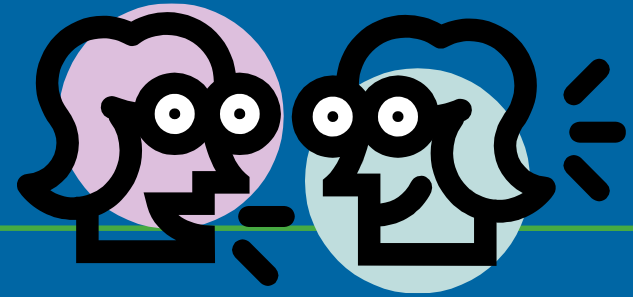
✓ Reminder: homework links are posted on the website!

<http://glscampussustainability.com/>

Wrapping Up

- ✓ Website: <http://glscampusustainability.com/>
- ✓ Meeting notes and presentation will be posted on the SPRC website.
- ✓ How to keep in touch in between meetings
 - Email addresses on *Sustainability Series Participants* excel spreadsheet
- ✓ Questions?

Contact Information



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Allen Riggs, Snow College
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The views, opinions, and content expressed are the views of the authors and do not necessarily reflect the official position of SAMHSA or HHS.