

# College *Response* Suicide Prevention

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## 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 2<sup>nd</sup> 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**
  - NDSM 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 (NDSM 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

[Return to Generate Reports](#)

## Summary Depression Report for All Clients from 1/1/2003 to 12/31/2003

	Count	Percent	Severity of Depression (%)		
			Unlikely	Likely	Very Likely
<b>Total of completed survey</b>	42236	100%	30.38%	49.26%	20.36%
<b>Age</b>					
Under 17	307	0.73%	21.82%	39.41%	38.76%
17	683	1.62%	29.28%	47.73%	22.99%
18	6792	16.08%	31.74%	47.63%	20.63%
19	7276	17.23%	28.17%	50.58%	21.25%
20	6000	14.21%	27.57%	51.07%	21.37%
21	5010	11.86%	27.72%	50.50%	21.78%
22	3101	7.34%	27.02%	50.89%	22.09%
23	2070	4.90%	30.14%	48.41%	21.45%
24	1478	3.50%	30.31%	49.86%	19.82%
25	1150	2.72%	29.57%	53.74%	16.70%
Over 25	8022	18.99%	36.69%	47.01%	16.31%
No Response	341	0.81%	36.07%	40.47%	23.46%
Total	42236	100.00%			
<b>Gender</b>					
Male	12932	30.62%	33.18%	47.50%	19.23%

<b>Gender</b>					
Male	12932	30.62%	33.18%	47.59%	19.23%
Female	28921	68.47%	29.07%	50.14%	20.79%
No Response	378	0.89%	34.92%	38.62%	26.46%
Total	42236	100.00%			
<b>Year in College</b>					
Freshman	10651	25.22%	33.21%	46.39%	20.40%
Sophomore	8095	19.17%	28.17%	50.45%	21.38%
Junior	7240	17.14%	26.57%	51.34%	22.09%
Senior	6444	15.26%	28.04%	50.96%	21.00%
Graduate Student	5872	13.90%	33.84%	50.83%	15.33%
No Response	3930	9.30%	32.98%	45.55%	21.48%
Total	42236	100.00%			
<b>Residence</b>					
On Campus	16588	39.27%	29.53%	50.45%	20.01%
Off Campus	23539	55.73%	31.15%	48.75%	20.10%
No Response	2105	4.98%	28.50%	45.42%	26.08%
Total	42236	100.00%			
<b>Ethnic/Racial Group</b>					
African American	1856	4.39%	37.28%	41.97%	20.74%
American Indian	242	0.57%	34.71%	42.56%	22.73%
Asian American	1978	4.68%	27.40%	48.18%	24.42%
Caucasian	32475	76.89%	29.80%	50.18%	20.02%
Hispanic	1953	4.62%	33.90%	46.24%	19.87%
Other	2092	4.95%	32.70%	48.14%	19.17%
No Response	1636	3.87%	29.95%	46.52%	23.53%
Total	42236	100.00%			
<b>Freshman Orientation</b>					
Yes	1181	2.80%	68.76%	24.30%	6.94%
No	39596	93.75%	29.14%	50.15%	20.70%
No Response	1454	3.44%	32.94%	45.05%	22.01%

<b>Usefulness of Screening</b>					
Extremely Helpful	519	8.79%	24.08%	41.62%	34.30%
Quite Helpful	1312	22.21%	20.58%	51.98%	27.44%
Moderately Helpful	1526	25.84%	22.67%	55.24%	22.08%
A Little Helpful	1447	24.50%	34.28%	47.62%	18.11%
Not at All Helpful	681	11.53%	52.42%	32.01%	15.57%
Other *	3	0.05%	66.67%	0.00%	33.33%
No Response	418	7.08%	46.41%	35.41%	18.18%
Total	5906	100.00%			
<b>Have you used the college's counseling center for a mental health or alcohol problem in the past?</b>					
Yes	709	12.00%	19.32%	52.33%	28.35%
No	5000	84.66%	32.00%	46.72%	21.28%
No Response	197	3.34%	26.90%	45.18%	27.92%
Total	5906	100.00%			
<b>If you seek further evaluation, will you contact someone:</b>					
On campus	2780	47.07%	21.62%	52.23%	26.15%
Off campus	1437	24.33%	34.73%	45.93%	19.35%
No Response	1689	28.60%	40.85%	40.50%	18.65%
Total	5906	100.00%			

\* "Other" is the count for the "Usefulness of Screening" Feedback Question - first answer: "I did not take the depression/manic-depression screening".

<b>Do you plan to seek further evaluation for depression?</b>				
	Yes	No	No Response	Total
<b>Severity of Depression</b>				
Unlikely	15.10%	68.41%	16.48%	3337

<b>Do you plan to seek further evaluation for depression?</b>				
	Yes	No	No Response	Total
<b>Severity of Depression</b>				
Unlikely	15.10%	68.41%	16.48%	3337
Likely	49.69%	22.43%	27.88%	5725
Very Likely	64.86%	13.77%	21.36%	2701
Total	5101	3939	2723	11763

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

	Count	Percent	Depression Treatment History		
			Current	Past	Never
<b>Severity of Depression</b>					
Unlikely	12832	30.38%	4.43%	12.13%	83.42%
Likely	20804	49.26%	7.92%	16.77%	75.29%
Very Likely	8600	20.36%	13.58%	21.40%	65.02%
Total	42236				



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## Cost of College *Response*

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