

Strategies for Stigma Reduction and Community Engagement and Collaboration

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Abstract

- Epidemiological studies suggest that the prevalence of depression and severe psychological disturbances has been increasing on college campuses in the last decade.¹ Despite the growing need for mental health treatment among students, the majority of students requiring services do not receive treatment.² Many barriers exist to obtaining treatment for students including lack of perceived need, skepticism about treatment effectiveness, and mental health stigma.³
- Outreach and prevention services targeting these barriers to treatment are needed. Comprehensive mental health outreach and suicide prevention necessitate a collaborative, community-wide approach that de-stigmatizes mental health, normalizes treatment, reinforces healthy lifestyles and other protective factors.⁴
- University of California at San Diego and University of California Los Angeles Counseling and Psychological Services (UCSD CAPS and UCLA CAPS) have based their outreach programs on these tenants and have created unique and successful outreach programs that engage their campus communities. This poster will explore the evidence-based strategies implemented on these campuses to promote wellness and decrease stigma in collaboration with community partners.

Introduction - UCLA

- In the last decade, UCLA CAPS acknowledged the increased need for mental health services on campus and that significant barriers to treatment engagement existed, including lack of education about mental health issues and social stigma.
- To combat these barriers to treatment, UCLA CAPS adopted a public health prevention model of service delivery and incorporated mental health promotion strategies.
- UCLA CAPS enlisted the entire campus as a partner in primary prevention, incorporating wellness paradigms to de-stigmatize mental health on campus.
- Primary prevention was further broken down into three categories – Education, Empowerment, and Action - and prevention programming was designed to target each area across content domains (e.g. substance use, affective disorders, sexual assault).
- UCLA CAPS has developed strong relationships with campus partners to create partnerships that foster prevention and stigma reduction.

Theoretical Model: Prevention and Promotion

- UCLA CAPS conceptual model for service delivery is based on public health prevention and health promotion models that prescribe service delivery on three levels with separate but complementary goals. The UCLA CAPS model also incorporates mental health promotion strategies which promote wellness and resiliency to foster engagement and decrease mental health stigma on campus. (FIGURE 1)
- UCLA CAPS heavily invests in primary and secondary prevention through outreach, education, community engagement, and wellness promotion. UCLA CAPS fosters primary prevention as a guiding principle to link the services provided in the office to the larger campus community. UCLA CAPS primary intervention strategies include community-wide outreach and prevention activities to prevent the onset of mental health difficulties and promote wellness.
- UCLA CAPS has broken down primary prevention programming into three distinct domains – Education, Empowerment, Action - with separate but complimentary goals and programming in each area.
- UCLA CAPS provides services in each prevention category and links these services across content domains and prevention categories in order to create seamless movement from one prevention category to the next.

Introduction - UCSD

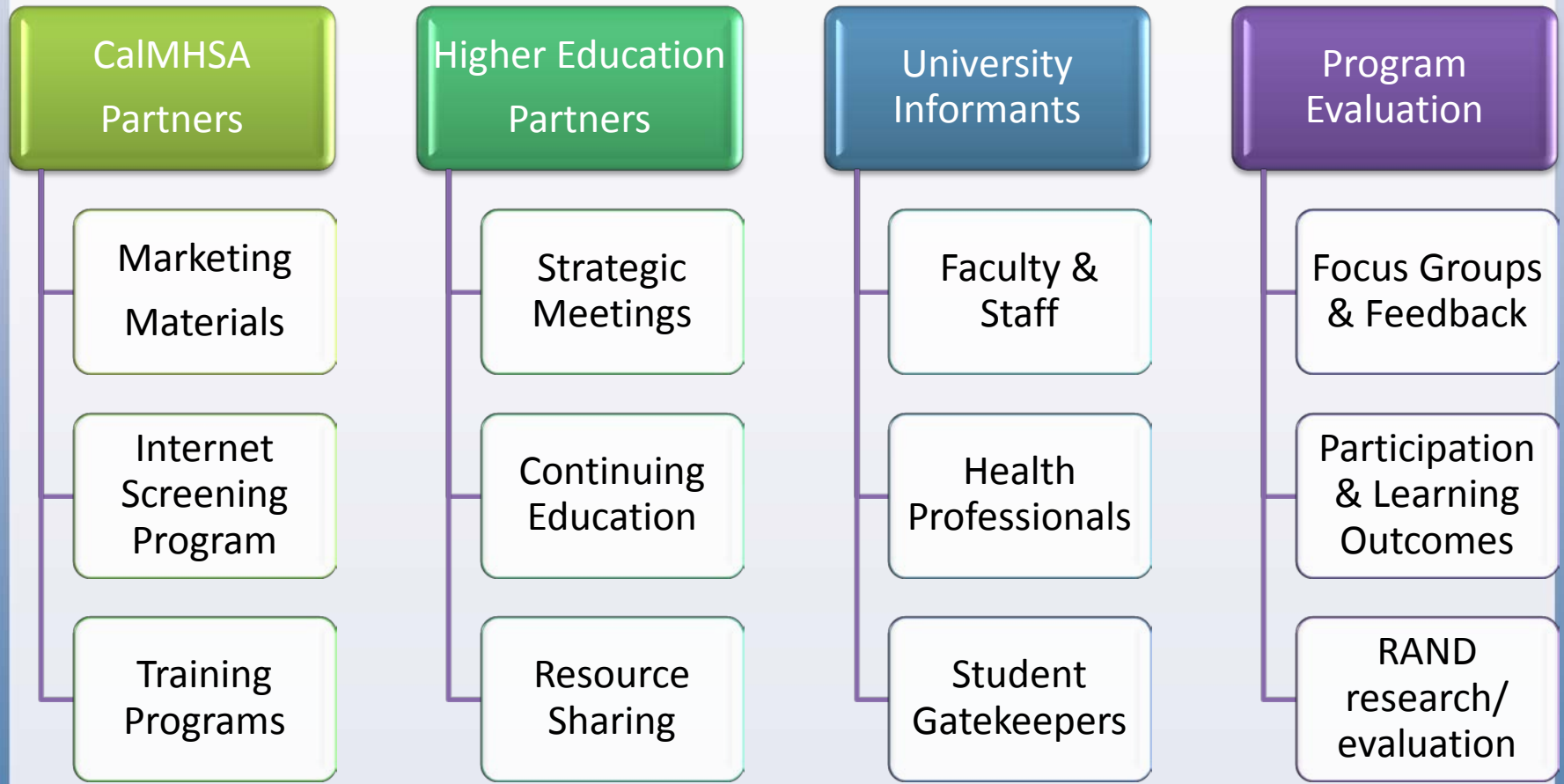
- University of California, San Diego's Student Mental Health Initiative Team developed a marketing strategy guided by evidence-based recommendations for talking about mental health in a safe and effective manner and implemented a campus specific public awareness campaign.

Wellness Marketing

UCSD began targeting key mental health needs and *promoting self-management* (mood management, stress reduction and sleep hygiene) to market mental health as an important aspect of well-being.

- UCSD SMHI team in collaboration with the Counseling and Psychological Services (CAPS) Peer Education Program, integrated their messaging into the three academic quarter system.
- The brochures, displays and messages can be replicated for a low cost every year to ensure sustainability.
- UCSD CAPS has developed strong relationships with campus partners to create partnerships that foster prevention and stigma reduction and gather information about the unique needs of our student population.

Developing Campus Specific Marketing Materials



Integrated Messaging at UCSD

- Campus-based Monitor Displays
- Social Media Messages
- Passive programming
 - Libraries and residence halls
- Newsletters
- Wellness Fairs
- Student publications
- CAPS Mobile Help Center

Fall

Sleep Hygiene

Sleep hygiene kits

Sweet Dreams

Winter

Stress Management

Biofeedback

Stress Free Zone

Spring

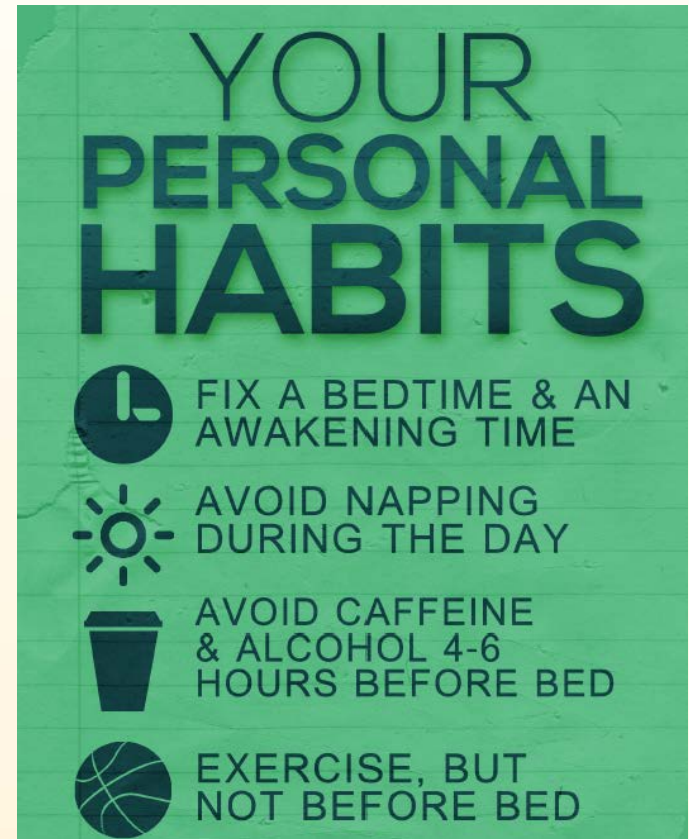
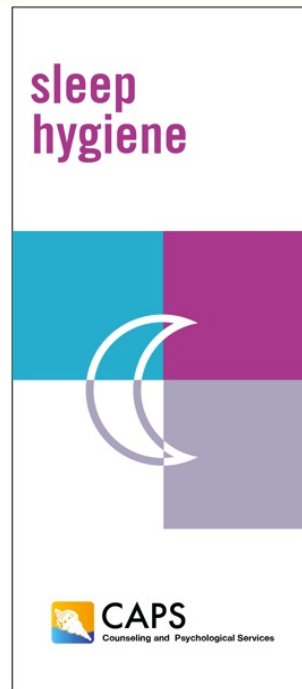
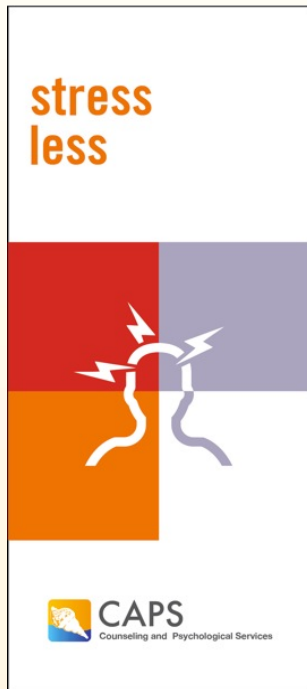
Mood Management

Mood Cards

National Depression
Screening Day

Promoting Self-management

UCSD CAPS self-help brochures



With self-management tips in each brochure

UCLA CAPS Prevention and Promotion

Primary Prevention

Goal: Eliminate or reduce the causes of mental health problems, control exposure to risk, and promote factors that encourage health

Education for Community

Empowerment: Student Leadership +
Staff/Faculty Trainings

Action: Student Advocates +
Campus Community Partnerships

Secondary Prevention

Goal: Reduce the morbidity or progression of mental health problems through early detection, diagnosis, and intervention

Skills Groups

Tertiary Prevention

Goal: Restore functioning of extant mental health conditions

Treatment

Mental Health Promotion

Incorporated through all prevention levels

Goal: Promote wellness and resilience

Education

Provide access to mental health information and education

Fiat Lux Classes

- Boots to Bruins: From Combat to Campus
- Cosmo Says Your Fat: Nutrition and Body Image
- Mental Health and the Movies
- Sustainable Healthy Eating

Self Help Materials

- Extensive website
- Lending Library
- Mobile Web App
- Online brochures & links to resources
- Online screenings
 - Depression
 - Anxiety
 - Eating D/O
 - PTSD
 - ETOH

Health & Wellness Promotion Events

- Clothesline Project
- Denim Day
- National Depression Screening Day
- National No Dieting Day
- Out of the Darkness Suicide Prevention Walk
- Sexual Assault Awareness Month
- Take Back the Night

Wednesday Wellness Workshops

- Art of Sleeping
- Avoid the Transfer Stress
- Essentials of Time Management
- Friendship in the US
- Mood Matters
- Mindful Awareness
- Public Speaking Confidence
- Staying Motivated
- Stress Less

Empowerment:

Equip the community to identify, intervene, and refer

Action

Advocate for cultural change and stigma reduction in the community

CAPS Student Leadership Certificate Trainings

- Campus Assault Resources & Education (CARE) Certificate Training
- CAPS Connect: Peer Helper Certificate Training
- Question, Persuade & Refer (QPR) Suicide Prevention Gatekeeper Training
- Reflections Certificate Training Program

Staff and Faculty Ally Trainings

- How to ID and Refer Distressed & Distressing Students
- Mental Health First Aid
- Question, Persuade & Refer (QPR) Suicide Prevention Gatekeeper Training
- Shots Fired – Active Shooter Training

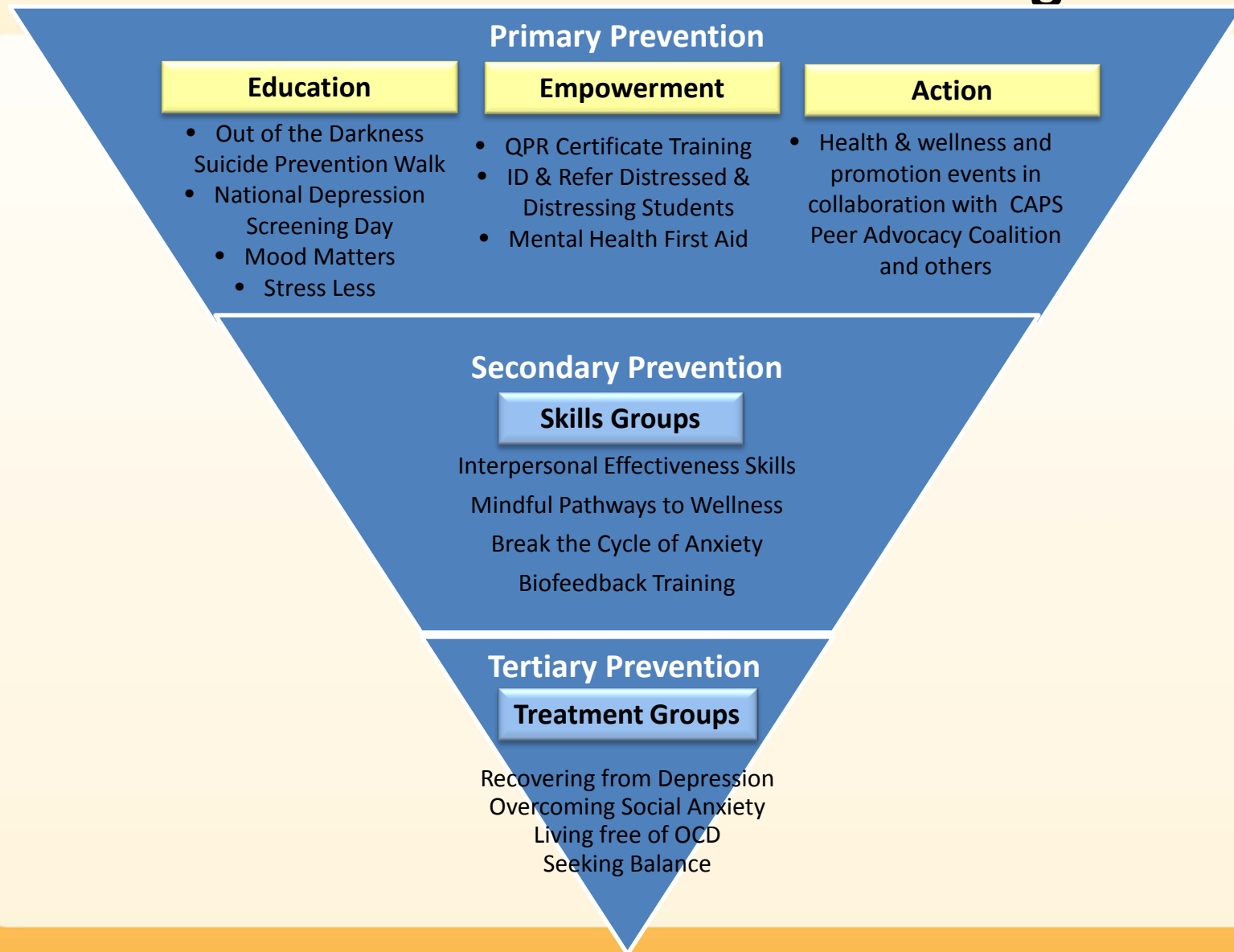
CAPS Peer Advocacy Coalition

- Active Minds
- CAPS Student Wellness Advisory Committee
- CARE Speak Out and Support
- Clothesline Project
- Reflections
- Sorority & Fraternity Leadership Institute
- Student Athlete Mentors

CAPS Community Partnerships

- Ashe Student Health and Wellness Center
- Athletics & Recreation
- Bruin Resource Center
- Community Programs Office
- Dashew Center for International Students
- Fraternity & Sorority Relations
- LGBTQ Center
- Mindful Awareness Research Center
- Office of Residential Life

Implementation of prevention programming within Affective Disorders Program



Conclusion

- Successful prevention and outreach efforts have led to a steady increase in UCLA CAPS utilization rates over the last decade.
 - Utilization rates have increased from 1 in 7 students (3,456 students) in 2005-2006 to 1 in 5.8 students (6,796 students) in 2012-2013.
- Prevention has been embraced on campus with CAPS staff participating in 225 outreach activities that reached 9,235 community members in the first quarter of 2013-2014.
- UCLA and UCSD CAPS have identified systematic ways to incorporate prevention and health promotion strategies across various content domains.
- Building partners, allies and gatekeepers establishes a CAPS presence outside of the counseling center, creating change in the campus climate and broader awareness to reduce stigma.