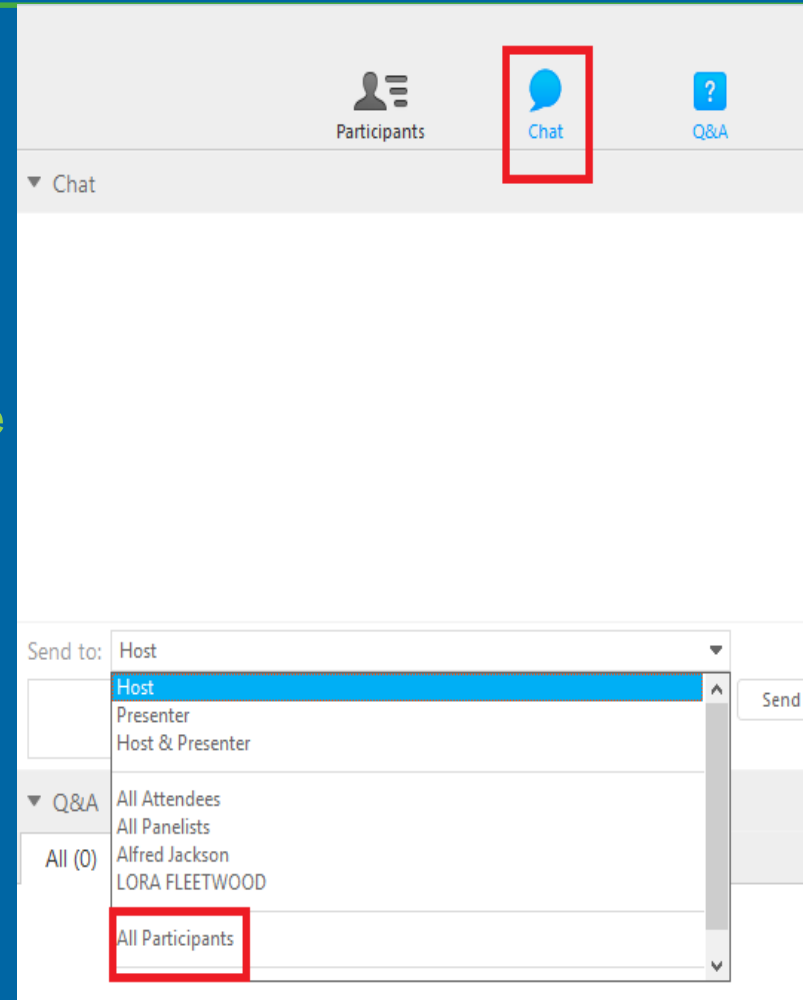


# Welcome to the Campus Sustainability Training Series

- ✓ 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 **“What’s your favorite part about working on a college campus?”**
- ✓ 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 #3: Build Momentum & Foster Leadership

Monday April 24, 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



# Funding and disclaimer

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The Suicide Prevention Resource Center at EDC is supported by a grant from the U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Mental Health Services (CMHS), under Grant No. 5U79SM062297.

The views, opinions, and content expressed in this product do not necessarily reflect the views, opinions, or policies of CMHS, SAMHSA, or HHS.

# Your Speakers Today

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**Irene Cho, SPRC**

Prevention Specialist



**Bonnie Lipton, SPRC**

Prevention Specialist



**Dolores Cimini**

Univ. of Albany




**Jessica Gifford**

Amherst College

# Technical Orientation Slide

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- ✓ 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 meeting interface. On the left, a blue slide reads "Welcome to the Campus Sustainability Training Series!" and lists instructions for participants. The main window shows the meeting controls, including a "Chat" icon circled in red. A "Send to" dropdown menu is open, showing options like "Host", "Presenter", "Host & Presenter", "All Attendees", "All Panelists", "Alfred Jackson", "LORA FLEETWOOD", and "All Participants", with "All Participants" circled in red. The bottom of the slide features the logos for SPRC and SAMHSA.

File Edit Share View Communicate Participant Event Help

Quick Start Event Info Session 1 po... x

Participants Chat Q&A

01: Welcome to the Ca

## 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.
- 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.

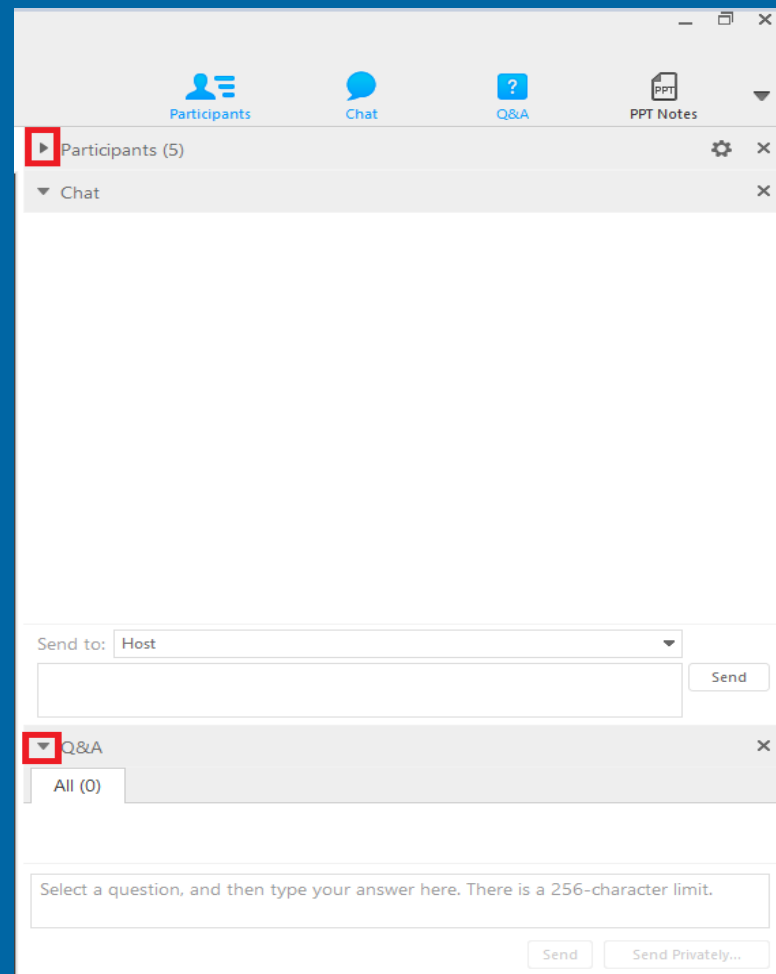
Presented by the Suicide Prevention Resource Center & Substance Abuse and Mental Health Services Administration

SPRC

Substance Abuse and Mental Health Services Administration SAMHSA

# 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!

(c) Austin Thomas/Comedy Wildlife Photo Awards 2016



Thomas, Austin. (2016). [Comedy Wildlife Photo Awards Finalists 2016]. Retrieved from [https://www.comedywildlifephoto.com/gallery/2016\\_finalists.php](https://www.comedywildlifephoto.com/gallery/2016_finalists.php)



# Reminder: Overview of Series

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- ✓ 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>



# What We Want From You

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- ✓ 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!

# Call to Send Your Success Stories

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- ✓ Please email any example of success stories to Irene Cho [icho@edc.org](mailto:icho@edc.org) or Bonnie Lipton [blipton@edc.org](mailto:blipton@edc.org) by **May 12<sup>th</sup> (Friday)**.



# Agenda

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- ✓ Discussion: What Have You Been Up to?
- ✓ Today's Topic: Building Momentum
- ✓ Guest Speaker: Dolores Cimini, University of Albany
- ✓ Today's Topic: Fostering Leadership
- ✓ Guest Speaker: Jessica Gifford, Amherst College
- ✓ Next Steps

# Recap of Homework

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## ✓ Homework:

- Listen to [Sustainability Podcast from Adams State University](#)
- Review [the Action Alliance's Framework for Successful Messaging](#)



# Tell Us: What Have You Been Up To?

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- ✓ Did you meet with your advisory council/task force?
  - How did the meeting go?
  - Did you talk about or take steps to include any new partners?



# Today's Topic: Building Momentum

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- ✓ Inspire stakeholders to sustain efforts
- ✓ Build broad campus-wide and community support
- ✓ Get leadership buy-in
- ✓ Engage diverse stakeholders
- ✓ *Why is suicide prevention important on your campus?*

***“[You] have to fight with a lot of statistics and passion. My fighting didn’t fall on deaf ears.”***

***—GLS campus alumni***

# State Laws: Suicide Prevention on Campuses

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- ✓ Various policies and procedures that advise students and staff of suicide prevention programs
  - NJ, OH, PA, TX, VA, WA, WV
- ✓ Colleges must disseminate suicide prevention information to students
- ✓ AFSP important partner for advocating



# Challenges

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- ✓ Lack of data that shows impact
- ✓ People not paying attention to your communication/social media campaign efforts
- ✓ Community focused on other priorities
- ✓ Limited faculty/staff/student's time to meet
- ✓ Hard to organize after suicide death



# Tell Us: How Are You Building Momentum On Your Campus?

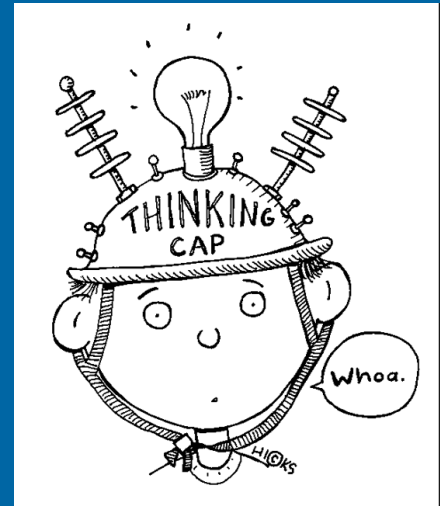
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- ✓ What are some ways you've built momentum?
- ✓ What's some data you've used?
- ✓ What communication methods have you used?
- ✓ Any big events?



# Hypothetical Case

- ✓ Doing a lot of gatekeeper training on your campus, and staff are excited and invested!
- ✓ Many staff/faculty members sign up to become trainers
- ✓ But after grant ends trainers lose interest (don't keep up with qualifications, too busy to do trainings)
- ✓ How do you keep up the gatekeeper training momentum?



# Guest Speaker

**Dolores Cimini**

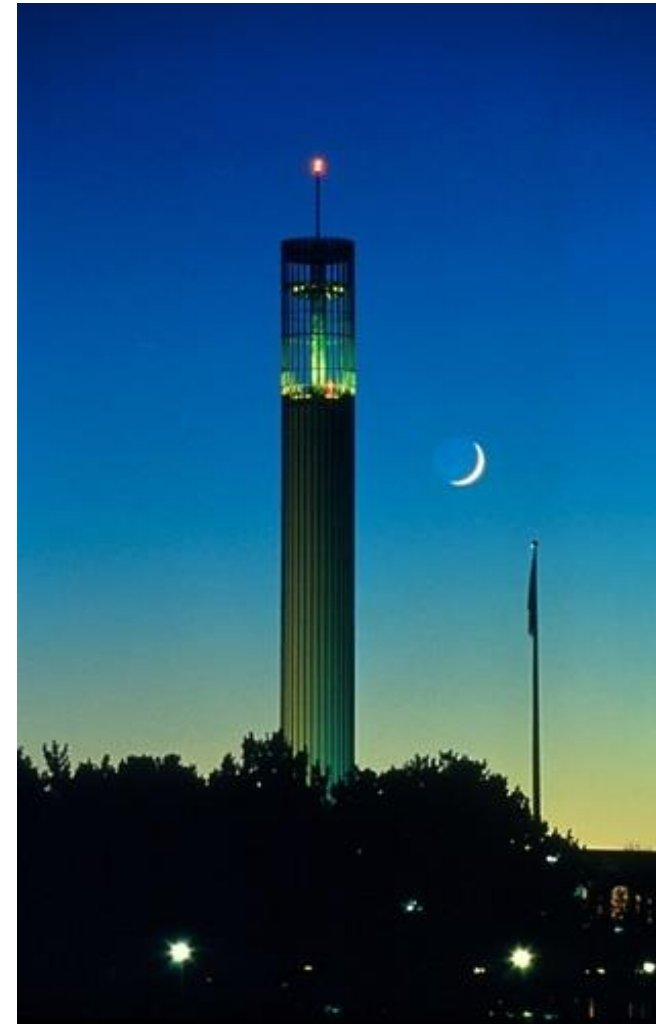
University at Albany  
Assistant Director for  
Prevention & Program  
Evaluation

[dcimini@albany.edu](mailto:dcimini@albany.edu)



# University at Albany Profile

- University Center, 64-campus System
- Urban Setting
- Research University
- NCAA Division I
  
- Students:
  - Undergraduates - 12,822
  - Graduate Students - 4,516
- Faculty: 1,200
- Employees: 4,197
  
- Degree Programs:
  - Undergraduate - 120
  - Doctoral/Masters 138

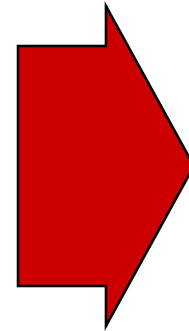


# UAlbany Suicide Prevention Program Goals

- **Goal 1: Reduce rates of student suicide, suicide attempts, and related mental/behavioral health problems**
  - Increase identification of proximal risk factors, such as depression, substance abuse, and other risk factors
  - Increase early intervention with students at risk for suicide through self-referral and/or referral by gatekeepers
- **Goal 2: Increase utilization of campus mental health and related primary care services to reach the students in most need of them**
  - Increase student referrals to Counseling and Psychological Services
  - Increase faculty/staff consultation requests for student mental health-related concerns to Counseling and Psychological Services

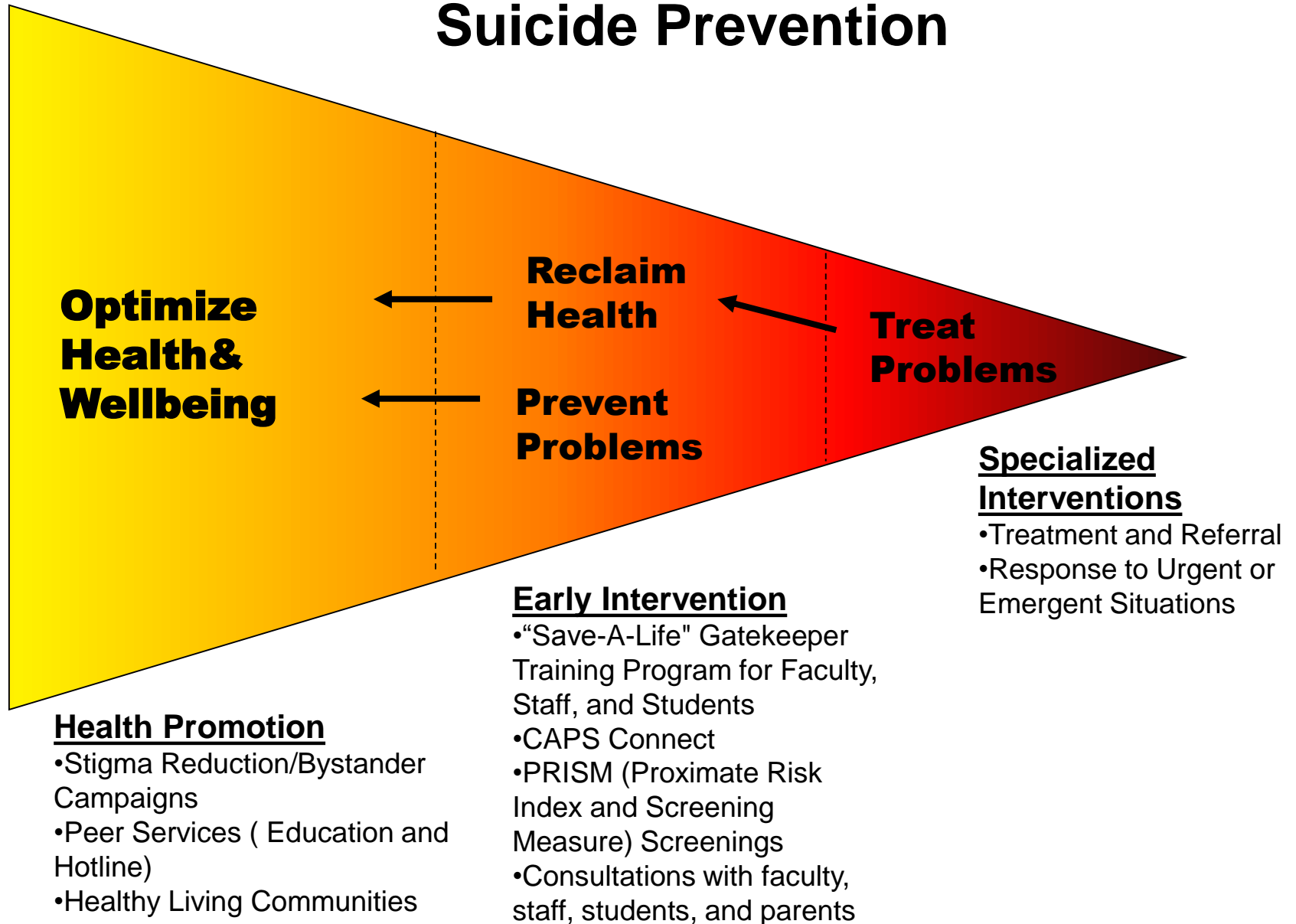
# Components of UAlbany Comprehensive Prevention Program

- ✓ Presidential Leadership
- ✓ Campus Task Force: "BRisk"
- ✓ Student Involvement/Leadership
- ✓ Social Marketing/Social Norms
- ✓ Campus-Community Partnerships
- ✓ Education/ Living-Learning Communities
- ✓ Gatekeeper Training
- ✓ Early Intervention – CARE Net
- ✓ Policy Evaluation/Enforcement
- ✓ Parental Involvement
- ✓ Treatment & Referral
- ✓ Research and Program Evaluation



Comprehensive Program

# Spectrum of Intervention Response: Suicide Prevention





# Building Program Momentum

- Collaboration
- Networking and Program Promotion
- Building Intervention Capacity
- Evaluation of Our Interventions
- Establishing a Diversified Funding Base
- Engaging Stakeholders to Support Program Sustainability

# Collaboration

- Have we communicated regularly with our collaborators and nurtured relationships?
- Have we strategically empowered our partners to utilize their strengths?
- Have we engaged our partners in diversified roles?
- Have we addressed common barriers, such as varying priorities among members, conflicts of interest, and lack of or shifting funding?
- As programs are implemented and refined, Have we added collaborators as needed?

# Networking and Program Promotion

- Have we increased our program's visibility and likelihood of sustainability?
- How well do our established networks offer support and help to modify and improve efforts through exchange of ideas and techniques?
- Are our networking efforts advancing insight into sustainability strategies and resources that might not have been identified locally, but have been successful for similar programs or groups?

# Building Intervention Capacity

- Have we ensured that multiple program staff or coalition leaders and members are trained in the essential program elements or strategies?
- Have we developed written resources, such as manuals and ongoing documentation of program processes to ensure that programs are sustained with fidelity?
- Have we kept a written record of collaborators and the roles that they have played in our project?
- If transitions are needed from one collaborator (individual or organization) to another, can this position be filled more appropriately and seamlessly based on the infrastructures we have established?

# Evaluation of Our Interventions

- Are we working with a qualified evaluator who is knowledgeable about appropriate and current data analytic methods for our project?
- Are we using tools that can most accurately and efficiently measure what we want to measure?
- Are our samples of students large enough to detect changes or differences when they exist?
- Has our evaluator “cleaned” our dataset thoroughly?
- What are the possible alternative explanations for negative or null results?

# Establishing Diversified Funding

- Have we included sustainability funding options and support within our unit or campus strategic plan?
- Have we identified the types of funding sources to be pursued to operate and sustain particular program elements, the manner in which the approach will be made, and the person responsible for the approach?
- Have we established a timeline to secure funding for the project?
- Have we engaged stakeholders in sustainability discussions from the beginning of the project?

# Sustainability

*...A well-developed evidence-based program or intervention, in combination with a well-articulated training, implementation, and sustainability plan, can offer a road map to enhanced effectiveness and the capacity to implement and evaluate a broad scope of evidence-based services delivered to our students in most need of them.*





# Contact Information

M. Dolores Cimini, Ph.D.  
Assistant Director for Prevention  
& Program Evaluation  
[dcimini@albany.edu](mailto:dcimini@albany.edu)

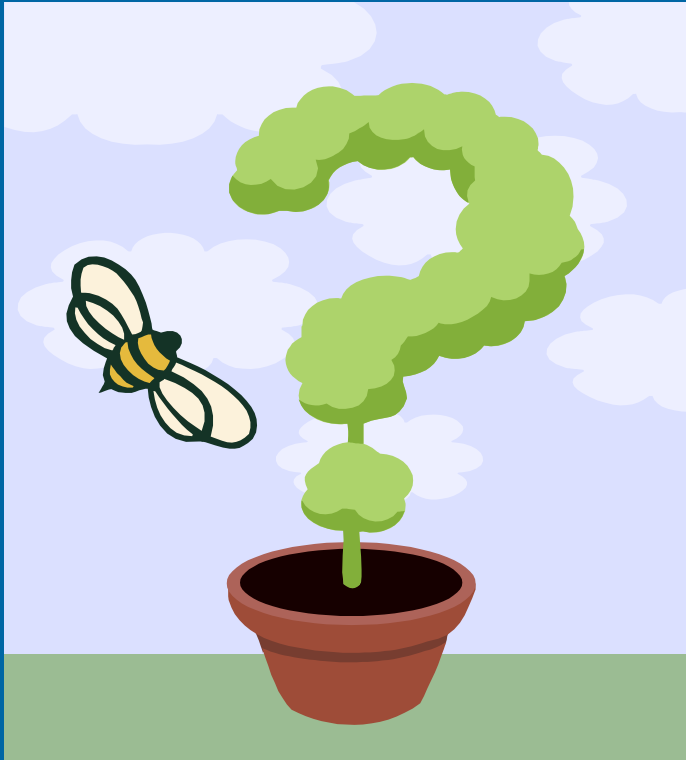
University Counseling Center  
University at Albany, SUNY  
400 Patroon Creek Boulevard  
Suite 104  
Albany, NY 12206

Phone: 518-442-5800  
Fax: 518-442-3096  
Website: [www.albany.edu/counseling\\_center/](http://www.albany.edu/counseling_center/)



# Questions

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# Quick Break Time: Chat In!

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- ✓ What's your favorite self-care activity?



# Fostering Leadership on Campus

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

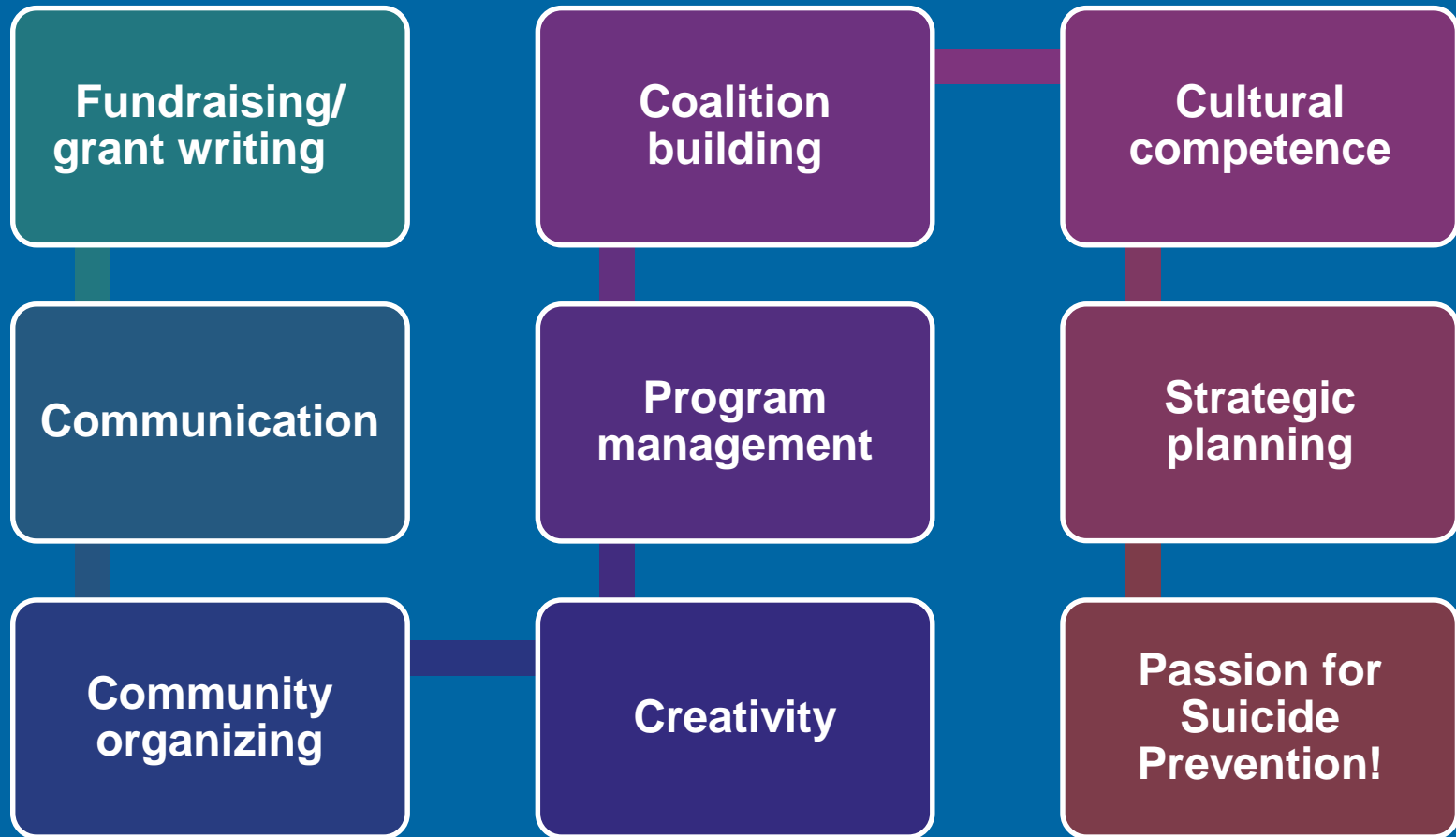


# Topic: Fostering Leadership on Campus

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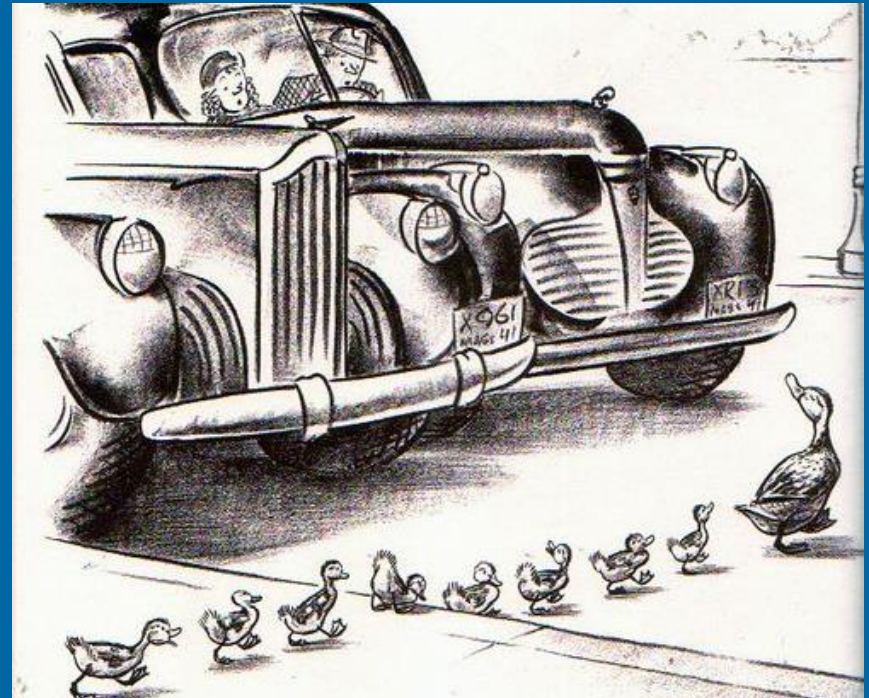
- ✓ What do we mean by being a leader/champion for suicide prevention?
- ✓ How can this help with sustainability?

# What are characteristics of a champion/leader?



# Leadership

- ✓ How can your GLS team become more of a leader for suicide prevention on your campus?
  - Visibility
  - Partnerships
  - Knowledge



# Who on your campus can be leaders/champions?

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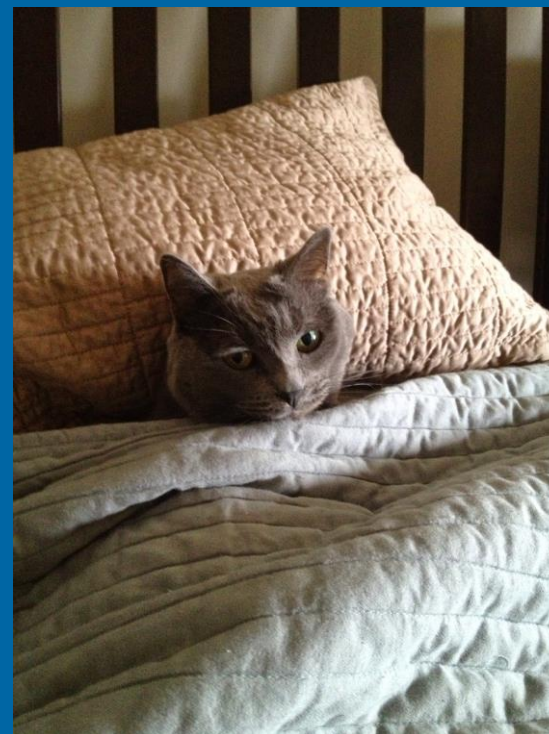




# After the Grant Ends

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- ✓ Who does what work?
  - Clear roles and responsibilities
- ✓ How can suicide prevention help further their goals/needs on campus?
- ✓ Recognize people for their work



# Let's Hear From You

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- ✓ What if you don't have a strong leader on campus to spearhead suicide prevention efforts?
- ✓ What do you do when there's turnover?



# Guest Speaker

**Jessica Gifford**

Amherst College

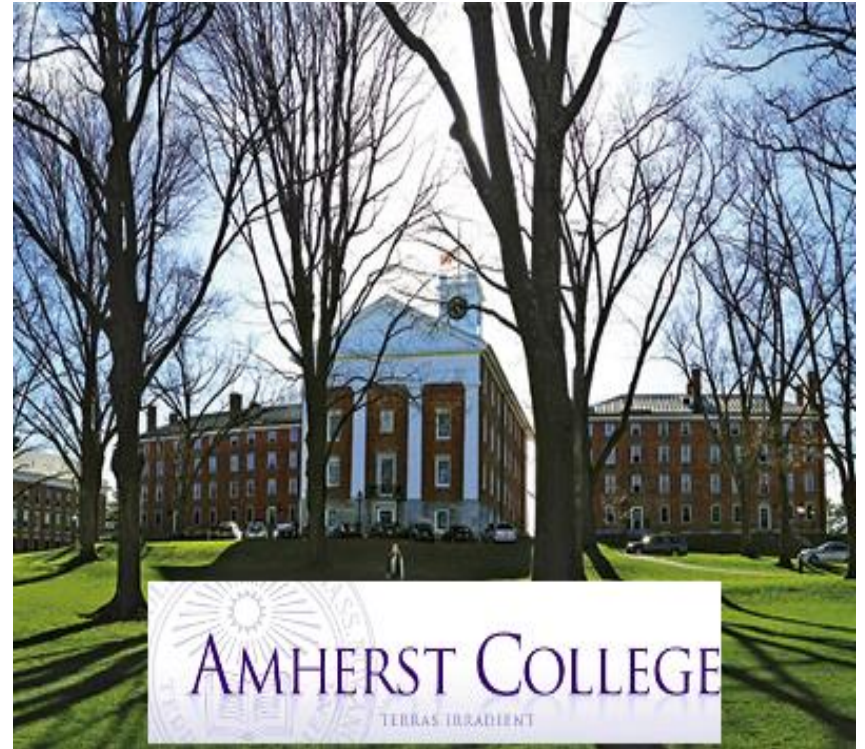
Associate Director of Health Education/  
Mental Health Promotion

[jgifford@amherst.edu](mailto:jgifford@amherst.edu)



# Amherst College

- Founded 1821
- Went coed in 1974
- 1,800 students
- 58% receive financial aid
- 10% international + additional 5% dual citizens
- 44% students of color
  - 13% Hispanic/Latino
  - 14% Asian-American
  - 12% African-American
  - 5% biracial or multiracial

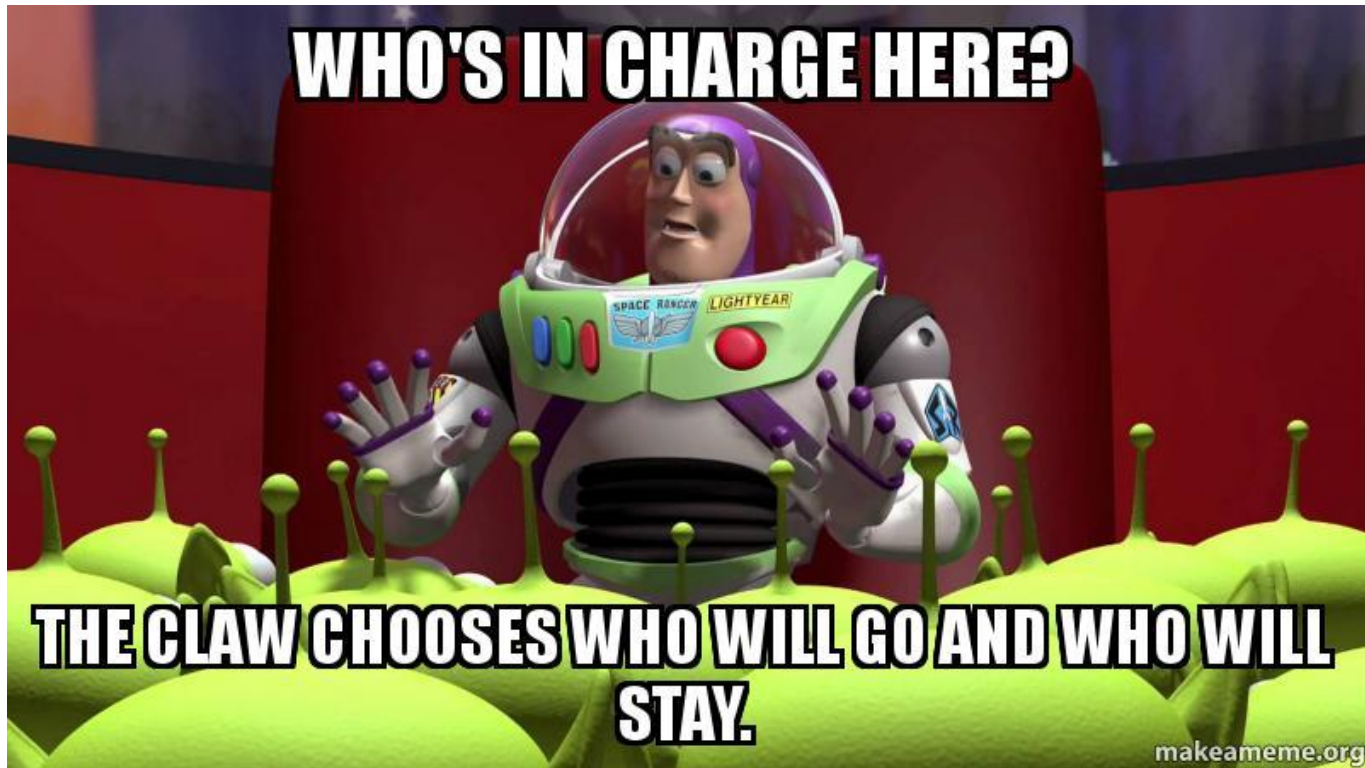


# Building Momentum





# Who Are the Leaders?



# Identify the leaders responsible for decision-making

- What is the approval process for new positions/allocations of funds?
- Who will be arguing your case to the decision-makers? (your primary advocate)
- Who else is involved in the decision-making process?



# Develop Relationships and Engage Allies



# Communicate Value

- Educate about what you do
- Talk about the impact of mental health on:
  - Academic performance
  - Retention
  - Medical leaves and withdrawals
  - Student (“customer”) satisfaction and alumni giving

# Share Impact Stories

- **Student Support Network (SSN)** training – 171 students trained

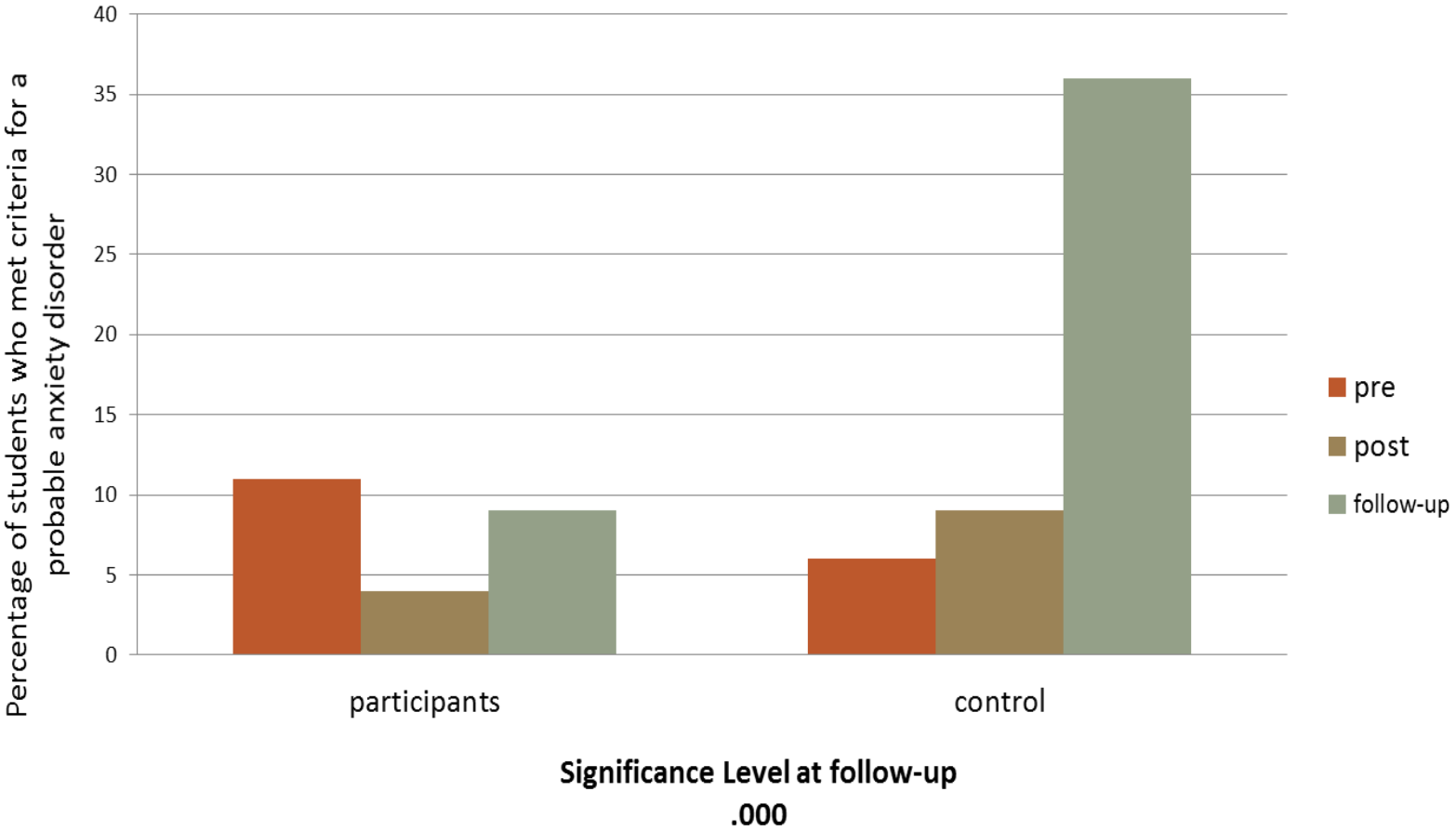
*“I gained the confidence to approach difficult situations and conversations rather than shying away from them.”*

- **Wellness Challenge:** 153 students completed this year, over 500 in last 4 years

*“I found that my stress levels have decreased significantly and that I am able to focus much better on my work. This experience has taught me that self-care is extremely beneficial to being happier and more productive.”*

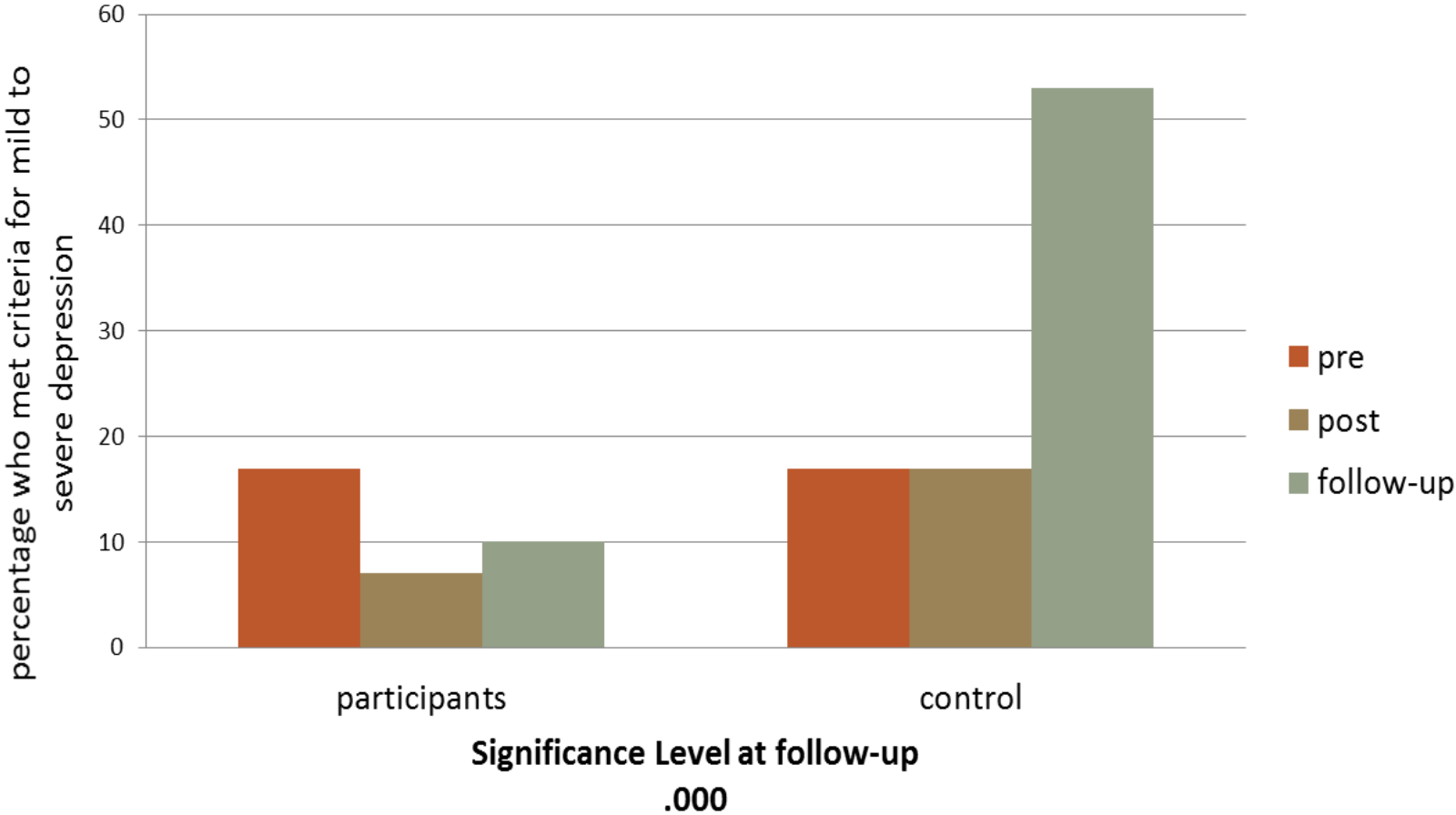
# Wellness Challenge Results:

participants 4.5X less likely to meet criteria for anxiety disorder



# Wellness Challenge Results:

participants 5X less likely to meet criteria for depression



# Contact Information

**Jessica Gifford**

Amherst College

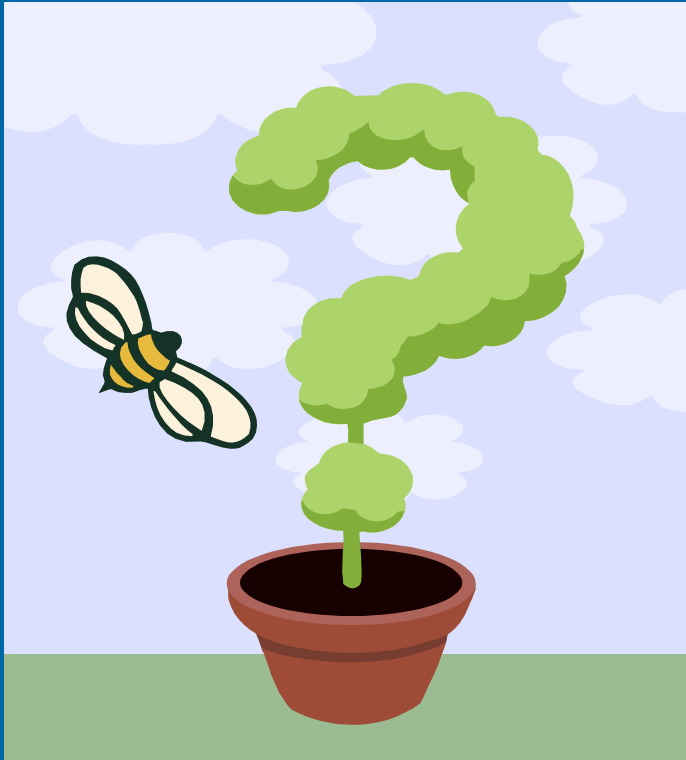
Associate Director of Health Education/  
Mental Health Promotion

[jgifford@amherst.edu](mailto:jgifford@amherst.edu)

413-542-5637

# Questions

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# Next Steps

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- ✓ What steps can you take or have taken to build momentum or foster leadership?
  - What can you share that will inspire people?
  - Who can you reach out to partner with?
- ✓ Who can you ask to become champions or leaders?
  - How can you become more of a leader on campus?



# Wrapping Up

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## ✓ Homework:

- Look over your answers from the worksheet you filled out for session 1 *Prioritizing Your Work Worksheet*
- Fill in worksheet *Sustainability Action Plan* (Bonnie/Irene will email out AND on website <http://glscampussustainability.com/>)
  - For worksheet think about what data you have

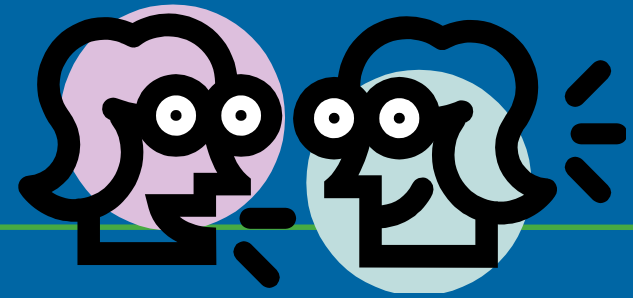
# Wrapping Up

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- ✓ Website: <http://glscampussustainability.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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Irene Cho, Suicide Prevention Resource Center  
[icho@edc.org](mailto:icho@edc.org)

Dolores Cimini, University of Albany  
[dcimini@albany.edu](mailto:dcimini@albany.edu)

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Bonnie Lipton, Suicide Prevention Resource Center  
[blipton@edc.org](mailto:blipton@edc.org)