

Increased Suicide  
Prevention Outreach = Increased Need:  
Strategies to Meet the Demand in  
Counseling Services

GLS Conference SAMHSA 2013

# Presenters

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# Penn State Altoona



- **Integrated care model**
  - **Health services**
  - **Counseling Services**
  - **Disability Services**
  - **Health Promotion**
- **4,000 undergraduates**
- **SAMHSA grant- 2009-2011**

# Why Mental Health Outreach Activities are Needed

# Student Mental Health

## Among College Students...

- ▶ 18% of undergraduates reported having seriously considered a suicide attempt at some point;
- ▶ 6% reported serious suicidal ideation in the past 12 months (Drum et al., 2009).
- ▶ 80% of students who die by suicide never received services at their campus counseling centers (Kisch, Leino, and Silverman, 2005).

# NCHA 2012(fall) Executive Summary

- ▶ 49.9% felt overwhelming anxiety
- ▶ 29.5% felt so depressed that it was difficult to function
- ▶ 44.6% felt things were hopeless
- ▶ 85.2% felt overwhelmed
- ▶ 80% felt exhausted (not from physical activity)

**1 out of 10  
report being diagnosed or  
treated for depression in the  
past 12 months**

American College Health Association. American College Health Association–  
National College Health Assessment II: Reference Group Executive Summary Fall  
2012. Hanover, MD: American College Health Association; 2013

# AUCCCD REPORT 2013

- ▶ The average percent of students seeking counseling services is 9–12% at small colleges and 6–7% at larger colleges/universities.
- ▶ 21% of counseling center students present with severe mental health concerns
- ▶ 31.5% of centers have a waitlist at some point during the year.



# **New Mental Health Outreach Initiatives at PSU Altoona Since the GLS Grant**

# Penn State Altoona Outreach Initiatives

- ▶ Mandatory Gatekeeper training for first year students– 80% completion rate
  - faculty (59%), staff (83%)
- ▶ Parent outreach, newsletters, orientation, DVD, web-site
- ▶ Anti-stigma campaigns– parents and students
- ▶ Numerous presentations (classrooms, RA's, off-campus housing, etc.)

# Screening for Depression in Primary Care

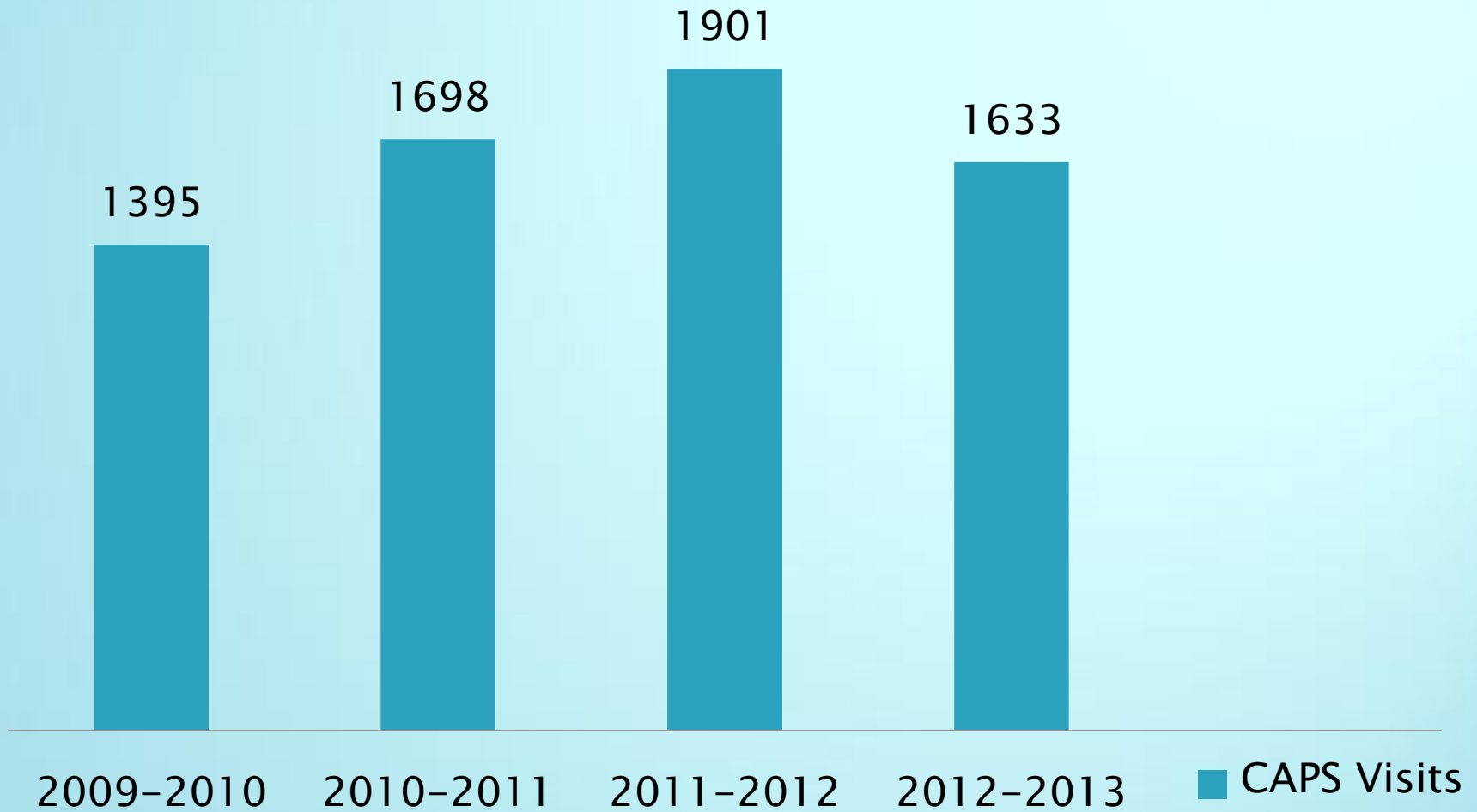
- ▶ PHQ-9 Screening at the Kiosk- all appointments
- ▶ Set protocol for intervention
- ▶ 7-10% identified with moderate to severe depression through HS annually
- ▶ Average of a 5% annual increase in referrals to CAPS from Primary Care due to screening

# Outreach Initiatives continued

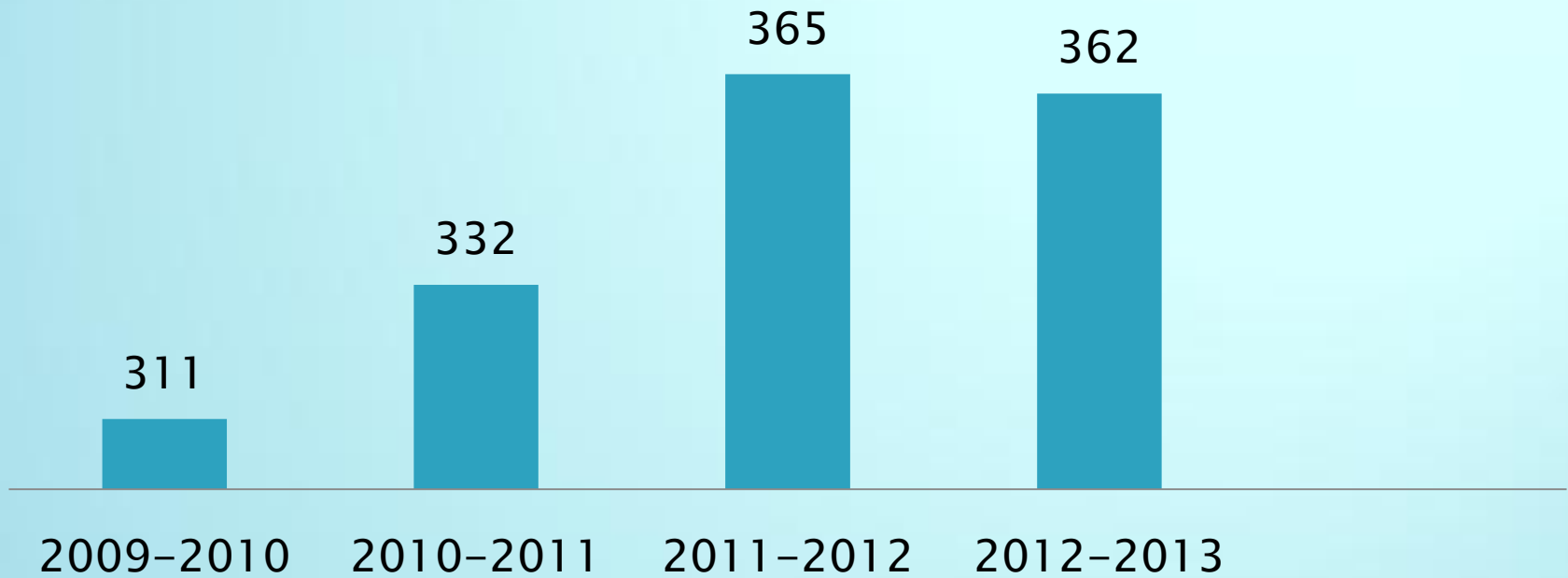
- ▶ Development of a Health Advisory Board
- ▶ three sub-committees; MH, D&A, Violence/Sexual Assault
  - Mental Health and Suicide Prevention Sub-committee
    - Depression Screening
    - Essay Contest
    - Back-pack project
    - Anti-Stigma campaign

**An Increase in Help seeking  
= Increased Demand for  
Counseling Services**

## 17% Growth in the # of CAPS Visits since 2009



## 16% Growth in the # of Counseling Students since 2009



# Strategies Used to Meet the Demand without a Waitlist

- ▶ Prioritize and plan for crisis clients
- ▶ Diversify services
- ▶ Build systems for students to have **easy/timely** access to MH medication evaluation/management– 21% referred to HS; 5% psychiatrist for meds
- ▶ Build Referral allies (less than 2% are referred out)



# Strategies to Meet the Demand

## Triage Services:

- ▶ Started in 2009; telephone
- ▶ 2011 – 30 minute face to face
- ▶ Structured template in EMR
- ▶ Triage within 24 hours of contact
- ▶ Appointments within five business days

# Crisis Management

- ▶ Designated daily time slots, clinician
- ▶ Set protocols for front office staff and clinicians
- ▶ Collaborative agreements with the local Crisis Center, hospital

# Diversify Services

## ▶ Diversify:

- Case management services = average 10–18% annually
- Bio-feedback training alternative = average 5–10%
- Tele-counseling– WEB CHAT = Estimate 10–15%

# Case Management Services

- ▶ An alternative to psychotherapy
- ▶ Eligibility: Low acuity, supportive services, resource coordination/referral
- ▶ 30 minute sessions
- ▶ Treatment plan/self-management plan
- ▶ Check-ins can be by phone or email



Case Manager  
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Health & Wellness Center, Sheetz Building

# We Care!

## WHAT IS CASE MANAGEMENT?

Being away from home and in college can be really rough sometimes. When you feel like the stress of everyday life - whatever it may be - is really getting to you, we can help.

Case management is exactly that, a program of support for you.

We're here to support you as much or as little as you need during times of stress or anxiety. We can communicate however you're comfortable:

- face-to-face
- telephone
- email

We can talk about anything. Here are some examples of what we often help students with:

- setting short & long-term goals for wellness
- academic & social concerns
- keeping track of medications
- keeping track of other mental health appointments
- finding both on and off-campus resources



“The bottom line is,  
you have someone  
you can trust.  
**We care.**”



# Bio-feedback services

- ▶ Heartmath software, hand-held devices
- ▶ Orientation session with the case manager, follow-up session second week
- ▶ Eligibility:
  - Stress reduction
  - Sleep problems
  - Test anxiety
  - Performance anxiety
  - Anxiety disorders

## EASE

EASE AWAY STRESSFUL EMOTIONS  
a new program at penn state altoona

### Stress affects everyone.

31% of Penn State Altoona students report stress has impacted their academic success. The Health and Wellness Center offers the E.A.S.E. program through HeartMath to Ease Away Stressful Emotions which will improve your overall health and wellbeing.

21% of Penn State Altoona students report moderate to severe difficulties with anxiety.

**What is stress?** Stress is a term used to describe the wear and tear the body experiences in reaction to everyday tensions and pressures. Stress affects people physically, mentally, and emotionally. According to the American Institute of Stress, up to 90% of all health problems are related to stress.

### How stressed are you?

- I feel overly tired or fatigued.
- I often am nervous, anxious, or depressed.
- I have sleep problems.
- I have repeated headaches or minor aches and pains.
- I worry about my schoolwork, money, relationships.

If you said yes to these, it may be time to do something about your stress. ➤



**What can you do about it?** Call the Health and Wellness Center 814-949-5540 or visit [www.altoona.psu.edu/healthwellness](http://www.altoona.psu.edu/healthwellness) to schedule an appointment. You will briefly be scheduled to meet with a counselor to start the E.A.S.E. program.

**What's EASE all about?** When you're stressed, your body is out of sync and negative emotions intensify this. In contrast, positive emotions create harmony and coherence. Coherence leads to more mental clarity, creativity, and better problem-solving abilities.

You will learn Quick Coherence while getting feedback on your heart rhythms via the computer. Once you have mastered Quick Coherence you can learn other techniques. Practicing the techniques is important and you can practice at home with the emWave personal stress reliever or at the Health and Wellness Center with the emWave PC.

### Resources

- [www.heartmath.org](http://www.heartmath.org)
- [www.altoona.psu.edu/stress](http://www.altoona.psu.edu/stress)



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# Tele-Counseling

- ▶ HIPAA secure platform
- ▶ Student Portal for registration and sessions
- ▶ Sessions are documented in our EMR
- ▶ Scheduling through the secure portal
- ▶ Web-cam enabled, private location
- ▶ Set up as a typical EAP, three sessions then a bridge to traditional counseling





Are you feeling stressed, lonely, depressed, overwhelmed? Have you thought about counseling but was hesitant to try it? WebChat might be for you.

**It's counseling in the comfort of your residence hall, apartment, or home with a licensed professional counselor from the Health & Wellness Center through secure video.**

#### WHAT YOU NEED TO DO

- **Make an appointment.** Visit [altoona.psu.edu/healthwellness](http://altoona.psu.edu/healthwellness), click on the WebChat icon to register, and schedule your appointment.
- **Keep your appointment.** Make sure you are in a private location; you can use the Web cam on your computer or just the audio if preferred.

#### All students get 3 FREE WebChat sessions.

All sessions are confidential and held to the same standards as in-person counseling.

*The software is managed by a secure server and is HIPAA-compliant.*



#### Effectiveness

Over fifteen years of research confirm that telemedicine is as effective as in-person treatment.

#### Convenience

If you thought about counseling, but didn't think you could commit to getting to the Health and Wellness Center or you didn't want anyone to know what you were doing, now you can have online counseling sessions in the comfort of your dorm, apartment, or home. All you need is internet access. The secure software utilized for Web Chat supports sessions via video, phone, email, and live chat.

#### Confidentiality

\*WebChat is provided over a secure platform to ensure confidentiality and security of sessions.

#### Free

As a Penn State Altoona student you get 3 FREE Web Chat sessions each year. If you feel more counseling is needed you will be referred to in-person counseling at the Health and Wellness Center.

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# Challenges

- ▶ Skills groups (assertiveness, social skills, etc.)
- ▶ Workshops (stress, sleep, test anxiety, etc.)
- ▶ Limited referral options
  - Private practitioners– wait lists/ transportation
  - Community Mental health– limited services
  - Limited options for psychiatrists

# Challenges Facing Counseling Centers Regarding Capacity

- ▶ Resources and funding
- ▶ Models related to substantial limits in the number of direct service hours per provider due to teaching, mentoring, research, etc.
- ▶ Historical trends related to waiting lists, session limits
- ▶ Limited coordination/integration with health promotion, health services, wellness services, community

# Questions

