

START THE CONVERSATION

INFORMING, ENGAGING, AND EMPOWERING A STUDENT BODY

Garrett Gilmer, Ph.D

Faith Yingling, Ph.D

Terry Rentner, Ph.D.

Bowling Green State University

START THE CONVERSATION OVERVIEW

- ◉ Student-produced video contest introduced students to suicide prevention on campus
- ◉ Public relations campaigns capstone course created campaign
- ◉ BGSU Humanities Troupe provided interactive vignettes and discussions performed by student actors throughout the year

START THE CONVERSATION OVERVIEW

- ◉ Twitter contests and Messages of Care engaged students in thinking about how to create a culture of care on this campus
- ◉ Campus NAMI Chapter established



INDIVIDUALS
OR SOCIETY...

WHO IS
RESPONSIBLE?

Personal responsibility campaigns place changes in health behaviors squarely on the shoulders of the individual. The underpinnings of such campaigns often provide the individuals with “tools” to change their behaviors such as a planned exercise program to lose weight.

Community health campaigns focus on engaging the community as to what they need and to promote community ownership of public health interventions

VIDEO CONTEST



PUBLIC RELATIONS CAMPAIGNS CLASS

- ◉ Work in a small "public relations agency" under the overall guidance of the instructor
- ◉ Class divided into several teams or agencies of three to six students each
- ◉ Work together as a class at first, then teams gradually work more and more independently
- ◉ Formally present its own findings and proposals to the client

PUBLIC RELATIONS CAMPAIGNS CLASS

Proposals consist of:

- ◉ Secondary research
- ◉ Primary research including surveys and focus groups
- ◉ Opportunity statement
- ◉ Target audiences
- ◉ Goals and objectives
- ◉ Strategies and tactics
- ◉ Evaluation
- ◉ Budget
- ◉ Timetable
- ◉ Samples



start the conversation

www.bgsu.edu/starttheconversation





start the  **conversation**





GATEKEEPER TRAINING AT BGSU

A gatekeeper is someone in a position to recognize a crisis and the warning signs that someone is in distress or contemplating suicide.

They are trained to:

- ◉ Recognize the warnings signs of distress
- ◉ Know how to offer hope
- ◉ Know how to get help and save a life



No one should struggle alone



start the conversation

www.bgsu.edu/starttheconversation

Thursday, November 14
8:00 - 9:30 PM
Olscamp 117

Sign up today for an interactive **Start the Conversation** training session to learn how **You** can contribute to the **Community of Care** at BGSU and make a difference in someone's life!

Contact Taylor Newlove at tnewlov@bgsu.edu to sign up today!



BGSU HUMANITIES TROUPE



MESSAGES OF CARE

You Are
Epic

You are truly
Great!
Enjoy Life!

No Matter
What people
say, you are
important! 😊

Stay Strong!
YOU ARE
WORTH
IT 😊

一切都会
变好的。
Everything will
get better, ^{so}

We are born
to be
Real Not
Perfect



TWITTER CONTEST



WHAT WOULD YOU SAY?

It's just the beginning of the semester, and I'm already feeling overwhelmed. All I want to do is sleep!

What's going on? If you need anyone to talk to I'm here. I never want you to think you're going through things alone. - Alisa

Why have you been feeling down? If you don't feel comfortable telling me, you should visit the Counseling Center through BGSU. - Jessica

Hey, let's go hangout. We can grab some lunch and you can tell me what's up! - Michael

BGSU NAMI CHAPTER

- History
- Student interest
- Recruitment
- Persistence



SUCCESSSES

- ⊙ Building on what has worked
 - Humanities Troupe
 - Bystander intervention
 - Marketing class
- ⊙ Student Involvement
 - Grad students
 - CC undergraduate intern
 - Tabling in the Student Union
- ⊙ Incentives
 - T-shirts
 - Food



HICCUPS

- We could not force a student group to form
- Establishing fully functioning advisory board
 - Timing of meetings
 - Role of board members
 - Minimal activity in the first year
- Expectations for success
 - New programs take time to establish
 - Students can be a difficult group to attract to programs --- our participation numbers were lower than hoped



NEXT STEPS

- ◉ Continue efforts to increase student participation in STC training
- ◉ Reconnect with goal of serving LGBT and Veteran populations
- ◉ Role out STC for faculty and staff
- ◉ Establish STC into the mission of the newly formed Community of Care Coalition



QUESTIONS AND DISCUSSION



CONTACTS

Garrett Gilmer, Ph.D.

Director, Counseling Center

419-372-2081

ggilmer@bgsu.edu

Faith Yingling, Ph.D.

Director, Wellness Connection

419-372-9351

faithy@bgsu.edu

Terry Rentner, Ph.D.

Professor, School of Media and Communication

419-372-2079

trentne@bgsu.edu

