

A Framework for Campus Mental Health Promotion and Suicide Prevention

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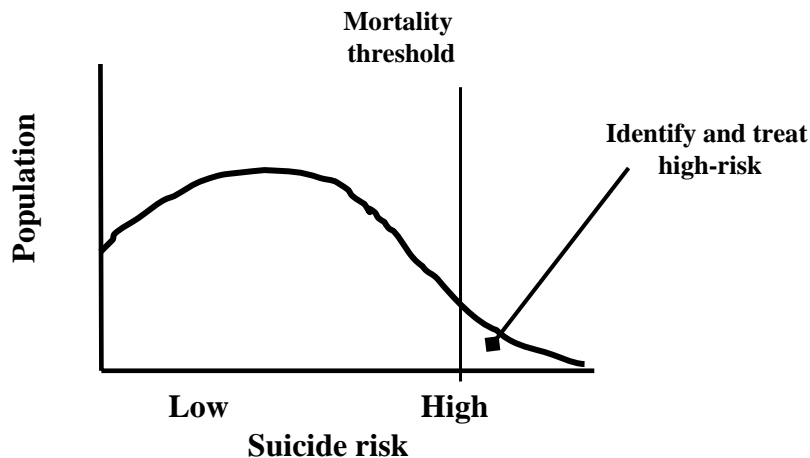
Overview

- Public health principles
- Strategic planning and evaluation
- Understanding campus problems
- A comprehensive approach

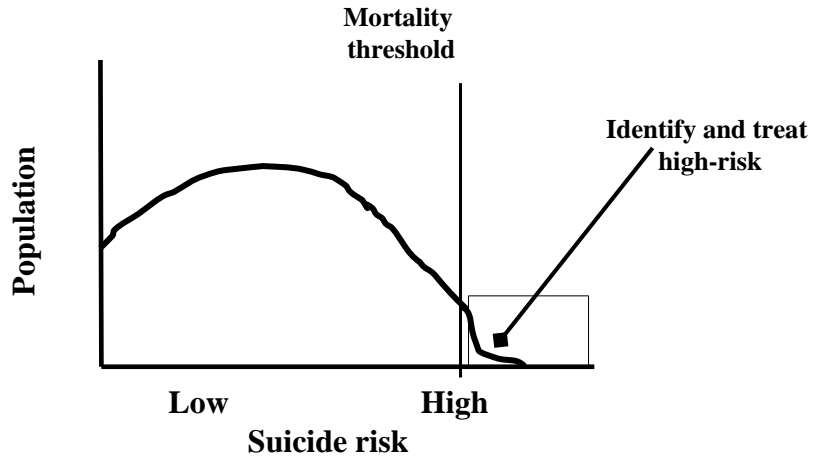
Public Health Principles

- Problem is one of the entire campus and community
- Include prevention *and* treatment

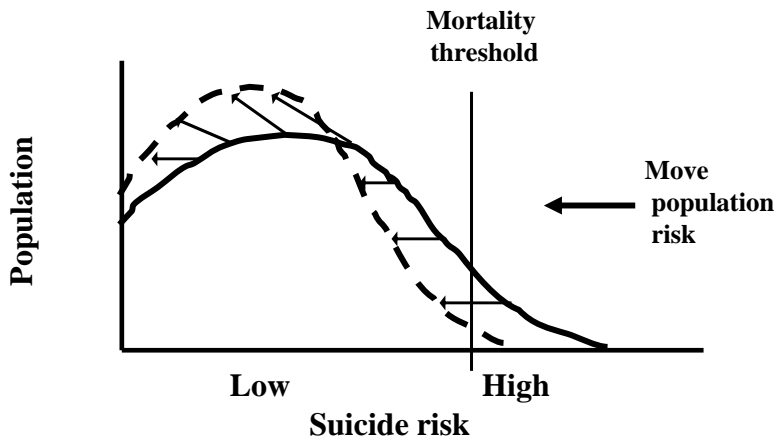
Focus Only on High Risk?



Treating Only High Risk



Focus on Population



Mental Health Care/Suicide Prevention Continuum

- Enhancing health
- Primary prevention
- Early recognition and intervention
- Treatment
- Postvention

Public Health Principles

Effective prevention is
comprehensive

- Addresses multiple contributors
- At both individual and environmental levels
- Using multiple initiatives

Social Ecological Model

- **Individual factors**
- **Interpersonal factors**
- **Institutional factors**
- **Community factors**
- **Public policy**

Public Health Principles

Effective prevention is *strategic*

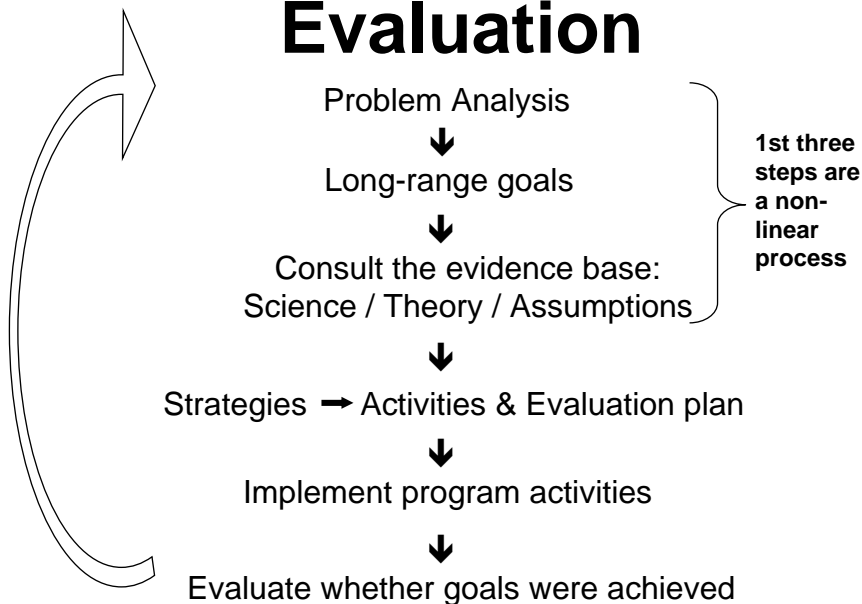
- Based on understanding of problems
- Specifies behavior change goals
- Chooses strategies likely to produce the desired outcomes
 - Based on evidence, or, in the absence of research...
 - Theory or logic

Public Health Principles

Effective prevention work is *planned*

- Uses a systematic process to design, implement, and evaluate the program
- Builds in evaluation from the beginning

Strategic Planning and Evaluation



Understanding the Problem

NCHRBS – NCHA Data 1995-2005

	NCHRBS 1995 (N=4,609)	NCHA Spring 2000 (N=15,977)	NCHA Spring 2005 (N=54,111)
Seriously considered attempting suicide	10.0% M: 9.3% F: 10.4%	9.5% 8.7% 9.9%	10.2% 9.1% 10.7%
Attempted suicide	1.5% M: 1.7% F: 1.4%	1.5% 1.6% 1.4%	1.5% 1.4% 1.4%

Depression

In the past school year,

- Approx. 45% of college students were so depressed they found it difficult to function
- 5.5% of females, and 2.5% of males reported being in treatment for depression
- 7.4% of females, and 3.4% of males were taking medication [Source: NCHA Survey 2005]

AOD and Mental Health

- Alcohol and depression
- Alcohol and anxiety
- Sex and drugs and depression
- Depression and dieting and alcohol and smoking
- Gambling and alcohol

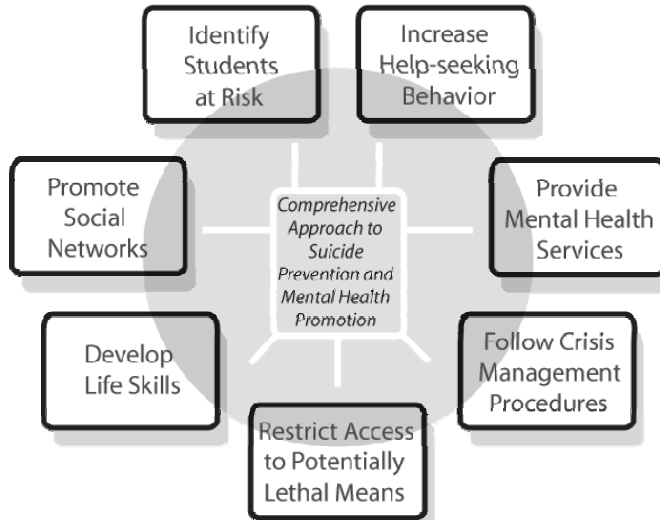
Alcohol and Suicide

- Alcohol or substance abuse proximate risk factor in 68% of serious suicide attempts
- As alcohol consumption rises, suicide mortality rates increase
 - Relationship stronger for females

Hall et al 1999; Mann et al 2006

**Promote Mental
Health Awareness
& Well-Being &
Prevent Suicide**

Jed Foundation/EDC Comprehensive Approach



Effective Health Promotion: Tactics

- *Leadership*: president, campus task force
- *Collaboration* across campus departments
 - Faculty and student involvement
- *Data collection*
- *Strategic planning*
- *Evaluation*
- *Sustainment*

Summary

- Problems must be addressed by *entire campus community*
- Problems must be addressed *at multiple levels*
- Think/plan *strategically*
 - Understand problems
 - Set clear, measurable, achievable goals
 - Choose evidence-, theory-, or logic-based strategies