

Project ECHO for Campus Suicide Prevention

March 16, 2021

Spring Cleaning Your Website to Improve
Student Help-Seeking

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Case presentation by:
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The **Campus Suicide
Prevention Center**
of **Virginia**

Project ECHO® for Campus Suicide Prevention is part of the larger ECHO educational community that was created by the University of New Mexico's Health Sciences Center

In order to support Project ECHO®, we collect the following participation data:
Participant's name, e-mail, credentials, role, and institution

These data allow Project ECHO® to measure, analyze, and report on the movement's reach. It may be used in reports, on maps and visualizations, for research, for communications and surveys, for data quality assurance activities, and for decision-making related to new initiatives.

Data Collection



Logging on as an ECHO® participant through Zoom serves as permission to be included in the reporting and to be recorded. Each session is recorded, stored, and made available to other ECHO participants.

We will record the introduction and didactic portions of our sessions

We will NOT record case presentations

Portions of sessions will be recorded



1. Overview of ECHO® session (12:00 pm)
2. Introductions (12:05)
3. Didactic Presentation (12:15 pm)
4. Case presentation (12:50 pm)
 - A. Case presented (5 min)
 - B. Clarifying questions
 - a. ECHO® participants
 - b. CSPCVA hub
 - c. Case summary by ECHO® discussion leader
 - C. Recommendations
 - a. ECHO® participants
 - b. CSPCVA hub
 - c. Summary of recommendations by ECHO® discussion leader
5. Closing remarks and questions (1:25 pm)

What Does an  Session Look Like?



Participation Tips

- All participants are muted during the presentation.
- If you have a question or comment during discussions, please raise your hand. We will call on you. Press your space bar to talk.
- ***We encourage participation.*** (Reminder: participation is recorded.)
- If you called with a phone to hear the audio, hit *6 to unmute yourself.
- For technical problems (such as echoing, audio level etc.), use the chat function to contact our IT specialist, Gabe Anderson, who will assist.

CE Credits

for Project ECHO for Campus Suicide
Prevention will be available through
James Madison University.

(see Project ECHO syllabus or website for more info)



Protecting Privacy



Introductions



The Campus Suicide
Prevention Center
of Virginia

Spring Cleaning Your Website to Support Student Help- Seeking

March 16, 2021

Contributing to A Comprehensive Approach



Who Is Your Audience?

- Current Students
- Prospective Students
- Families
- Faculty and Staff
- Community Collaborators

What Are the Goals of Your Website?

- Inform of on-campus services
- Educate about well-being
- Encourage help-seeking
- Link to crisis resources
- Link to off-campus resources
- Educate about helping others
- Enable reporting of students at high risk
- Provide forms/documents
- Inform about policies

Data Gathering

- Consult with IT Department about User Analytics
 - Types of devices
 - Geographic location
 - Pages viewed
 - How long
 - Downloads
 - Searches conducted
- Stakeholder Focus Groups / Feedback
 - How do students find information?
For self and peers?
 - Families?
 - Faculty/staff?
- Self-searches

- Try out on multiple devices
 - Esp. crisis info and numbers
- Ease of navigation (number of clicks/cognitive load)
- Search for key terms from your home page
 - E.g., “counseling”, “therapy”, “suicide”, “sexual assault”
- Ensure information is accurate
 - Hours, staff, contact info

Performing a Website Tune-Up



- Test all links
- All health-related websites should be cross-referenced / linked
 - E.g., central health and well-being hub
 - Counseling, health center, food pantry, Title IX office, alcohol/drug programs, suicide prevention, wellness promotion, CARE Team
 - Link with campus security where appropriate

Performing a Website Tune-Up



Content to Encourage Initial Help-Seeking

- Online self-screening tools
 - E.g., JED's ULifeline Self-Evaluator
 - Include guidance for what to do based on scores
- Self-help resources on all health and well-being websites
 - Mental health
 - Substance use
 - Suicide prevention
 - Identity-specific support resources

- Prominent mission statement
- Clear scope of service
 - Who qualifies for services?
 - What types of services provided? Not provided?
- Bios of counselors with pictures
- D&I statement/info

Bring Your Office/Service To Life



- Videos/pictures of space, description of process
 - Making appointment
 - Paperwork
 - Matching with a provider or service
 - Confidentiality
 - What treatment involves and how long

Bring Your Office/Service To Life



Crisis Management

- Prominent information about crisis services
 - Institutional (e.g., after hours number)
 - Community (e.g., ER, CSB)
 - National 24/7 lines (e.g., Lifeline, Crisis Text Line, Trevor Project, Trans Lifeline)
- Mental health emergency info should also be included on:
 - Campus safety websites
 - CARE/BIT and TAT websites
- Leave of Absence Policy / Options

- Information about how parents / families / friends / faculty / staff can support a student
 - How to approach the conversation with a distressed student
 - Reporting concerns to the institution directly
 - Who to call for help in a crisis
 - Educational resources and trainings
- Decision tree about when, where, and how to refer
- CARE/BIT and TAT referral links provided on relevant wellness and security sites
 - Referral page with explanation of process, confidentiality

Supporting the Supporters

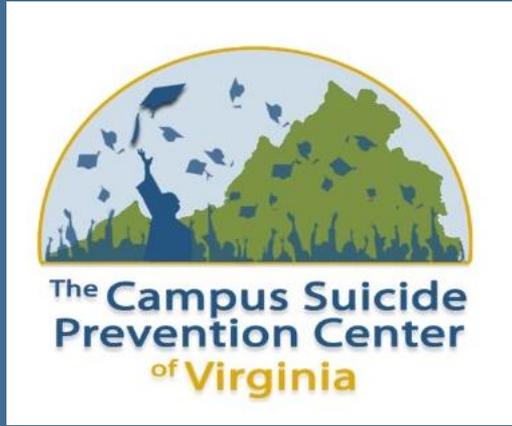


Help Access Off-Campus Services

- Off-campus practitioner list or database
 - Include specialties, insurances accepted, sliding scale, transportation options
 - Keep up-to-date!
- Explanation of health insurance

Use Data, Testimonials, and Imagery to Normalize Help-Seeking

- Images of students and staff interacting, using the service
 - Engage with eye contact
- Data about usage of services, number of sessions, satisfaction, improvement etc.
- Share real testimonials / quotes from people who have benefitted from your services
 - Explain how treatment/service helped
 - Always convey HOPE!



Questions?

www.CampusSuicidePreventionVA.org/

Acknowledgement:

Funding received from the Virginia Department of Health's Virginia Project ECHO®



Case Presentation

**Calling
All to
Volunteer!**

**Who Wants to Present a
Case?**



Interested in CAMS Training?

3 hour online course for counseling professionals in a suicide-specific treatment model

Contact Jane - wigginjr@jmu.edu

**Do you work with a Student-Led
Mental Health Organization?**

We want to talk with you!

Contact Jane at wigginjr@jmu.edu

Check your Inbox:

- Evaluation form link
- Link to video of today's didactic and PowerPoint
- Additional Resources
- Case presentation form link

Thanks for your participation!

We hope to see you in two weeks!

Student-Led Mental Health Organizations

Tuesday, March 30, 2021 (12-1:30 PM)

