



# Partnering to Care For the Well-being Needs of Your Campus Community

*Emily Pettit*

*The Virtual Care Group*

*Vice President of Strategic Partnerships*



THE VIRTUAL  
**CARE**  
GROUP

**Telehealth Made  
Easy for Higher Ed**





Crisis on campus:

**60%** of college kids are living with mental health disorders

- Forbes

Students and parents are placing a new level of demand on the school, asking for more and more (**wellness**) services.

- Philip Glotzbach, former President of Skidmore College

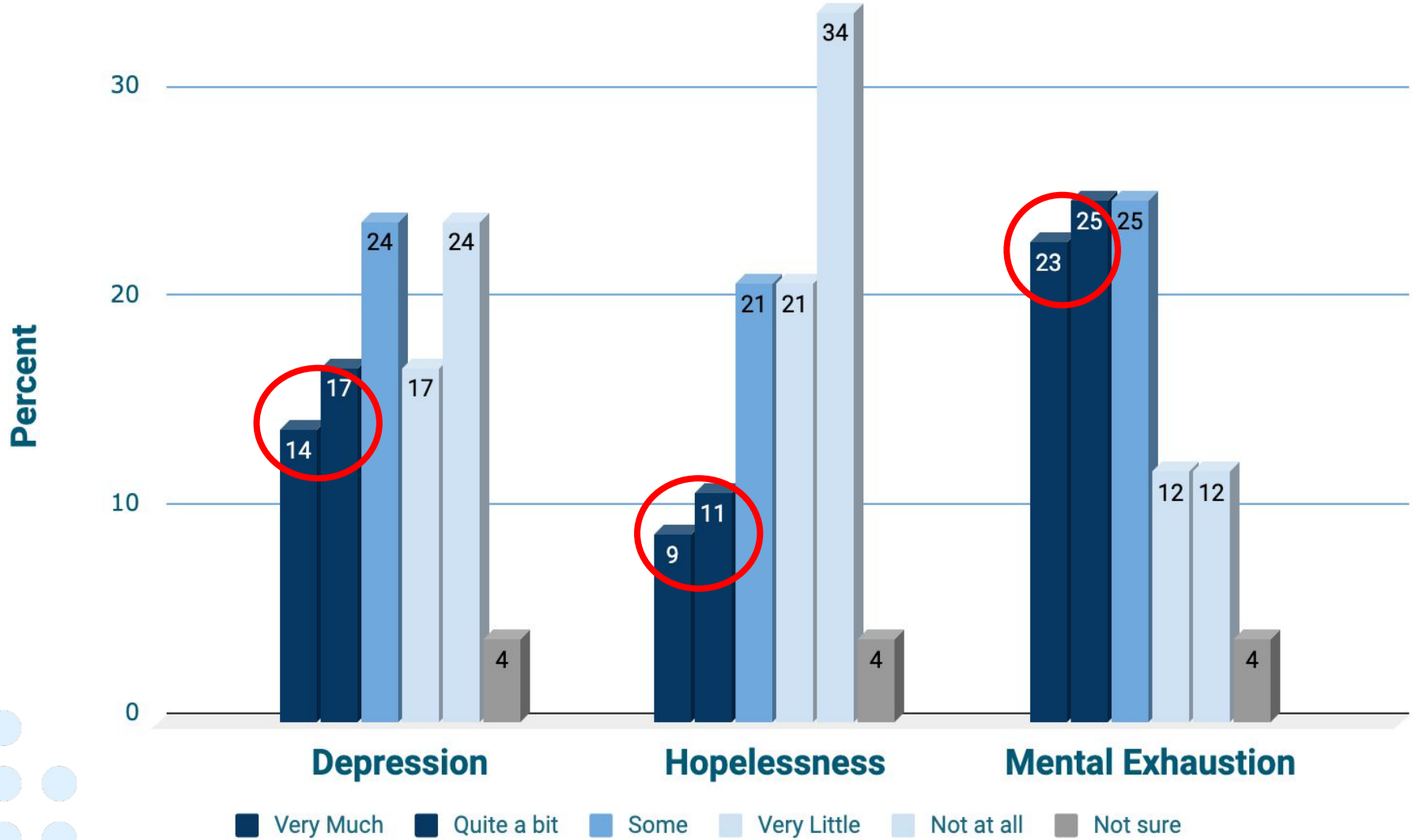
A mental health crisis was spreading on college campuses. The **pandemic** has made it worse.

- The Washington Post

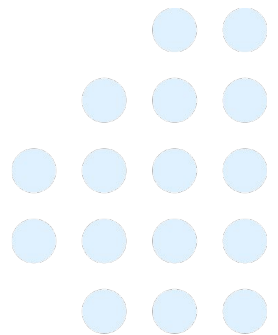
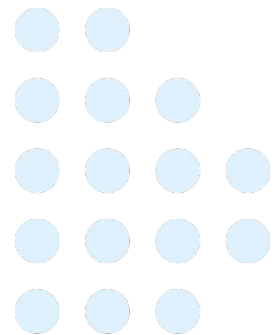


# Student Well-Being and Academic Success

FA2022: As a result of the Covid 19 pandemic, to what extent, if any, have you experienced an increase in the following?



> 45,000 students completed the survey (8/22-10/22)

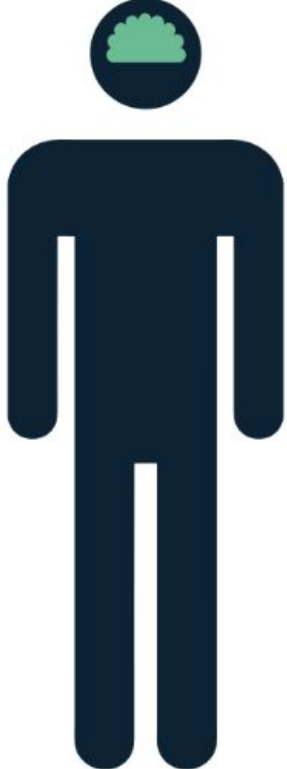


# KEY FINDINGS

This section offers a quick look at results from key survey measures.

## SAMPLE CHARACTERISTICS (N=76406, 135 Colleges) Sept 2022 - June 2023

Estimated values of selected measures	Percentage of students
Major depression (positive PHQ-9 screen)	20%
Depression overall, including major and moderate (positive PHQ-9 screen)	41% ←
Anxiety disorder (positive GAD-7 screen)	36% ←
Eating disorder (positive SCOFF screen)	14%
Non-suicidal self-injury (past year)	29%
Suicidal ideation (past year)	14%
Lifetime diagnoses of mental disorders	46% ←
Psychiatric medication (past year)	29%
Mental health therapy/counseling (past year)	36%
Any mental health therapy/counseling and/or psychiatric medication among students with positive depression or anxiety screens (past year)	59%
Personal stigma: agrees with "I would think less of someone who has received mental health treatment."	6%
Perceived public stigma: agrees with "Most people would think less of someone who has received mental health treatment."	41%



# THE HEALTHY MINDS STUDY

2022-2023 Data Report



## ACADEMIC IMPAIRMENT

In the past 4 weeks, how many days have you felt that emotional or mental difficulties have hurt your academic performance?



19% None  
29% 1 - 2 days  
23% 3 - 5 days  
22% 6 or more days

## POSITIVE MENTAL HEALTH

Positive mental health



Positive mental health (psychological well-being) is measured using The Flourishing Scale, an eight-item summary measure of the respondent's self-perceived success in important areas such as relationships, self-esteem, purpose, and optimism (Diener, Wirtz, Tov, Kim-Prieto, Choi, Oishi, & Biswas-Diener, 2009). The score ranges from 8-56, and we are using 48 as the threshold for positive mental health.



What Student Concerns Are You  
Seeing On Your Campus?

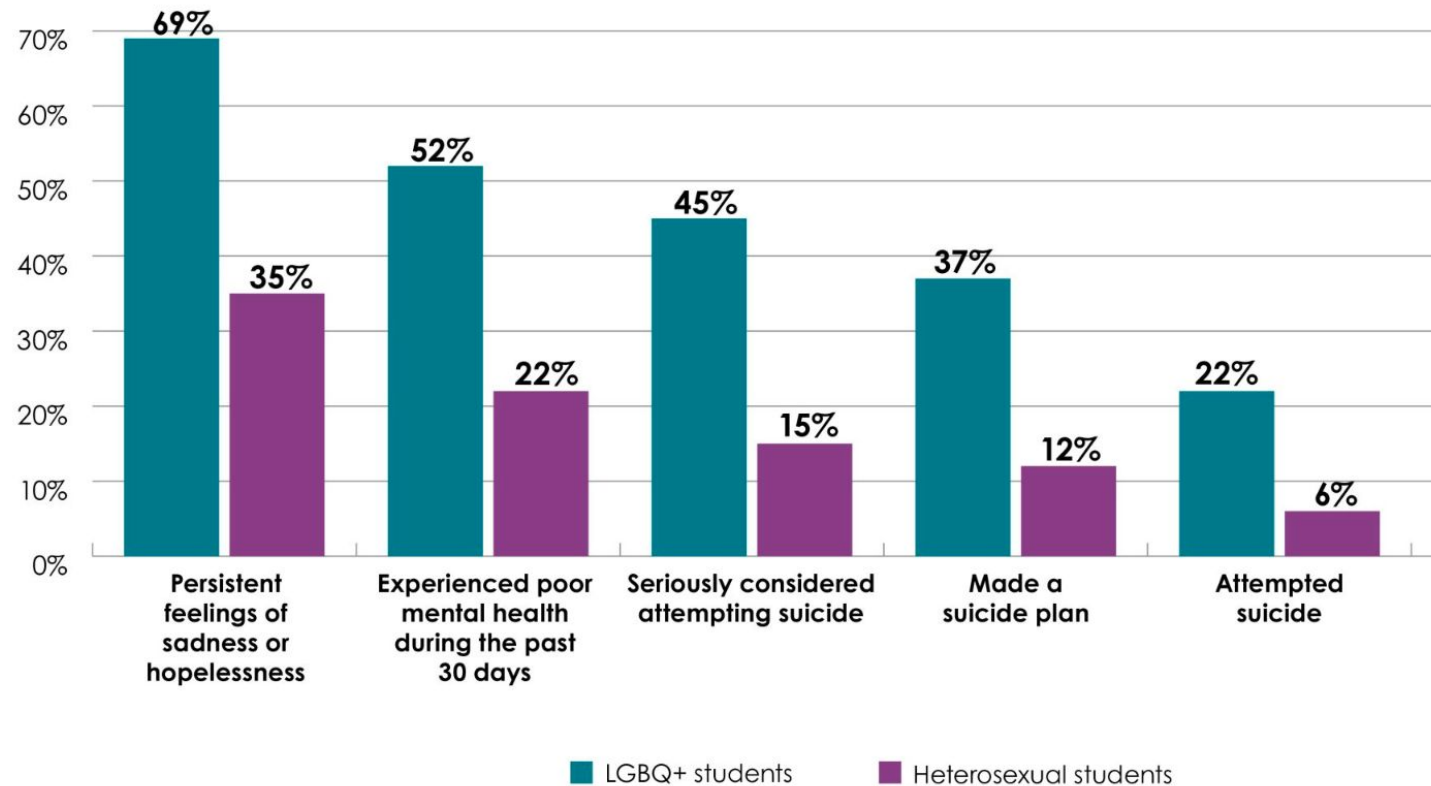
# 2021 CDC Report on Youth Risk Behavior Survey Data



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- Nearly **3 in 5** teen girls felt persistently sad or hopeless in 2021—double that of boys, and almost **1 in 3** seriously considered attempting suicide—up nearly 60% from a decade ago.
- **More than half** of lesbian, gay, bisexual, and queer students experienced poor mental health, and more than **1 in 5** attempted suicide in the past year.
- **Suicide is increasing at a faster rate** for Black youth than it is for any other racial or ethnic group.

## MENTAL HEALTH AMONG U.S. HIGH SCHOOL STUDENTS BY SEXUAL IDENTITY, 2021



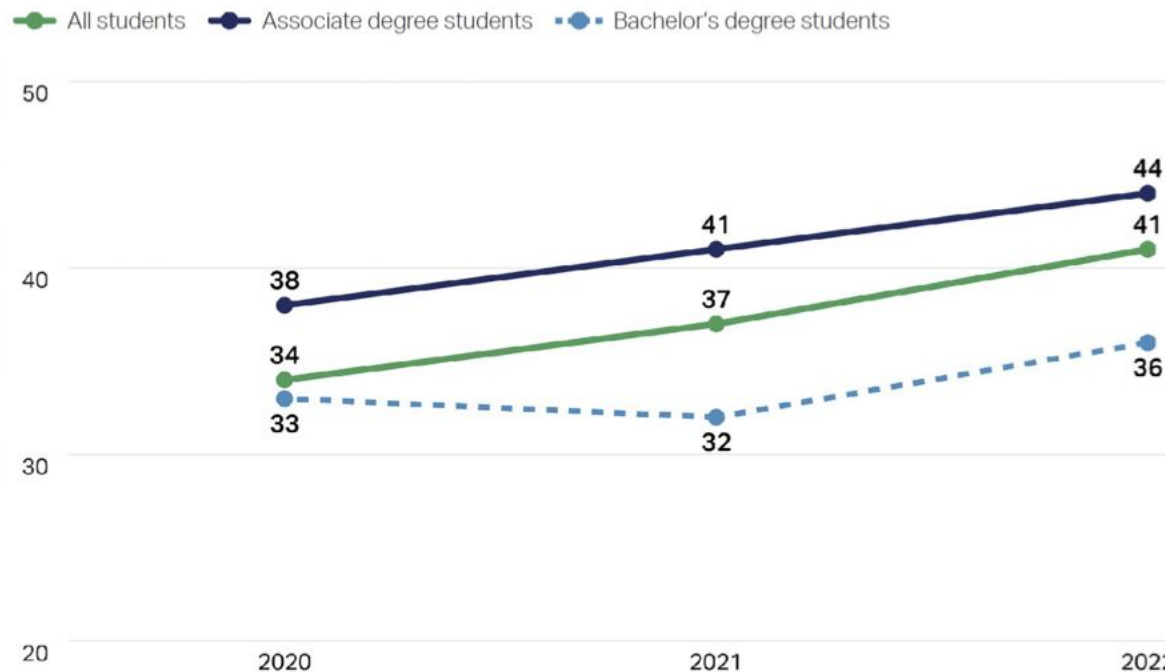


Oct. 26 to Nov. 17, 2022 Gallup surveyed 12,015 total U.S. adults:

- 3,949 who were currently enrolled in an associate/bachelor's degree
- 2,059 who were enrolled in a certificate or certification program
- 3,004 who have some college, no degree, not currently enrolled
- 3,003 individuals who have never enrolled in higher education.

In the past six months, have you considered stopping your coursework (that is, withdrawing from the program for at least one term)?

% "Yes"



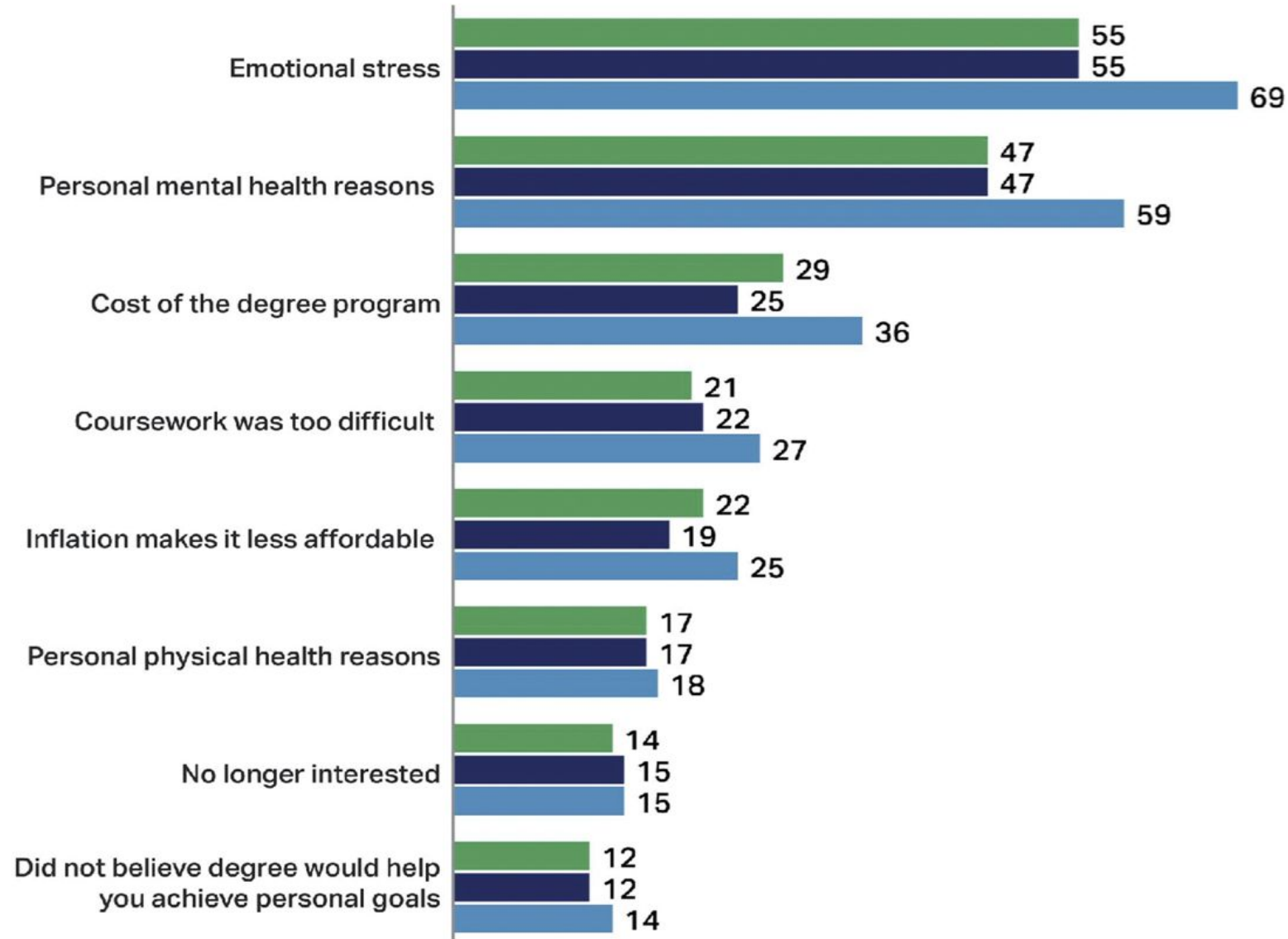
Note: "All students" reported in this chart includes students pursuing an associate degree, bachelor's degree, certificate or certification. Results for certificate or certification students not shown.

## Stressed Out and Stopping Out: The Mental Health Crisis in Higher Education

## Which of the following describes why you considered stopping your coursework?

*% Most commonly cited reasons among students who say they have considered stopping out in the past six months*

■ All students ■ Associate degree students ■ Bachelor's degree students





What Are Your Challenges to  
Meeting Well-being Needs?

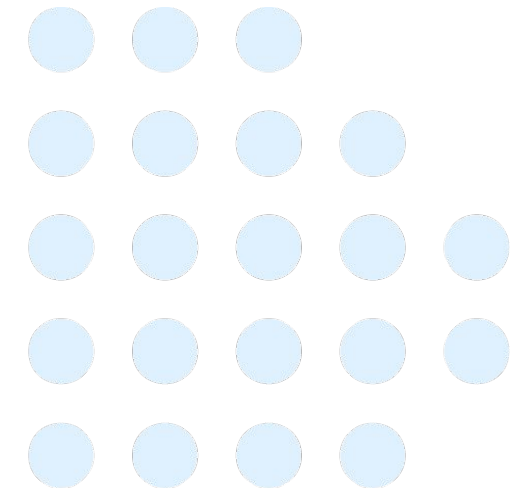




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# My Partnership Experience

## Demographics

- Northeast, rural GA
- Religiously Affiliated, 2,500 students
- Undergraduate - Doctoral degrees
- > 40% First Generation, large pell eligible population
- Residential and commuter campus

## Pain Points

- Campuswide “Town Council” Concerns
- Budget Limitations
- Counseling staff member resignation mid year
- Attrition data
  1. Finances
  2. Mental and Physical Health Matters

## Partnership Successes

- Highest level counselor/medical credentials
- Customizable/ budget friendly
- Access and Equity
  - a. Diversity of practitioners and specialty areas
  - b. Unlimited services



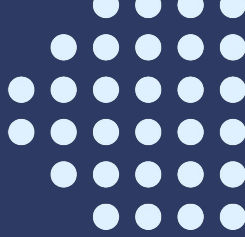


We are the leading provider in  
**UNLIMITED 24/7** quality telehealth  
services for Higher Ed institutions.

Virtual care is an important tool in enhancing the quality of current health and mental wellness services on your campus. We work directly with you to ensure that campus health goals are not just met but exceeded, while addressing the needs of individual students and significantly reducing costs.



# Our Customizable Services



## MEDICAL

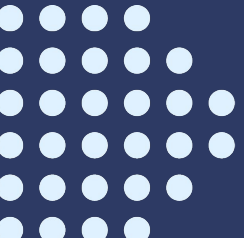
- Urgent care
- Board-certified physicians with specialties in internal, family, emergency and pediatric medicine
- Average call back time is 16 minutes

## BEHAVIORAL

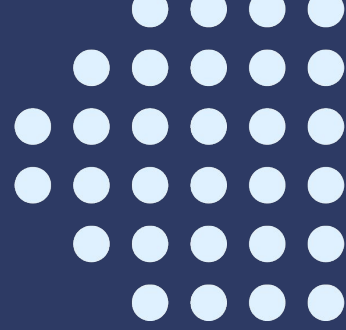
- Scheduled 50-minute sessions with Masters-level therapists  
(3 to 5 day wait time)
- Life coaching services
- On-demand crisis counseling  
(~2 minute wait time)

## PSYCHIATRY

- U.S. board-certified psychiatrists who can diagnose, treat, and prescribe medications for a range of mental health disorders, as necessary
- Average wait time is 1 business day



# COUNSELOR SPECIALTIES



- Addiction
- ADHD/Learning Disabilities
- Adoption
- Anger Management
- Anxiety
- Career/Job Concerns
- Faith Based Counseling
- Crisis Intervention
- Cross Cultural Issues
- Depression
- Discrimination
- Divorce/Separation
- Domestic Violence
- Aging/Elder Care
- Executive
- Expat Counseling
- Fertility Issues
- First Nation/Indigenous Issues
- First Responders
- LGBTQ+
- Grief/Bereavement
- Military Families
- Parenting
- Postpartum Depression
- Return to Work
- Sexual Abuse
- Sexual Harassment
- Transgender/Gender Identity
- Trauma
- Workplace Issues

# LIFE COACHING SERVICES



## LIFE

- Legal
- Relationships
- Disabilities
- Crisis
- Personal issues

## FAMILY

- Parenting
- Couples
- Separation/divorce
- Death/loss
- Child care

## WORK

- Time Management
- Career development
- Managing people
- Coping with change
- Communication

## FINANCES

- Saving
- Investing
- Budgeting
- Managing debt
- Bankruptcy



# Barrier Free

## ACCESS

- Best for busy schedules - available 24 hours a day, 7 days a week via phone or video.
- Unlimited visits provides peace of mind to students, administrators, and parents alike.

## EQUITY

- NO copay, NO insurance, NO social security number needed, NO address, NO problem!
- Diverse network of providers to support diverse student populations (200+ languages including ASL)



# Student Impact

## KEY INSIGHTS - national aggregated data from our partner schools

- **68%** of contacts are occurring between 4:00 p.m. and 8:00 a.m., indicating a need for support outside of traditional business hours.
- **58%** of participants indicated an improved ability to remain enrolled in school, post single session intervention.
- **84%** of students using our behavioral health service have never sought support of any kind on campus.



# Getting Started; Free Well-Being Resources



# 988 Suicide & Crisis Lifeline

We can all help prevent suicide. The 988 Lifeline provides 24/7, free and confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals in the United States.



Anyone could be struggling with suicide. Find more specific resources below.

<p>A CURRENT EVENT: <b>The Lifeline and 988</b></p>	<p>A CURRENT EVENT: <b>Coping During Community Unrest</b></p>	<p>A CURRENT EVENT: <b>Emotional Wellbeing During COVID-19</b></p>	 <b>Individuals with Neurodivergence</b>
 <b>Black Mental Health</b>	 <b>Maternal Mental Health</b>	 <b>Youth</b>	 <b>Disaster Survivors</b>
 <b>Native American, Indian, Indigenous, &amp; Alaska Natives</b>	 <b>Veterans</b>	 <b>Loss Survivors</b>	 <b>LGBTQI+</b>
 <b>Attempt Survivors</b>	 <b>Deaf, Hard of Hearing, Hearing Loss</b>		



<https://988lifeline.org/>

### Resource Spotlight

#### What Students Are Saying About Back to School

Follow us on TikTok to find videos from students sharing how they support their mental health and tackle challenges during the back-to-school season. If you feel stressed, anxious, or isolated, know you are not alone and these videos can inspire you to tackle the new school year.

Follow JED



#### NAMI and JED's Mental Health Guide to College

Find expert advice for college students on everything from creating healthy relationships to taking care of your emotional health and staying safe on campus in this easy-to-follow, information-packed guide.

Check it out



#### Seize the Awkward

Get connected with Seize the Awkward, a JED campaign developed in partnership with the American Foundation for Suicide Prevention (AFSP) and the Ad Council. Find tools—from conversation guides to tips—that can help you talk with friends about mental health.

Learn more



Explore our Mental Health Resource Center



### Connect With JED



@JEDFOUNDATION

2h

.@NAMICommunicate and JED's Mental Health Guide to College is an information-packed guide where college students wi...  
<https://t.co/ZxokER0ivq>





# Our Stories



**Shannon McCreesh**

21 years old



It may seem like everyone knows exactly what they're doing in college, but the reality is, no one does. Once you start accepting the fact that you do not have to have anything figured out, the burden you're carrying gets lighter.



**Imaan Siddiqi**

20 years old



College is what you make of it... there is no cookie cutter experience. Do things in a way that makes sense to you and if someone thinks you won't succeed, prove them wrong.



**Brian Thomas**

24 years old



Stressing out over assignments and exams drove me to isolate myself and not ask for help. If I could do it over, I would tell myself to ask for help and collaborate with others as much as possible to feel less alone and supported during those anxious college years.



**Bruny Kenou**

24 years old



My advice is to take note and find what makes you feel more centered, and combine it with mental health resources that are available to you to maximize your wellness when you feel off-balanced. Once you are centered, the good academic performance is likely to follow.



**Lalima Saini**

19 years old



College was a terrifying new adjustment, but it was also the place that gave me opportunities to better my mental health. Coming from an environment where discussions of seeking professional help were frowned upon, taking advantage of on campus counseling resources opened up new avenues for me and my self-advocacy.

Follow

57 Following 2000 Followers 6683 Likes

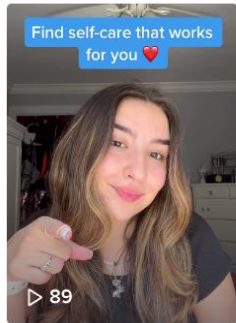
Protecting emotional health & preventing suicide ❤️

Visit [jedfoundation.org/help](https://jedfoundation.org/help)

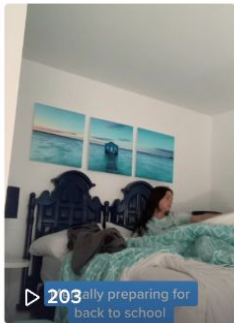
[jedfoundation.org](https://jedfoundation.org)

Videos

🔒 Liked



You are not alone if you...



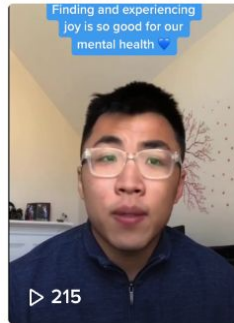
Get #schoolready with ...



What's your go to activit...



How have you found joy...



Reaching out for help fo...



Connecting with others ...



May is #MHAM! Some y...



It's ...



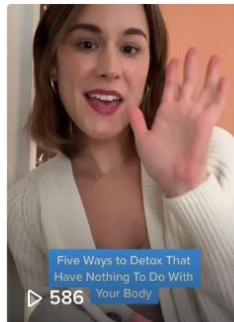
Practice ...



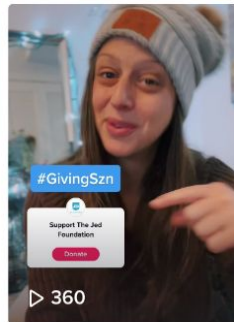
Mental health detox > Di...



Find #community in you...



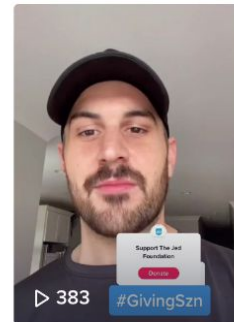
We're on a mission to h...



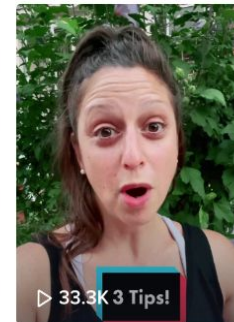
Thank you @rod for usin...



Check out these 3 great...



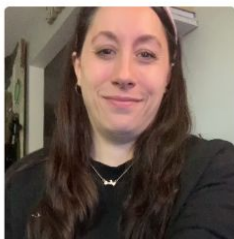
Me at 15 - not sure if I'd survive through high school.



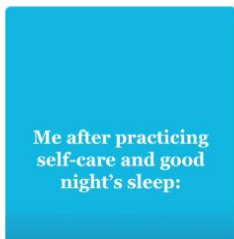
Me after practicing self-care and good night's sleep:



This holiday season, give yourself the gift of....



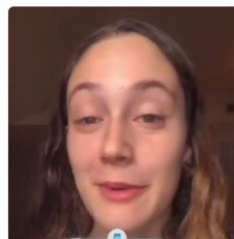
4 WAYS TO REACH OUT TO SOMEONE WHO MAY BE STRUGGLING



Support The Jed Foundation



Support The Jed Foundation



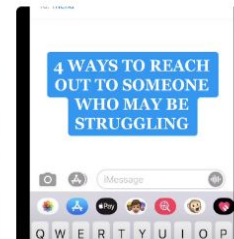
Support The Jed Foundation



Support The Jed Foundation



Support The Jed Foundation



Support The Jed Foundation





## Get Involved

### Find a NAMIWalk

[Attend the NAMI National Convention](#) +

[Become a Fundraiser](#) +

[Create a Memorial Fundraiser](#)

[Pledge to Be StigmaFree](#) +

[Awareness Events](#) +

[Share Your Story](#) +

[Partner with Us](#)

[NAMI on Campus](#)

[NAMI FaithNet](#) -

[Pathways to Hope](#) +

[NAMI FaithNet Advisory Group](#)

# NAMI FaithNet

NAMI FaithNet is an interfaith resource network of NAMI members, friends, clergy and congregations of all faith traditions who wish to encourage faith communities who are welcoming and supportive of persons and families living with mental illness.

NAMI FaithNet strives to encourage welcoming, caring congregations as well as to promote the vital role of spirituality in the recovery journeys of many who live with mental health conditions, those for whom faith is a key component.

Through this website and through efforts nationally and in local communities, NAMI and NAMI Affiliates encourage an exchange of information, tools and other resources which will help educate and inspire faith communities about mental illness and the vital role spirituality plays in recovery for many.

NAMI FaithNet is not a religious network but includes an effort to outreach to all religious organizations. Learn more about [awareness events and dates](#) and how to [get involved](#).

[NAMI FaithNet Awareness Bulletin - Black and White](#) [NAMI FaithNet Awareness Bulletin](#)

## For NAMI Leaders

We recognize that to reach the goals of NAMI FaithNet most of the work is done at the affiliate level, so we offer resources on our [NAMI Leaders page](#) including periodic mini grants, an idea clearing house, presentations, scripts and guides in order to help NAMI Faith Leaders achieve those goals.



## About the Steve Fund

The Steve Fund is dedicated to supporting the mental health and emotional well-being of young people of color.

Right at this moment, there are young people of color who are failing academically, suffering emotionally, and/or in some cases are facing serious risk, because population-specific factors influencing mental health are too poorly understood and not acted upon. We are taking action.

[LEARN MORE →](#)

The Steve Fund – Student Stories: Joanne

Watch later Share

Watch on YouTube

WATCH STUDENT STORIES SIGN UP FOR UPDATES

The video player shows a woman with dark curly hair, wearing a white long-sleeved shirt, sitting on a couch and speaking. The background is a dimly lit room with a plant and some items on a table. The video player interface includes a play button, a 'Watch later' button, a 'Share' button, and a 'Watch on YouTube' button. Below the video player, there are two buttons: 'WATCH STUDENT STORIES' and 'SIGN UP FOR UPDATES'.



A photograph of three young people smiling and standing in front of a dense green foliage background. On the left is a young woman with large, curly dark hair wearing a floral patterned shirt. In the center is a young man with short dark hair wearing a blue denim shirt over a green t-shirt. On the right is a young woman with long blonde hair wearing a yellow polo shirt. The text is overlaid on the image.

# *Hope* for young LGBTQ lives starts here.

We believe LGBTQ young people deserve a welcoming, loving world. And we wake up every day dedicated to making that a reality.





## 19 years of impact

Active Minds has since become the premier organization impacting young adults and mental health. Now in more than 1,000 campuses and communities, we directly reach more than 1.9 million people each year through awareness campaigns, events, advocacy, outreach, and more.

In addition to a [600+ strong National Chapter Network](#) empowering passionate student advocates, Active Minds' programs include [Send Silence Packing®](#), an award-winning suicide prevention display; [Active Minds Speakers](#), a curated group of professional storytellers and presenters who provide encouraging and safe mental health education for students and other audiences; the [Healthy Campus Award](#), which honors colleges that are prioritizing student health and well-being; and the newly launched [Active Minds @Work](#) offerings to build a mental health culture in the workplace.

Our consistent message, amplified by nearly 15,000 young adults each year, is that mental health needs to be talked about as easily as physical health. Only then can we bring suicide and mental health into the open so no one struggles alone.

# Professors' Part in Maintaining Student Mental Health

Melissa Ezarik May 17, 2022

INSIDE  
HIGHER ED



## 7 Ways Professors Can Prioritize Student Wellness

Because of their frequent interactions in class, faculty members can play a big role in ensuring students' well-being and connecting them to help when needed. Informed by data from a Student Voice survey of 2,000 college undergraduates, the following actions and approaches can foster a better understanding of the challenges students are facing and ensure professors are equipped to assist when an individual needs help.

1. Get to know your students' top stressors.



### 3. Show empathy by being flexible and mindful about deadlines.

**56%** Students (full survey sample) who say their overall mental health is fair or poor

**70%** LGBTQIA+ students whose mental health is fair or poor

**71%** Students who identify as being part of the lower class socioeconomically whose mental health is fair or poor

**A PROFESSIONAL'S PERSPECTIVE:**  
Assignments due at 9 a.m. encourage students to pull an all-nighter. Midnight deadlines often result in skipping dinner.  
"I think 5 p.m. is the healthiest time to have an assignment due. I tell students, 'It's because I want you to have dinner, because I want you to sleep.'  
—Sarah Ketchen Lipson, Boston University

**ONE STUDENT'S VOICE:**  
"Schoolwork doesn't put itself on hold while we try to find help. It's not like we can focus on our mental health because we have work to do."

### 4. Include wellness resources in syllabi and class sessions.

**75%** Students who say they've struggled with anxiety during college

**17%** Students who have struggled with suicidal ideation



# Faculty Guide to Supporting Student Mental Health

How to create a culture of care on campus



## FIVE THINGS TO SAY TO A STRUGGLING STUDENT

- ◆ "I noticed you missed class a few times. What's going on for you?"
- ◆ "You seem really tired in class lately. How are you doing these days?"
- ◆ "I'm so glad you told me about this. Let's brainstorm how we can get you support."
- ◆ "That sounds really hard. It makes sense that you are struggling. Let's figure out what on-campus supports can help you right now."
- ◆ "I've worked with the counseling center, and I think they could help. Let's walk over together."



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## HOW TO REACH OUT TO A STUDENT WHO MAY BE STRUGGLING

- ◆ Find a way to speak privately.
- ◆ Tell them what you are observing that concerns you.
- ◆ Ask open-ended questions about how they are doing.
- ◆ Let them know you are here to listen and connect them to support if they need it.
- ◆ Share campus resources and ask if they need help accessing them.



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## HOW YOU CAN SUPPORT STUDENTS THROUGH END-OF-YEAR STRESS

- ◆ **Acknowledge** that the end of the year can be a stressful time.
- ◆ **Tell students they can come to you** if they are struggling or just want to talk.
- ◆ **Assign self-care** such as going for a walk, getting eight hours of sleep, spending time in nature, sitting down with a cup of tea, or talking to a friend.
- ◆ **Model self-care** by sharing what you are doing to manage end-of-year stress.
- ◆ **Check in** with a student you're worried about.



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## A STUDENT IN YOUR CLASS MAY NEED MENTAL HEALTH SUPPORT IF THEY ARE:

- ◆ Missing assignments.
- ◆ Repeatedly absent.
- ◆ Not doing as well academically.
- ◆ Participating in class less.
- ◆ Excessively fatigued.
- ◆ Showing poor personal hygiene.
- ◆ Behaving inappropriately or in an exaggerated way.
- ◆ Turning in assignments with alarming or worrisome content.



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# Thank You

for all you do to care for the well-being of  
your campus community!



THE **VIRTUAL**  
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**Telehealth Made  
Easy for Higher Ed**

Emily Pettit

Vice President for Strategic Partnerships

[emily@thevirtualcaregroup.com](mailto:emily@thevirtualcaregroup.com)

