MORE FEET ON THE GROUND
Brock University

in partnership with
Niagara College
McMaster University
Pathstone Mental Health
Canadian Mental Health Association – Niagara
ABOUT THE CAMPAIGN: PURPOSE

Addressing gaps in mental health service provision in postsecondary schools.

- Gap 1: Limited mental health training available
- Gap 2: Limited accessibility of psycho-educational group information and skill development sessions
ABOUT THE CAMPAIGN: PARTNERS

- Brock University
- Niagara College
- Pathstone Mental Health
- Canadian Mental Health Association – Niagara
- McMaster University, Michael G. DeGroote School of Medicine – Niagara Regional Campus
ABOUT THE CAMPAIGN: GOALS

- **Compressed online training**
  - 4 training modules shared across the province utilized by 800 teaching assistants and 300 peer educators

- **On-campus psycho-education group education**
  - 18 sessions phase one and 30 sessions phase two reaching 600 students
  - Document of best practices shared provincially

- **Increase awareness of mental health**
  - Information sharing via social media, information booths, and student group partnerships
  - Regional mental health forum

- **Partnership creation**
  - Between postsecondary institutions in Niagara
  - Between postsecondary institutions and community service providers
COMPONENT ONE: COMPRESSED ONLINE TRAINING TOOL

COMPONENT TWO: PSYCHO-EDUCATIONAL GROUP INFORMATION AND SKILL DEVELOPMENT SERIES

COMPONENT THREE: REGIONAL MENTAL HEALTH FORUM
COMPONENT ONE:
COMPRESSED ONLINE TRAINING TOOL
Prepare terms of reference for the Mental Health Partners Advisory Group

Undertake Program Planning with partners

Create Content for the compressed online training sessions

Develop compressed online training sessions targeting teaching assistants, residence Dons and assistants and peer educators.
Welcome to More Feet on the Ground! An educational website on how to recognize, respond and refer students experiencing mental health issues on campus.

According to the Centre for Addictions and Mental Health, an estimated one in five Canadians, in any given year, will experience a mental health or addiction problem. In Canada, youth between the ages of 15 and 24 are the population group most likely to experience mental health issues and/or substance abuse disorders, with suicide being the second leading cause of death among those ages 10 to 19.

In response to these statistics, the Council of Ontario Universities (COU) has partnered with Brock University and the Ontario government to develop this website. Mental illness often strikes individuals during the years that they attend university, but early identification and treatment can help make a major difference in the lives of these students. More Feet on the Ground is intended to provide you with tools to support students experiencing mental health issues.
FEATURES

- **Introduction**
  - Mental Health vs. Mental Illness
  - Mental Health as a Continuum
  - Stigma
  - Recovery

- **Recognize, Respond & Refer**
  - Includes factors that can affect mental health

- **Learn More**
  - Illness specific information

- **Support & Resources**
  - On and off campus resources

- **Quizzes**
  - Introduction to Mental Health
  - Learn to Spot a Student in Distress
  - Stay Current About Mental Illness
OUTCOMES AND SUSTAINABILITY

- Adapted and branded for all universities across Ontario
- In Niagara, it is incorporated into training for teaching assistants, peer educators, residence assistants
- Launched November, 2014
- As of May 31, 2015:
  - 716 individuals province-wide
  - 333 individuals at Brock University
COMPONENT TWO:
PSYCHO-EDUCATIONAL GROUP INFORMATION AND SKILL DEVELOPMENT SERIES
Addressing Gap in Service Provision

- Inaccessible to students due to their demanding, varied and unique schedules

- Existing groups are closed and offered to adults already receiving service
- Working group formed with representation from:
  - Brock University (Student Services, Student Health Services, Personal Counselling and Leadership)
  - Niagara College (Student Success Centre)
  - Pathstone Mental Health (Community Programs)

- Identified key topics, delivery strategies, promotion and evaluation
SERIES FORMAT

- Offered once a week, twice per day
- 1 hour in length
- 5 topics featured including:
  - Mental Health 101;
  - Depression
  - Anxiety
  - Body Image & Eating Disorders
  - Psychosis
- Content included:
  - Educational presentation
  - Lived experience testimonials from student guest speakers
  - Q&A session
PRESENCE OF A COUNSELLOR

- Counsellor from campus counselling services present
- Increases likelihood student participants will access services
- Available incase student participants are in distress
PROMOTION

- Promotional posters
- Social media posts
- PA Announcements
- Campus News articles
- Email blasts
- Promotion at campus events
- In-class encouragement from faculty
Mental Health 101
MORE FEET ON THE GROUND

Presented by:

Jennifer Cooper
Mental Health Wellness Coordinator
Pathstone Mental Health

Name
Guest Speaker

Name
Guest Speaker

Name
Counsellor
School

Brock University
Pathstone Mental Health
Niagara College Canada
Canadian Mental Health Association Niagara
Mental health for all
About: MORE FEET ON THE GROUND

- Partnership between Pathstone Mental Health, Brock and Niagara College
- Funded by Ministry of Training, Colleges and Universities, Mental Health Innovation Fund
- Addressing gaps:
  - Lack of training with respect to post-secondary school students
    Created online training
  - Lack of psycho-educational groups specific to post-secondary students
    Hosted groups
- Regional Forum in spring, 2015
MENTAL HEALTH AND MENTAL ILLNESS
What does it mean?

MENTAL HEALTH:
The ability to enjoy life and deal with the challenges you face everyday:
- making choices and decisions
- adapting to and coping in difficult situations
- talking about your needs and desires.

MENTAL ILLNESS:
A disturbance in thoughts and emotions that decreases a person's capacity to cope with the challenges of everyday life.
The Continuum of Mental Health

We all have mental health, just as we all have physical health. We move fluidly along a continuum throughout our lives, not just in categories of "mental wellness" and "mental illness".

- **Healthy**: Normal functioning
- **Reacting**: Common and reversible distress
- **Injured**: Significant functional impairment
- **Ill**: Clinical Disorder, severe and persistent functional impairment
STIGMA

The manifestation of popular prejudices that disadvantages and excludes individuals or groups.

Stigma impacts:
- Employment
- Housing
- Education
- Relationships

[Self-Stigma: acceptance of the prejudiced perceptions of others; the individual believes they are weak or damaged.]

The fear of being stigmatized often prevents people from seeking help.
STIGMA: Let's fight it!

- Know the facts, don't perpetuate the myths!
- Be aware of your attitudes and behaviours!
  - Choose your words carefully!
- Educate others; challenge myths and stereotypes!
  - Focus on the positive aspects of all people!
- Treat people with dignity and respect!
- Include everyone! Don't let prejudice fuel your behaviour
Body Image
Mental picture of your body.
- Satisfaction
- Investment
- Behaviour
- Perception

Self Esteem
Overall opinion of one's self.

Eating Disorder
A significant preoccupation with food and weight that results in difficulty focusing or thinking about anything else.
TYPES OF DEPRESSION

Common Forms of Depression

Major Depressive Disorder
Persistant Depressive Disorder
Seasonal Affective Disorder

-Depression Workshop
CAUSES, CONTRIBUTING FACTORS & TRIGGERS

Brain chemistry
Genetics
Hormones
Other illnesses
Medications
Substance abuse
Stress
Trauma
Loss of a loved one

- Depression Workshop
SYMPTOMS

**in the mind...**
- Irrational or excessive fear and worry
- Feelings of apprehension or dread
- Trouble concentrating
- Feeling tense and jumpy
- Anticipating the worst
- Irritability
- Restlessness
- Watching for signs of danger
- Feeling like your mind's gone blank

**in the body...**
- Pounding heart
- Sweating
- Stomach upset or dizziness
- Frequent urination or diarrhea
- Shortness of breath
- Tremors and twitches
- Muscle tension
- Headaches
- Fatigue
- Insomnia

-Anxiety Workshop
WARNING

Things to watch for...

- Social withdrawal
- Depression and anxiety
- Difficulty concentrating
- Sleep disturbances
- Reduced emotional expression
- Decline in personal hygiene
- Acting suspicious of others
- Odd beliefs of magical thinking
- Unusual perceptual experiences

-Psychosis Workshop
MYTHS & MISCONCEPTIONS

People with psychosis can never recover. Treatment helps people to live independent and successful lives.

People with psychosis are dangerous. People in treatment are no more dangerous than the general population.

People with psychosis have split personalities. Although the literal translation of schizophrenia is "split mind", this refers to a split from reality - not split into multiple personalities.

-Psychosis Workshop
TREATMENT

Biological Treatments:
- Medication
- Medical procedures

Psychosocial Interventions:
- Psychotherapy
- Self-help groups

Alternative/Complementary:
- Yoga
- Meditation
- Acupuncture
- Community Involvement

-Mental Health 101 Workshop
COPING WITH ANXIETY

Learn about anxiety
Explore how to calm down
Challenge anxious thoughts
Set small goals
Seek support
Practice what works for you

-Anxiety Workshop
Refer: On Campus

Personal Counselling Service
Email: lmccurdy@brocku.ca
Phone #: 905-688-5550 ext. 4750
Alternate Phone #: 905-688-5550 ext 3240

Student Health Services
Phone #: 905-688-5550 ext. 3243

Services for Students With Disabilities (SSWD)
Phone #: 905-688-5550 ext. 3240

Faith and Life Centre
Phone #: 905-688-5550 ext. 3134

Office of Human Rights and Equity Services
Phone #: 905-688-5550 ext. 5657

A-Z Learning Services
Phone #: 905-688-5550 ext. 3240

Student Development Centre
Phone #: 905-688-5550 ext. 3240

Student Justice Centre
Phone #: 905-688-5550 ext. 6330

Sexual Violence Support Centre
Email: support@asafbrock.org
Phone #: 289-990-7233

Hamilton Campus - Personal Counselling
Phone #: 905-525-2444

Campus Security Services
Email: security@brocku.ca
Phone #: 905-688-5550 ext. 4300
Alternate Phone #: 905-688-5550 ext. 3200

Brock University
1964-2014
Discussion questions

- Body Image/Eating Disorders - “What aspects of our world most affect your body image (media, friends, movies, music)? How do these aspects impact body impact?”

Short video clips

- Psychosis – 5 minute point-of-view video depicting what an experience of psychosis

Short activities

- Anxiety – Guided mindful breathing exercise
TAKE AWAYS

- Handout including
  - Information about campaign
  - Brief summary of all information provided in workshop
  - Resources on and off campus
  - Link to online training tool
10 Takeaways from Mental Health 101

1. The More Feet on the Ground Campaign
   A partnership initiative between Brock University, Pathstone Mental Health, Niagara College, and the Niagara chapter of the Canadian Mental Health Association that aims to address gaps in mental health information in postsecondary schools.

2. Mental Health Defined
   Mental health is the ability to enjoy life and deal with everyday challenges. Mental illness disturbs thoughts and emotions, which decreases this ability. We all have mental health and we experience varying degrees of mental wellness along a continuum.

3. Stigma
   Stigma is the expression of common hurtful beliefs about people. Stigma affects employment, housing, education, relationships, and how people view themselves. It is often the reason people don’t seek help.

4. Mental Illness Can Affect Anyone
   Mental illness is not specific to geography, race, gender, or religion. It can affect anyone at anytime. Despite the challenges posed by mental illness, many people still live productive lives. Did you know that many well-known celebrities like Catherine Zeta-Jones, Howie Mandel, Sir Elton John, Kesha, and Amanda Seyfried have all experienced mental illness?

5. Types of Mental Illness
   There are many different mental illnesses that have unique signs and symptoms. Types of mental illness are often grouped in categories like mood disorders, anxiety disorders, psychotic disorders, personality disorders, and eating disorders.

6. Causes and Contributing Factors
   The cause of mental illness is still unknown and widely debated. However, research tells us that chemical imbalances in the brain, traumatic life events, family history, substance abuse, and other illnesses can influence the onset and severity of mental illness.

7. Treatment Options
   Luckily there is a wide array of treatment options for people experiencing mental illness. Biological treatment usually consists of medication, and in some cases, electroconvulsive therapy. Psychosocial interventions include therapy, self-help groups, family support, and community support. The right combination of treatment options has proven to be very successful.

8. How to Respond
   If you think someone you know is experiencing mental health challenges, talk to them about it! Always try to frame the conversation positively by showing your care and concern, try to have the conversation in private, and allow the person time to tell his/her story.

9. Self-Care Matters!
   Self-care is any intentional actions a person takes to take care of their physical, mental, and emotional wellbeing. As a student, you are likely juggling a combination of responsibilities but don’t forget that YOUR WELLBEING is just as important! Schedule time to take a break, treat yourself, and do something you love. Self-care will help you gain and maintain mental wellness!

10. Recognition
    Recognize the Signs
    College and university pose a number of specific challenges unique to students. These changes can contribute to the onset and severity of mental illness. If you or someone you know is experiencing difficulty adapting or coping with postsecondary life, campus mental health services can help.

11. On-Campus Resources
    Personal Counselling Services
    905-688-5500 ext 4750
    Student Health Services
    905-688-5500 ext 3243
    Services for Students with Disabilities
    905-688-5500 ext 3240
    Faith and Life Centre
    905-688-5500 ext 3134

12. Student Development Centre
    905-688-5500 ext 3240
    Office of Human Rights and Equity Services
    905-688-5500 ext 5657
    Student Justice Centre
    905-688-5500 ext 6330
    Sexual Violence Support Centre
    289-990-7233

13. Off-Campus Resources
    Crisis Outreach and Support Team (COAST)
    1-866-550-5205
    GOODTALK Postsecondary Student Helpline
    1-866-925-5454
    Niagara Distress Centre
    905-688-3711
    Mental Health and Addictions Accessline
    Niagara 1-866-550-5202

Sample: Mental Health 101 Handout

Front

Back
GUEST SPEAKERS

https://www.youtube.com/watch?v=t9XEvBTQVjg
Comprehensive evaluations administered (16 questions)

Participants offered a chance to win a $50 dollar credit card upon completion of series

Data reviewed after each workshop

Feedback immediately implemented to improve next workshop
10 questions using five-level Likert scale gaging:
- Participant learning
- Participant enjoyment
- Relevance to postsecondary students
- Format and accessibility

1 checklist question
- “The following factors influenced my decision to attend this workshop…”

5 short answer questions
- “How did you find out about this workshop”
- “What was the most important thing you learned here today?”
- “What did you like most about this workshop?”
- “What suggestions do you have for this workshop?”
- “Do you have any additional comments?”
EVALUATION RESULTS

Participant Learning

Responses by Likert Scale (Strongly Disagree to Strongly Agree)

- 1 Strongly Disagree
- 2 Disagree
- 3 Neither Agree nor Disagree
- 4 Agree
- 5 Strongly Agree
EVALUATION RESULTS

Participant Enjoyment

% of Responses by Likert Scale (Strongly Disagree to Strongly Agree)

- 1 Strongly Disagree
- 2 Disagree
- 3 Neither Agree nor Disagree
- 4 Agree
- 5 Strongly Agree

68.5% strongly agree.
EVALUATION RESULTS

Relevance to Postsecondary Students

% of Responses by Likert Scale (Strongly Disagree to Strongly Agree)

- 1 Strongly Disagree
- 2 Disagree
- 3 Neither Agree nor Disagree
- 4 Agree
- 5 Strongly Agree

1.3
0.7
4.2
17.5
75.4

%
**EVALUATION RESULTS**

**Format and Accessibility**

- **1 Strongly Disagree**: 1.3%
- **2 Disagree**: 1%
- **3 Neither Agree nor Disagree**: 5.9%
- **4 Agree**: 21.5%
- **5 Strongly Agree**: 70.1%

% of Responses by Likert Scale (Strongly Disagree to Strongly Agree)
EVALUATION RESULTS

- Vast majority of students attended workshops because:
  - It is relevant to their field of study
  - They had personal interest in the topic
  - They wanted to learn more about the topic

- Most successful methods of promotion included:
  - Posters
  - Social media, emails and web advertising
  - Word of mouth

- Vast majority participants most enjoyed the guest speakers
EVALUATION RESULTS

- Comments pertaining to most important learning included:
  - Prevalence
  - Resources available
  - Importance of anti-stigma
  - Facts about the topic

- Suggestions included:
  - Longer workshops
  - More time for discussion
  - More workshops
  - More promotion to yield larger turnouts
55 workshops offered
1,228 participants
Student participants engaging with counselling services

During workshops, participants:
- Voiced gratitude to guest speakers
- Stated they learned more about the topic
- Have a changed perspective of others living with a mental health challenge
- Wish these workshops/online training were mandatory for staff and faculty
REPLICATION TOOL KIT

- Expected to be finalized by June 30th, 2015
- Available for download to all postsecondary institutions
- Includes series how-to guide and materials such as:
  - Psycho-educational presentations (PowerPoint and Prezi)
  - Workshop outlines including sample activities and discussion questions
  - Sample videos of student speakers
  - Customizable promotional posters
  - Customizable handouts
To bring together:
- Postsecondary institutions
- Community mental health and addictions providers
- Government officials

To examine:
- mental health services for postsecondary students
- the impact and outcome of the More Feet on the Ground campaign.
FORMAT OF FORUM

- Demonstration of More Feet on the Ground online training tool and psycho-educational series
- Panels of individuals who have used the tool and attended the workshop series
- Demonstration of another Brock and Niagara College initiative – The Holistic Wellness Portal, followed by panel
- Presentation by Niagara Mental Health and Addictions Charter highlighting importance of collaboration
OUTCOMES

- 63 individuals in attendance representing 18 community agencies and programs
- Participants learned about More Feet on the Ground
- Participants were more aware of mental health and addictions programs at postsecondary institutions in Niagara
- Best practices were shared and discussed
- Opportunities presented for networking and collaborative partnership creation through the Niagara Mental Health and Addictions Charter
- Gaps discussed; opportunities to address gaps in service navigation and collaboration explored through the Niagara Mental Health and Addictions Charter
CAMPAIGN IN REVIEW
GOALS AND OUTPUTS

- **Compressed online training**
  - Completed including three training modules, utilized by 761 participants

- **On-campus psycho-education group education**
  - 53 sessions offered reaching 975 participants

- **Increase awareness of mental health**
  - Evaluation measures show campaign participants have learned more about mental health and how to recognize, respond to and refer students in distress

- **Partnership creation**
  - Campaign provided opportunities for partnership between postsecondary institutions and mental health service providers
Overall, 2,007 individuals participated in the three components of this campaign.

Produced two effective ways to fill gaps in mental health services in Niagara postsecondary institutions and across Ontario.
Online training tool has been adapted and branded for ALL universities in Ontario; available through the main link www.morefeetontheground.ca

Replication toolkit including all materials needed to replicate and build upon psycho-education group information and skill development series will be made public and accessible to all postsecondary institutions across Ontario

Campaign resources will continue to be accessible, dressing identified gaps province wide