



Raising Mental Health Awareness

Educate Yourself
Educate Others

For Use on College Campuses



National Alliance on Mental Illness

Raising Mental Health Awareness - Educate Yourself and Educate Others

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NAMI, the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. NAMI advocates for access to services, treatment, supports and research and is steadfast in its commitment to raising awareness and building a community of hope for all of those in need.

To access this publication online, visit www.nami.org/namioncampus.

Use #ItsTime on your social media pages to continue to raise the national dialogue about mental health.

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Overview

Congratulations on taking the first step to raising mental health awareness on your college campus. This guide provides guidance on presenting the *Raising Mental Health Awareness - Educate Yourself and Educate Others* presentation slides for college campuses.

Your commitment to sharing important information with your campus community will make a big difference in the lives of others. Thank you for taking action.

Who are we?

NAMI, the National Alliance on Mental Illness, developed the presentation slides and this accompanying guide to provide college students with important mental health information.

NAMI is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. NAMI advocates for access to services, treatment, supports and research and is steadfast in its commitment to raising awareness and building a community of hope for all those in need. To learn more about NAMI, visit www.nami.org.

How should you use this guide?

This guide walks you through the *Raising Mental Health Awareness - Educate Yourself and Educate Others* presentation slides. It covers key points to make for each slide, suggested transitions from one slide to the next and discussion prompt options you can choose from to engage students throughout the presentation. You should pick and choose the discussion prompts that work best in your presentation.

IMPORTANT NOTE: Try to connect the general information included in the slides and this guide to your specific school and to the students who will be attending the presentation by using anecdotes, examples and data from your school.

Who can do the presentation? Who should you partner with?

The slides and this guide can be used by college students, administrators, faculty, staff and other campus leaders. You may wish to partner with others in doing the presentation, although this is not required. Here are a few people you may wish to reach out to:

- **Your school's health care professionals.** This includes psychologists, psychiatrists, nurses, counselors and other health care providers available on your campus who may be interested in the presentation.
- **College students living with a mental health condition.** They can talk about their experiences living with a mental health condition, including the early warning signs they experienced, how and why they got help and what services and supports helped them the most. If your school has a NAMI on Campus club, you may want to reach out to the club to find students willing to talk about their

experiences. These personal stories can replace the videos that are currently included in the PowerPoint presentation slides. You can find a list of active NAMI on Campus clubs at www.nami.org/namioncampus.

- **A representative from your NAMI Affiliate.** A NAMI Affiliate in your community can provide information on resources and help facilitate the discussion. To find contact information for your NAMI Affiliate, visit www.nami.org/local.
- **Campus leaders.** Reach out to prominent leaders on your campus, including your class president, sorority and/or fraternity advisors, popular professors, the dean of student affairs and others to reiterate that mental health issues are important and a priority on campus during the presentation.
- **Other campus organizations and groups.** You may want to include other campus organizations and groups that can offer unique perspectives on specific issues. These can include groups that represent student veterans, gay, lesbian, bisexual and transgender (GLBT) students and culturally and racially diverse students.

What should you do to prepare for the presentation?

Here is a quick checklist to go through as you prepare for the presentation:

- Download the PDF presentation slides to your laptop. Make sure the slides display correctly and that everything works. Make sure you have Internet connection to play the video clips linked to in the presentation. They can all be accessed on YouTube. If you want to use different videos, make sure you have access to those videos by downloading them to your computer or finding them online. You may also want to use the Internet during the presentation to display your school's web section on mental health or other resources available online.
- Setup a LCD projector to display the presentation. You may also want to use speakers to ensure everyone can hear the videos.
- Practice the presentation to ensure you can cover all of the material within the timeframe available.
- You may wish to create a slide or handout that includes information about your school's services and supports. Handouts have also been created by NAMI and are available for your use at www.nami.org/namioncampus.
- As mentioned earlier, contact anyone you may like to have present with you during the presentation.
- Multiply your campus population by 0.25 to determine how many college students are living with a mental condition at your school. Use this number to fill in the second discussion prompt on page 6.

One last note...

The last slide of the presentation includes a link to five short questions for students to answer about the presentation. The link is <https://www.surveymonkey.com/s/raisingmentalhealthawareness>. Please encourage students to respond to these important questions. Their responses will help inform additional efforts related to college mental health. They will also help ensure that students across the country have the resources they need to make a difference and to take action on their college campuses. Thank you for your help in collecting this important information.

Guidance on the Presentation Slides

This section outlines key points to make for each slide, discussion prompt options to encourage interaction throughout the presentation and suggested language to transition from one slide to the next. This presentation assumes you have about an hour available to present the information and interact with the students.

You should choose which discussion prompts you would like to use and have time for before doing the presentation. It is best to go through this guide while viewing the slides to become more familiar with the presentation.

Slide 1

Key Points

- [Introduce yourself and other presenters, if applicable. You may want to share a personal story on why mental health is important to you and/or why it is important to your campus community.]
- Thank you everyone for attending this presentation. The information you learn today can help you save a life. You are making a valuable contribution to your campus community by attending this session and learning more about mental health.
- This slide presentation was created by NAMI, the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. To learn more about NAMI, visit www.nami.org.

Slide Transition: Mental health is important to everyone and here are the reasons why.

Slide 2

Key Points

- Everyone has mental health. Mental health impacts every part of your life from academic success to social interactions to physical health.
- Feeling well makes it easier to respond to the demands and stresses of campus life. Having a healthy balance is important to feeling confident, capable and happy.
- Everyone needs to take care of their mental health to cope well with the highs and lows of the college experience. Establishing healthy habits early on makes it much easier to cope with whatever life brings.
- This presentation will include more information on effective coping skills and staying mentally healthy.

Slide Transition: Mental health is also important because mental health issues are common and can impact anyone at any time.

Slide 3

Key Points

- Everyone has mental health so this is an issue that concerns all of us.
- Mental health issues are common and are just like any other physical health conditions.
- [Read from slide].
- There should be no fear. Mental health is something we all deal with. It's time to speak up and talk more openly about it so all college students can feel more supported and more encouraged to ask for help.
- To help raise the national dialogue about mental health, use #ItsTime on your social media pages to encourage people to speak up.
- By attending this presentation, you are already having a positive impact on stigma. By educating and informing yourselves on the facts about mental health, you are taking the first step to helping eliminate stigma.

Discussion Prompt:

- If one in four young adults experience a mental health issue that means (calculate .25 of your campus population) _____ students on our campus have a mental health condition. What is your reaction to mental health issues being so high?

Slide transition: You all can help eliminate stigma and make a difference by becoming more aware of mental health issues.

Slide 4

Key Points

- You can make a difference on campus by first educating yourselves about mental health.
- The first part of the presentation covers the following topics: the facts about mental health, the warning signs of mental health conditions and what to do if you see the warning signs. The second part of the presentation has ideas on how you can raise mental health awareness by implementing activities and events on campus.
- Thank you again for attending this presentation.

Slide Transition: We will now be delving into the facts about mental health.

Slide 5

This is a transition slide.

Slide 6

Key Points

- Now I am going to share a definition of mental health that comes from the Centers for Disease Control and Prevention (CDC) to ensure we are all on the same page.
- [Read the definition from the slide].

Discussion Prompt:

- What do you think it means to be mentally healthy?

Slide Transition: Here is how other young adults defined being mentally healthy.

Slide 7

Key Points

- This is how other young adults surveyed defined being mentally healthy.
- [Read the responses from the slide].

Slide Transition: Now let's define what mental health conditions are.

Slide 8

Key Points

- Here is a definition of mental health conditions from the Centers for Disease Control and Prevention (CDC) to ensure we are all on the same page.
- [Read the definition from the slide].

Slide Transition: Let's see what mental health issues are most common with college students.

Slide 9

Key Points:

- Here are the percentages of mental health conditions diagnosed or treated in college students in the last twelve months from the American College Health Association (ACHA) retrieved at www.acha-ncha.org. ACHA surveyed over 29,000 students from 54 colleges and universities to obtain this information.
- According to ACHA, students have cited depression and anxiety as among the top impediments to academic performance.
- I will not be providing details about these mental health conditions during this presentation. However, you can access NAMI's fact sheets on these mental health conditions in college students at www.nami.org/namioncampus.

Slide Transition: There are several factors that can cause these common mental health conditions.

Slide 10

Key Points

- Mental health conditions are nobody's fault, can happen to anyone and are not a sign of weakness.
- [Read from the slide].
- A family history of mood disorders (like depression and bipolar disorder) and a stressful life event in those who are genetically vulnerable can lead to the development of a mental health condition.
- Some individuals develop a mental health condition as a result of a triggering event, including extreme stress, physical or sexual trauma, alcohol or substance use, a relationship breakup, feelings of failure or seemingly nothing at all.
- In college, there are high rates of academic, social and emotional stress and triggering events like alcohol and substance use—which may increase the risk of developing a mental health condition for some students.

Slide Transition: Another fact about mental health conditions is that they are common and impact many college students in numerous ways.

Slide 11

Key Points

- Here is a list of college stressors that may trigger mental health issues in college students.
- Be aware of these stressors in yourself and your friends. Take time to take care of your mental health and well-being during stressful times by exercising, eating well, getting adequate and regular sleep, creating a support network and focusing on positive activities and people.
- There is much college students can do to reduce these stressors and positively impact the mental health of their peers.
- We can host social events that do not serve alcohol like hiking, running, participating in creative activities, going to comedy shows and much more. We can promote activities that help reduce stress too like yoga, meditation, journaling and other relaxing activities. We can also provide important information on services and supports available on campus to help manage these stressors.
- Most of all, we can create a safe and healthy zone where students feel comfortable talking about these stressors and other mental health issues.

Discussion Prompt:

- What do you do to manage college stress?

Slide Transition: These stressors can make some college students susceptible to mental health issues.

Slide 12

Key Points

- This is a graphical representation of the stigma that continues to exist for many young adults dealing with mental health issues. It was created by a young adult living with a mental health condition.
- It represents the myths and stereotypes of mental health conditions that help contribute to stigma. It shows how the young adult felt perceived by various groups of people in her social network.
- These myths include the perceptions that people living with mental health conditions are “crazy,” need to just “snap out of it,” are “dangerous” or “scary” or should just take medications to feel better.
- The reality is that college students experiencing mental health conditions do get better with the right services and supports. They are also more than their mental health condition. They are smart, friendly, talented and successful young adults who are great friends, students and community members.

Discussion Prompt:

- What myths and stereotypes do you see about mental health and what can we do to eliminate them?

Slide Transition: As mentioned before, people living with mental health conditions can achieve great success. Here are examples of well-known people who live with a mental health condition.

Slide 13

Key Points

- Many world leaders, politicians, Nobel Prize winners, athletes, celebrities and others with mental health conditions make incredibly important artistic, political and scientific contributions to society.
- [Pick a few celebrities from this list who are relevant to your audience and share their mental health issues].
- These current, high-profile people have battled numerous mental health issues (from left to right):
 - Demi Lovato (actress/singer): bipolar disorder, anorexia, bulimia and cutting
 - Royce White (NBA player): anxiety
 - Patrick Kennedy (politician): bipolar disorder and addiction
 - Brittany Snow (actress): eating disorder and cutting
 - Michael Phelps (Olympic swimmer): attention-deficit/hyperactivity disorder
 - Pete Wentz (musician, Fall Out Boy): bipolar disorder, addiction and suicidal thoughts
 - Catherine Zeta-Jones (actress): bipolar disorder
 - Adam Levine (musician, Maroon 5): attention-deficit/hyperactivity disorder
 - J.K. Rowling (author): depression and suicidal thoughts
 - David Beckham (soccer player): obsessive-compulsive disorder
 - Jim Carey (actor): depression
- Many of these famous individuals have found that exercise, creative outlets like music and acting and serving as spokespeople for mental health issues have made a positive impact in their lives and have helped them manage their mental health condition successfully.

Slide Transition: As is true with celebrities, there are also many intelligent and impressive college students who have experienced mental health issues.

Slide 14

IMPORTANT NOTE: You should test this video before the presentation to ensure it loads properly. You can access it at <http://youtu.be/hQzDyzexUE8>. If you would like to use a different video you can access similar videos of college students sharing their experiences from www.ourspace.com.es. Instead of playing a video, you may want to consider getting a college student living with a mental health condition from your school to come and present his or her personal story in person.

Key Points

- This video was made by a University of Minnesota college student who shares his personal story across the country to raise awareness about mental health issues to students.
- In this video, he describes his experience with depression and substance use and how he got help.
- [Play video].
- This video reinforces that it's okay to ask for help and that help is available and works. It also shares the early warning signs of a mental health condition.

Discussion Prompt:

- What are your reactions to the video?

Slide Transition: Now that we have seen people who live with a mental health condition, let's recap the facts about mental health.

Slide 15

Key Points

- This slide recaps the facts about mental health conditions that we have been discussing.
- [Read from the slide].
- Knowing and sharing these facts with others can help to reduce stigma and eliminate the myths and stereotypes that exist.

Slide Transition: Now that we know the facts about mental health conditions, let's discuss the early warning signs and what to do when you see the signs.

Slide 16

This is a transition slide.

Slides 17 & 18

Key Points

- [Read the warning signs from the slides].
- Remember that some of these signs may be a result of those college stressors we talked about earlier. They can be a normal reaction to stressful life events like trauma, a loss or school pressure. It's helpful to know what is going on in a person's life along with these warning signs.
- The warning signs listed here can indicate the presence of mental health conditions like depression, anxiety, bipolar disorder, substance abuse disorder, ADHD or schizophrenia.
- Regardless, these signs indicate that help is needed to address whatever is causing them—whether it's stress, a serious life-changing event or the start of a mental health condition.

Slide Transition: Let's talk a bit more about the risks associated with excessive alcohol and drug use.

Slide 19

Key Points

- [Read from the slide].
- For some, a period of heavy (and usually out of control) alcohol and drug use can trigger the onset of a mental health condition that may or may not have started on its own. Methamphetamine, cocaine, hallucinogens and marijuana are common culprits, but this can happen with alcohol, opiates and so-called club drugs (like ecstasy) as well.
- Some college students begin using alcohol and/or drugs after developing a mental health condition to cope with negative and difficult feelings and thoughts.
- It can be hard to differentiate between social uses of alcohol and drugs and uses that are associated with a mental health issue. You may have a sense that a friend's use is out of control or too excessive.

- Using alcohol or drugs regularly to cope with stress or other negative feelings usually indicates that something more is going on.
- Drinking all day and night or drinking alone can also be a sign that your friend is struggling.

Slide Transition: In addition to the warning signs for mental health conditions, it's also important to recognize the early warning signs of suicide, which requires immediate action.

Slide 20

Key Points

- [Read from the slide].
- If you see these signs, you should take action immediately even if you have been sworn to secrecy.

Slide Transition: It's important to know these signs because suicide is a real risk in college students.

Slide 21

Key Points

- Here is data on the prevalence of suicide among college students.
- [Read from the slide].
- Some of you may have already had your own experience or know of a community experience with suicide. It is incredibly painful and has a big impact on a community.
- It's important to take action to help prevent these tragedies.

Slide Transition: Here are immediate options you have if you see the early warning signs of suicide.

Slide 22

Key Points

- [Read from the slide].
- Remind your friend that the hotline is 100% free, anonymous and confidential. Anything they say will be kept secret and cannot be used against them in the future.
- You need to take action even if you are sworn to secrecy. You can save a life. The next section of the presentation includes a list of people you can contact if you have a concern.

Discussion Prompt:

- Do you have any other ideas on how you can take action when you see these signs?

Slide Transition: Now let's talk more about what you can do if you see the early warning signs of mental health conditions or suicide.

Slide 23

This is a transition slide.

Slide 24

IMPORTANT NOTE: You should test this video before the presentation to ensure it loads properly. You can access it at <http://youtu.be/W3XvhdNFpLo>. If you would like to use a different video you can access similar videos at <http://harvardspeaksup.com>. Instead of playing a video, you may want to consider getting a health care professional or psychology professor from your school to come and present in person about this topic.

Key Points

- This video clip was made by a psychology professor at Harvard as part of the school's Speak Up campaign, which aims to show young adults with mental health issues that they are not alone and that they should speak up if they need help.
- In this video clip he describes the importance of speaking up and getting help.
- [Play video].

Discussion Prompt:

- What are your reactions to the video?

Slide Transition: Along the lines of speaking up, you should tell someone you trust if you have concerns.

Slide 25

Key Points

- If you see the early warning signs, consider involving others who can help provide the right support and are trained on mental health issues. There are many people on campus who are available, able and willing to help. They have the skills to deal with these issues.
- Here is a list of people who are trained to help address these issues. Don't be afraid to reach out to them and use their support.

Slide Transition: You should also consider talking to the friend you are concerned about to learn more about what's happening and to provide a listening ear.

Slide 26

Key Points

- [Read from the slide].

Discussion Prompt:

- What would you want your friends to say if they were concerned about you?

Slide Transition: Once you have talked with your friend, see if there are ways you can provide support if they are going through a bad time.

Slide 27

Key Points

- If you find out a friend is going through a difficult time, ask how you can be supportive.
- Here are several questions you can ask to determine how you can be most helpful to a friend.
- [Read from the slide].
- Only offer to help if you are comfortable and able to do so without overextending yourself.
- Make sure to always respect a friend's boundaries and independence. Don't take over.

Discussion Prompts:

- What have you found to be most helpful when you are having a hard time?

Slide Transition: These action steps are really all about being a good friend, which is the most important thing you can do when you see the signs.

Slide 28

Key Points

- The most important thing you can do if you see the early warning signs is to continue being a good friend. Peer support is the greatest gift you can give.
- Feeling socially isolated or rejected can make things much worse for someone who is having a hard time.
- [Read from slide].

Slide Transition: As a friend, you can also provide hope and encouragement.

Slide 29

Key Points

- You can play an important role in encouraging a friend to seek help.
- Remind your friend that mental health issues are common and help is available to get better.
- Share the resources that exist on and off campus with your friend. Here are the types of services and supports that exist on college campuses.
- [Read from the slide. If you have a slide or handout with information about your school's available services and supports, share it now].

Discussion Prompt:

- What mental health resources are valuable on or off campus?

Slide Transition: There are also a lot of resources available online.

Slides 30 and 31

Key Points

- There is a lot of information available online about mental health. Here is a list of some online resources that exist for college students impacted by mental health issues.
 - www.NAMI.org provides help to the millions of people impacted by mental health issues
 - [Voices4Hope](http://Voices4Hope.org) provides mental health resources specific to teenagers and young adults
 - MentalHealth.gov was created by the White House to provide information for youth and young adults
 - www.ulifeline.org provides campus-specific mental health information for college students.
 - [NIMH](http://NIMH.gov) provides information on mental illness as well as current research in the field
 - [StrengthofUs](http://StrengthofUs.org) is a site created by and for young adults to provide support and resources
- There are also many places online that you can go to talk with someone who understands.
 - [TrevorProject](http://TrevorProject.org) allows LGBT youth to text or instant message with other LGBT individuals
 - [CrisisChat](http://CrisisChat.org) was developed by the National Suicide Prevention Lifeline for anyone going through a hard time
 - [IMALive](http://IMALive.org) is the first live online network where 100% of volunteers are trained in crisis intervention

Slide Transition: Now that you know more about mental health conditions, what can you do to raise awareness on campus?

Slide 32

We are now at the second part of the presentation that covers what to do if you want to spread the word about mental health and educate the campus community about what you just learned.

Slide Transition: If this presentation inspired you to take action and begin raising mental health awareness, here are a few places you should start.

Slide 33

Key Points

- First you'll want to see if there are mental health awareness groups on your campus that you can join. NAMI on Campus and Active Minds have chapters all over the country, but there are also clubs that may be specific to your school that are already doing work to raise awareness.
- If there isn't a group, or even if there is, visit the counseling center and the Dean of Students' office to see what resources they have that they may share. They might be thrilled to have you as an ally and willing to partner with you on future events.

Discussion Prompt:

- Do you know of any groups or resources on campus focused on mental health?

Slide Transition: Don't be discouraged if these resources are not readily available to you. They can be easily created for distribution.

Slide 34

Key Points

- NAMI has created a series of fact sheets with statistics about mental health on college campuses and a fully customizable resource sheet that covers services, information and more.
- Be sure to include information on your counseling center, health center, student disabilities office and any hotlines that your school has for emergencies.
- Make a lot of copies. Check with the counseling center and Dean of Students' office to see if they would be willing to contribute copies in exchange for your help distributing them.

Slide Transition: Now that you have your resources, let's talk about using them effectively.

Slide 35

Key Points

- Part of spreading the word is about knowing where you'll be most effective.
- Having a presence at places where students gather will make your job easier while ensuring that your message is heard.
- Events like campus visits, orientation and move-in day are very important because families are also present at these events and will want to know that their child will be taken care of when they leave.
- It is important to have a presence at times of high stress, like finals week, because students are often in need of stress relief and resources.

Slide Transition: You might also want to hold events that will get mental health issues more attention.

Slide 36

Key Points

- Here are some ideas to help spread awareness on a larger scale.
- Each of these will require an organized effort, so be prepared for the event in advance.
- [Read the slide]
- Examples of positive messages for the post-it and chalking projects include:
 - Mental health matters. Protect yours.
 - No health without mental health.
 - You are not alone.

Discussion Prompt:

- Do you have any other ideas about how to get the word out?

Slide Transition: Raising awareness doesn't always have to be a big affair. Sometimes the simplest things can make the biggest difference.

Slide 37

Key Points

- Simple, daily reminders about living well and leading a positive, happy life can make a huge difference in someone's life.
- Everyone, regardless of health status, needs to maintain positive mental health. These small ideas can make a big impact.
- [Read slide].
- These announcements can include facts like:
 - 1 in 4 young adults has a mental health condition.
 - Suicide is the 2nd leading cause of death for college students.
 - College students identified stigma as the #1 barrier in accessing mental health services and supports.

National Alliance on Mental Illness (2012). College students speak: Survey report on mental health. Retrieved from www.nami.org/collegereport.

Slide Transition: You know the facts; you have the resources; it's time to take action.

Slide 38

- [Play video]
- By working together to change the mental health culture on campus, we can truly make a difference in the lives of others. It's time to end the negative perceptions about mental illness and to be a leader in the fight for mental health awareness.

IMPORTANT NOTE: You should test this video before the presentation to ensure it loads properly. You can access it at <http://youtu.be/VF148GE3ED4>.

Slide 39

- We want to learn more about your thoughts on the presentation and what additional information you need about mental health and raising awareness.
- Please take a few minutes to answer a few short questions about this presentation. Your thoughts matter and make a difference.
- Thank you again for attending this presentation. Thank you in advance for completing the evaluation. This wraps up the presentation for today! I hope we can keep the lines of communication open and continue to discuss the important issues raised during the presentation.

Thank you!

Your leadership and commitment to mental health awareness is making a significant difference in the lives of others. Please take the time to fill out our presentation survey at www.surveymonkey.com/s/raisingmentalhealthawareness.com to help us in our continued efforts on college campuses.

Additional Resources

To review a comprehensive list of mental health resources available for college students, visit www.nami.org/namioncampus (click “Check Out Resources”). This site includes more information on college mental health.