



What's New in Mental Health at William & Mary – Fall 2015

Updated September 3, 2015



The Jed and Clinton Health Matters Campus Program

The College of William and Mary is proud to be a member of the Jed and Clinton Health Matters Campus Program. This nationally-recognized program “is designed to help colleges and universities promote emotional wellbeing and mental health programming, reduce substance abuse and prevent suicide among their students.” By joining this program, William & Mary affirms our commitment to the highest standards of practice and to using an evidence-based framework for promoting the health and wellbeing of our students.



ProtoCall

William & Mary has secured a contract with ProtoCall, a new service that provides after-hours and weekend counseling support for students who call the W&M Counseling Center with mental health concerns or issues. Staffed by qualified practitioners, ProtoCall allows us to respond quickly to our students' mental health needs, providing in-person support at times when the Counseling Center is closed. The professionals at ProtoCall communicate directly with our Counseling Center clinicians and help arrange on-campus follow-up for students, as needed.



Therapist Assisted Online – TAO

TAO is an innovative online platform of tools that allows mental health professionals to deliver effective treatment to students anywhere, anytime. The TAO treatment platform integrates HIPAA compliant video conferencing with a set of online tools including engaging video modules. The platform allows us to deliver effective, “High Engagement-Low Intensity” therapy while amplifying our capacity for meeting the therapeutic needs of our student community.



Park RX

A project of the [Parks Research Lab](#) under Professor Dorothy Ibes at the [College of William & Mary](#), the Park Prescription Program in the Greater Williamsburg Area (GWA Park Rx) is part of an international movement to use local parks and public spaces for promoting individual and community health. This promising program gives healthcare professionals the necessary tools and materials to *prescribe* time in area parks as part of a complete physical and mental health plan. Throughout the year several W&M Counseling Center staff will be trained to participate in the program, allowing us to our support students as they examine the natural environment as a means to greater physical health and psychological wellbeing.

<http://www.gwaparkrx.com/what-is-park-rx.html>

A number of mental health initiatives at William & Mary began through our Garrett Lee Smith Memorial Campus Suicide Prevention Grant. These activities will be continued beyond the end of the grant period.



TribeRides

TribeRides is a transportation service started in 2013 by Lexie Mellis and other members of HOPE (Health Outreach Peer Educators). The program was created to support W&M students who must travel to and from campus for mental health appointments. Students without cars, or those who lack the funds for weekly cab rides, are eligible. Students may sign up for the service through Health Promotion or Counseling Center, and vouchers are sent via email. All a student has to do is call, print, and go!

Off-Campus Provider Database

This new database is an easy, self-service resource for anyone seeking off-campus mental health services in the Williamsburg and Newport News area. Mental health professionals are searchable by insurance coverage, specialty, and location. The database was created to support students who choose to see an off-campus provider, as well as students who are seeking long-term therapy support. As always, the W&M Counseling Center's Mental Health Services Coordinator, Christine Ferguson, works to provide in-person assistance to students seeking referrals for therapists and psychiatrists in the local area. <http://wm.rints.com/>

Stop the Stigma, Start the Conversation

“Stop the Stigma, Start the Conversation” is a social marketing campaign designed with the help of W&M peer health educators. The campaign aims to decrease stigma associated with mental health, including help-seeking behaviors. The message is shared through social media, printed materials, and giveaways to reach as many students as possible.

At-Risk

“Kognito At-Risk: Friends in College” and “Kognito for Faculty/Staff” are engaging online training programs. In modules which allow for virtual engagement in simulated conversations, avatars represent college students who are facing the wide range of problems common in today’s university environment. W&M students, faculty, and staff can use these modules to practice skills for helping students in distress. The Kognito programs are effective tools for teaching members of our campus community how to identify students in distress, approach students sensitively, communicate concern effectively, and motivate students to get the help they need. Modules will continue to be available through the 2016-17.

<http://www.wm.edu/offices/wellness/ohp/atrisk/>

Student Health Center Screenings

Every student seen at the Student Health Center for a routine medical exam will be asked questions to help us identify early prevalent mental health concerns like depression and anxiety. Depending on the symptoms they are experiencing, students will be further screened and appropriately referred for mental health support. Our physicians are among the first line of defense in helping us reduce the risk of untreated mental health conditions.

Private Practitioner Breakfast

Each fall, local mental health practitioners from the Williamsburg area and beyond are invited to campus to meet members of the W&M mental health support community. During the breakfast, private practitioners have an opportunity to learn about support services offered through the Dean of Students Office, the Counseling Center, and student initiatives such as Health Outreach Peer Educators (HOPE) and Active Minds. Strengthening these professional relationships year after year is essential to our students’ receiving seamless, comprehensive, and on-going mental health support. More than 50 providers are expected to attend this year’s event.

For additional information:

Dr. R. Kelly Crace
Associate VP for Health & Wellness
Division of Student Affairs
757-221-1236

Dr. Warrenetta Mann
Director, W&M Counseling Center
Division of Student Affairs
757-221-3620