

The Silent Burden:

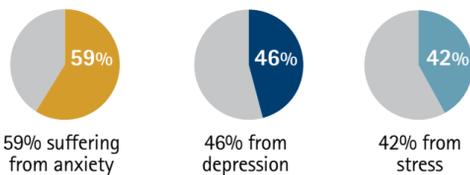
Mental Health on Campus and How Administrations are Missing the Mark

The hidden epidemic on campus is getting worse

An American College Health Association 2019 report showed:



The Association for University and College Counseling Center Directors found a similar pattern, reporting



These symptoms develop into severe mental health conditions if students aren't equipped with tools and habits to manage them

Stress, anxiety, and other barriers affect students academically

83% of students said mental health difficulties affected their academic performance 1 day or more in the last 4 weeks

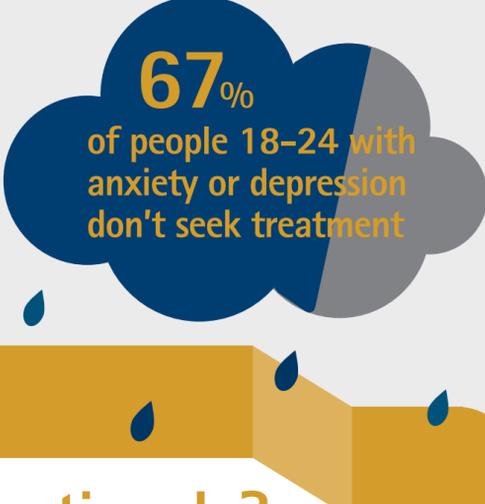
On the flip side, almost 70% of students said counseling services improved their academic performance

- And more than 58% said it helped them stay in school
- But students aren't seeking the help they need
- Less than 50% of struggling students seek support from a counseling resource



More than half of students said they wouldn't know where to go if they or someone they knew needed professional help

Mental health still carries a stigma



What can your administration do?

Identify student groups exposed to higher stress, such as:

- Student athletes
- International students
- First-generation students
- Minority-identifying students

Offer counseling in centers serving these students

- 49.3% of schools have clinicians embedded in athletic departments
- 24% have clinicians in under-represented student service offices

Provide informational sessions in conjunction with regular student group gatherings



Have a targeted outreach line specific to these student groups and their needs



Diversify your clinicians and other mental health staff

There is more racial diversity in student population.

- Current statistics show college students as:
- 55%.....White or Caucasian
 - 19.5%.....Hispanic or Latino
 - 9.6%.....Black or African American
 - 7%.....Asian
 - 3%.....Pacific Islander
 - 3.9%.....Multiracial (or two or more races)
 - 0.7%.....American Indian or Alaskan Native

Yet, 70% of counseling center staff members are White or Caucasian



Support the clinicians you have

- Clinician health reflects on student health
- Clinicians tend to take on multiple roles and burn out
 - Over 56% of College Counseling Center Directors have been in their role less than 5 years



Offer a variety of mental health resources



Mental health is a continuum and campuses should offer resources that address needs across that continuum

Yet, less than 45% of counseling centers offer services beyond standard one-on-one therapy

- Only 16% of institutions have peer support programs
- Meanwhile, clinicians are already overbooked, with the average wait for a first appointment at five business days

The more resources you provide, the lighter the burden on clinicians

Peer-to-peer counseling

- Studies found peer recovery support:
 - Reduces use of inpatient services
 - Decreases cost to mental health system
 - Increases engagement and activation in treatment
 - Decreases in stigma over time

Virtual and telehealth

Telehealth became essential during the height of the COVID-19 lockdowns

94% of individuals were very satisfied or satisfied with telehealth treatment during the pandemic

Texting and email

70% of students regarded communicating with their provider via text, email, or video rather than in-person as an acceptable option

Gamified learning

60% of students said gamified learning was the best platform for them to learn about their campus health options



Educate students on your student health insurance offerings

- More than 50% of students opted out of their campus student health insurance plan
- Uninsured students or those on an out-of-network plan may avoid on-campus care due to cost

Discover what students need and want

- Deploy online surveys to students and gain qualitative feedback from staff interfacing with students
- Work with insurance providers to gain data on student claims and what is actually helping

HORAN Campus Health works with and for campuses to navigate the complexities of student healthcare on campus. Get in touch to find out how to engage with data, discover modern solutions, and access proprietary relationships with leaders in the campus health field: [fill out a simple contact form](#) or get in touch with Chris Mihin, HORAN Campus Health Vice President and Managing Principal, at ChrisM@horanassoc.com or 513.702.3707.



RESOURCES
<https://www.aucccd.org/assets/documents/Survey/2019-2020%20Annual%20Report%20FINAL%204-2021.pdf>
<https://www.higheredtoday.org/2021/06/28/institutions-really-know-going-students-mental-health/>
<https://www.activeminds.org/wp-content/uploads/2020/04/Student-Survey-Infographic.pdf>
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<https://www.forbes.com/sites/williamhaseltine/2021/08/09/how-peer-counseling-can-address-barriers-to-student-mental-health?sh=5fbb37b41638>
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 American College Health Association. American College Health Association-National College Health Assessment II: Undergraduate Student Reference Group Data Report Spring 2019. Silver Spring, MD: American College Health Association; 2019.
 Anthem Blue Cross and Blue Shield. (2021). Surveying college students about what they want from their student health plan [Whitepaper]