

# A Little Lagniappe Leading to a Big Idea

Collaboration between Counseling Center and Health Promotion Office

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# Lagniappe



- Something given or obtained gratuitously or by way of good measure
- *A little something extra...*



# Learning Objectives

1. Examine one university's example of how the health promotion office was integrated into the mental health outreach program that had been previously been completely under the purview of the counseling center.
2. Discuss what theories of health, change, promotion, and student development were most utilized to develop the approach to outreach established by the two offices.
3. List the relative strengths and growth areas that reside within the training models for both counselors and student affairs professionals.



# Outline

- What is Mental Health Outreach?
- Why is collaboration Needed?
- What models and theories support a holistic approach to MH Outreach?
- What are the relative strengths of the counseling center and health promotion offices?
- How did this partnership inform AU outreach services?



# What is Mental Health Outreach, really?



# Why is Collaboration Needed?



- Counseling Centers cannot “do it all” anymore
  - Wait times
  - Demand for services
  - Crisis management
- Health Promotion specialists are simply better trained for certain activities



# Changing Scope of Practice at University/College Counseling Centers

- Comprehensive Counseling Services and Community Development Model (Brunner, et al., 2017): The classical model for university/college counseling centers
  - Counseling center is the be-all center for mental health
  - Clinical services
  - Consultation and collaborative services
  - Outreach and prevention programming
  - Training and education



# Major Demand for Clinical Services

- Greater numbers of students are accessing counseling centers for MH services
- Many counseling centers are taking a stepped care model to approach the concerns (least time-consuming method to most)
- “On-demand” counseling (think, urgent care office) is more sought after than before
- Thus, must think outside of the traditional box



# Outreach services can lead the modern approach to service delivery...

- A robust outreach program can reduce the need for traditional clinical services
  - But is there even enough time to establish that?



# Stepped Care Models

- Cornish et al (2017): “Stepped Care 2.0
- Two types of activities for counseling centers
  - Community and Population Based Activities
  - Clinic-Based Activities
- The “Steps” are delineated in order of increasing program “intensity” (i.e., requiring the most direct attention from clinicians—stakeholders) and decreasing “self-directedness—or client resiliency
- Example of an early step (informational self-help online)
- Example of a later step (emergency consultation session)

# Wellness → Illness Continuum

- Conceptualization that all Auburn students experience disruptions to their mental health
- If 1:3 or 4 or 5 students are diagnosed with a mental health disorder, then assume that most students with whom there are interactions do not have a mental health disorder
- Thus, a wellness model is indicated
- Preventative wellness is a specialty of the health promotion office
  - Counseling Center: Remediation



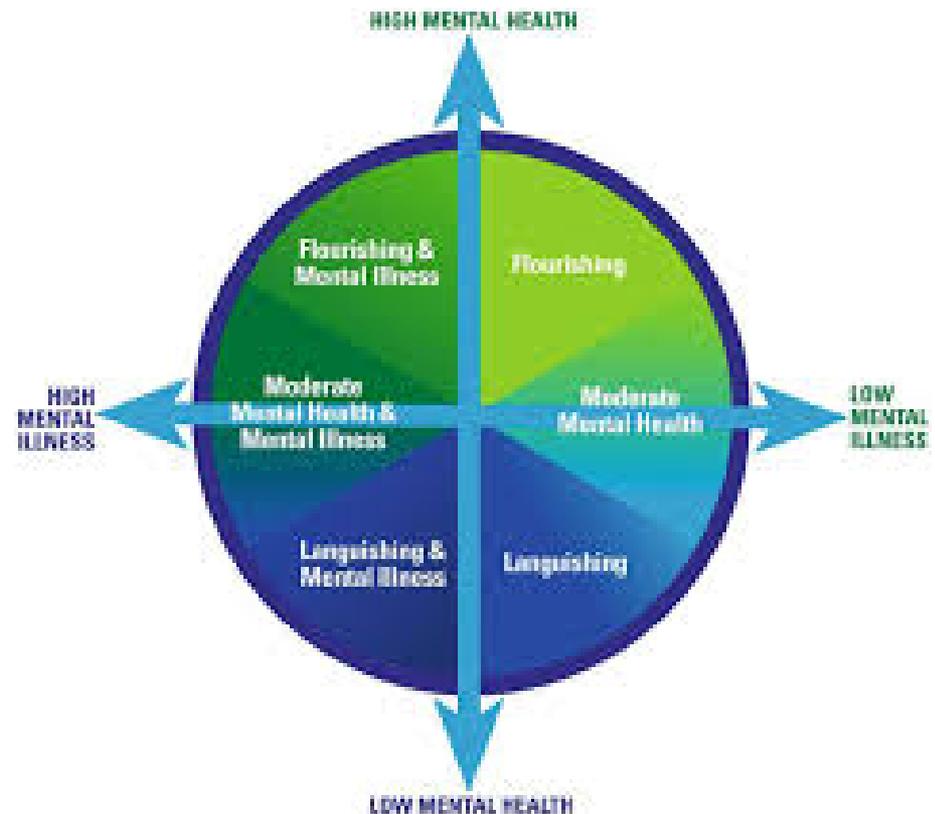
# The Wellness Paradigm

Eudaemonia- a state of flourishing

Adding to the treatment model by promoting greater awareness and opportunities for growth

## Dual Continuum Model

- Mental Illness- refers to the degree which psychiatric disorders are present.
- Mental Health- refers to levels of individual well being, ranging from languishing to flourishing.



# Campus Context



- Auburn, Alabama
- 30,000 Students
- Public
- Land Grant Institution



# Partnership



Student Counseling & Psychological Services



Health Promotion & Wellness Services



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# Training Backgrounds



Student Counseling & Psychological Services  
Psychologist; graduated from Counseling Psychology  
PhD program  
Trained to provide mostly *remedial* services (fix existing  
problems)  
Knows mental health content well



Health Promotion & Wellness Services  
Coordinator; graduated from Higher Education  
Administration Master's program  
Trained to promote health services and behaviors  
(prevention)  
Knows promotion techniques well



## Institutions

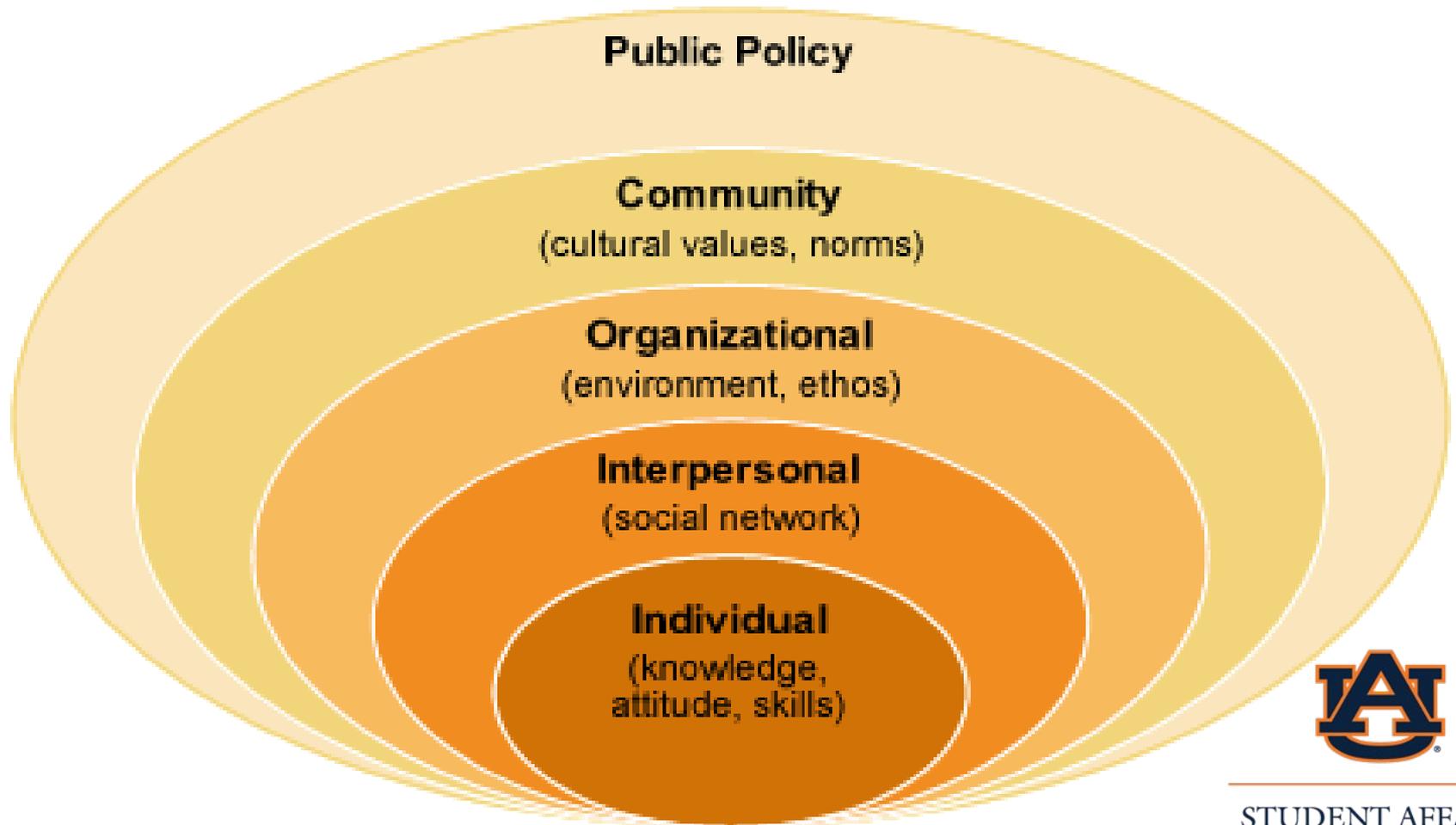
- Appalachian State University
- Binghamton University
- California State University
- Cornell College
- Mount Saint Mary's University
- Slippery Rock University
- Syracuse University
- University of California Davis
- University of California Irvine
- University of California Merced
- University of California-Riverside
- University of California San Diego
- University of Central Florida
- University of Washington
- Washington State University

## Professional Titles

- Coordinator of Mental Well-Being
- Mental Well-Being Health Promotion Specialist
- Mental Health Educator
- Coordinator of Student Mental Wellness
- Mental Well-Being Program Coordinator



# Socioecological Model



# A Holistic Mental Wellness Initiative



**A SOUND MIND**  
— rooted in mental wellness —

A campus-wide communication strategy encompassing all programs, services and trainings promoting mental wellness. Aims to provide students, faculty, staff, and parents with easy access to choose resources based on their individual goals and needs.

## Components

- Advising
- Campus Wide Events
- Communication
- Services
- Partnerships
- Assessment



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# Student Development Theory

## Model of Social & Psychosocial Disability Identity Development

Acceptance Status	<ul style="list-style-type: none"><li>• Become disabled and/or born with disability</li><li>• Person accepts own disability</li><li>• Close friends and family are accepting of the disability</li></ul>
Relationship Status	<ul style="list-style-type: none"><li>• Person meets others like herself/himself</li><li>• Engages in conversation with these individuals</li><li>• Learns about the ways of the group</li></ul>
Adoption Status	<ul style="list-style-type: none"><li>• Adopts the shared values of the group</li></ul>
Engagement Status	<ul style="list-style-type: none"><li>• Become a role model for others</li><li>• Help those who may be in other statuses</li><li>• Give back to the disability community</li></ul>





# Organization Advisors

- Coordinator of Mental Well Being for Health Promotion:
  - Readily available and accessible for students all day
  - Trained specifically in advising college students
- Assistant Director of Outreach for Student Counseling:
  - Monitors content
  - Provides service of a mental health professional as needed



# Benefits of Co-Advising

## NBC Nightly News: Suicide Prevention Awareness Month



- Markie- handled communication and logistics with the media and campus departments.
- Dustin- prepared students to share personal stories (if willing) and provided mental health content to reporters.



# Peer Support Groups



- Complements Active Minds, an information and education resource organization
- NAMI Auburn puts information and education relative to mental health in practice by offering peer-led support groups advised by a licensed mental health professional



# Self Authorship



- “Becoming the Author of one’s life”
- Stages
  - Following Formulas- allows others to define them.
  - Crossroads- challenged because your beliefs do not work with a situation; cognitive dissonance
  - Becoming the Author of One’s Life: gains ability to choose one’s beliefs and live them out
  - Internal Foundations- becomes grounded in a sense of who they are, develops mature relationships, and recognize external influences exist and can filter them.
- Three elements of SA
  1. **Trusting Inner Voice**
  2. **Building Internal Foundation**
  3. **Securing Internal Commitment**

# Nine Dimensions of Wellness Framework



- Physical
- Intellectual
- Spiritual
- Social
- Emotional
- Occupational
- Environmental
- Financial
- Cultural





## Peer Coaching Model

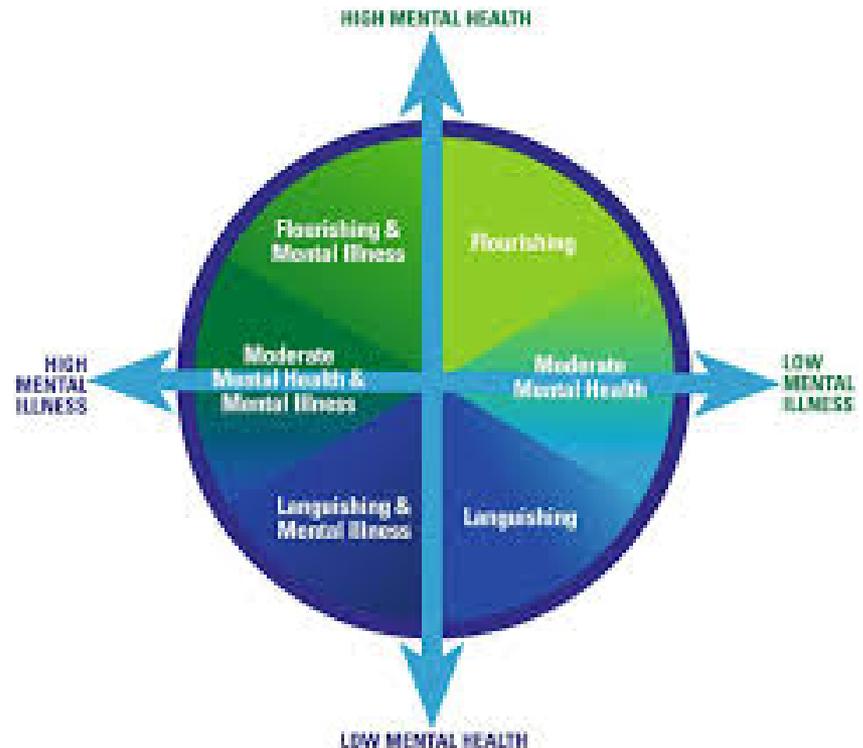
- A strength based approach using the Nine Dimensions of Wellness to help students reach their healthy living goals
- Can help alleviate some wait times for other services when students may find a better fit in Wellness Coaching
- Topics include:
  - Time Management
  - Financial Management
  - Sleep Hygiene
  - Healthy Friendships
  - Self-Care



*Q: What makes Wellness Coaching different from Counseling?*

A: Wellness Coaching is a service created to support student as they pursue their health goals, while counseling is treatment for a mental health concern.

Peer Wellness Coaches are **not** certified mental health professionals and **cannot** treat mental health disorders, but are rather peer health educators available for individual mentoring.



# Other Collaborations

- QPR Suicide Prevention Training
- Out of the Darkness Suicide Prevention Walk
- Speaker Requests
- Mental Wealth Week
- Study Abroad Preparation Video
- Standing, campus-wide committees



# Take-Aways

- High demand for services has required for counseling centers to think “outside the box” to meet students’ needs
- Collaboration with health promotion offices can be beneficial in that
  - Experts in promotion of public health, higher education administration, and prevention programs
  - Focus on wellness, not treating illness
- Counseling center staff can continue to provide expertise as part of the mental health content involved in promotion and prevention



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