

University of Houston System Student Affairs and Enrollment Services 2 0 1 9 LEADERSHIP CONFERENCE

#### "Why I Care": Increasing Help-Seeking and Visibility of Resources

Dr. Patrick Lukingbeal

Director, UH Wellness



### Learning Outcomes

- Participants will examine trends in help-seeking behavior, and what challenges and barriers exist that prevent a student from asking for support if they need it.
- 2. Participants will describe the process that the University of Houston went through to create and execute the staff "I Care" digital marketing and video campaign for its health and wellness resources.
- 3. Participants will identify challenges to helpseeking on their home campuses and evaluate what can be done to make campus resources and staff more accessible and visible.

## HOUSTON STUDENT AFFAIRS & ENROLLMENT SERVICES



#### Why?

Confidentiality

**Cultural factors** 

**Finances** 

Lack of understanding of mental health

Not seen as a problem

Stigma

**Transportation** 

## Help-Seeking in College

Nationally, only about 37.5 % of women and about 5.8 % of men seek support in college (Hubbard et al., 2081)

The past two decades have seen an increase in mental health cases, with triple the number of clinical depression and suicidal ideation/tendencies (NASPA, 2009).

Students rank psychological health as having a high value (90%) while in school (Joyce et al., 2009).

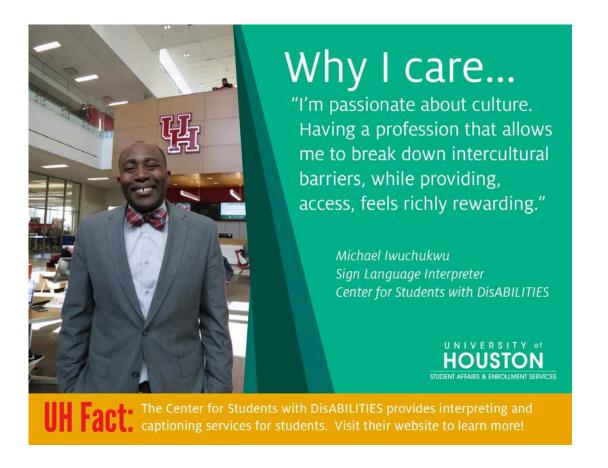
Contact as a stigma change tactic has proven effective (Kosyluk, et. Al, 2015).

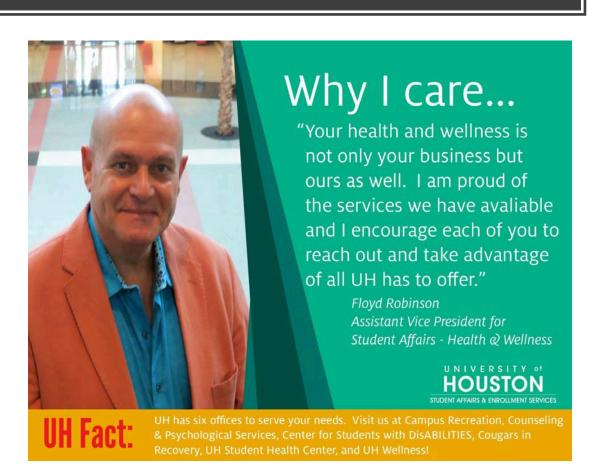
"I Care Campaign" Development Wanted to better tell our story

Highlight existing resources

Profile staff

Increase helpseeking

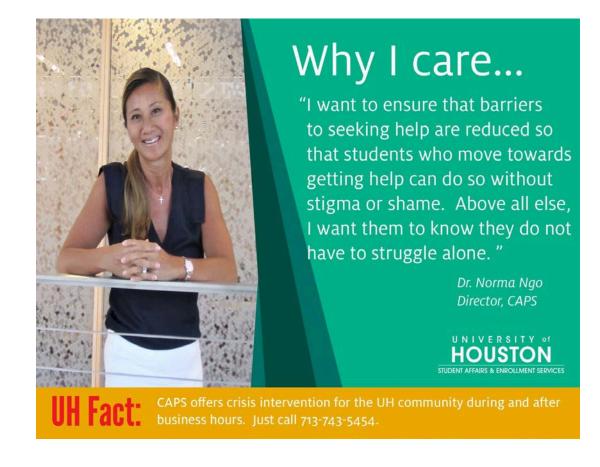


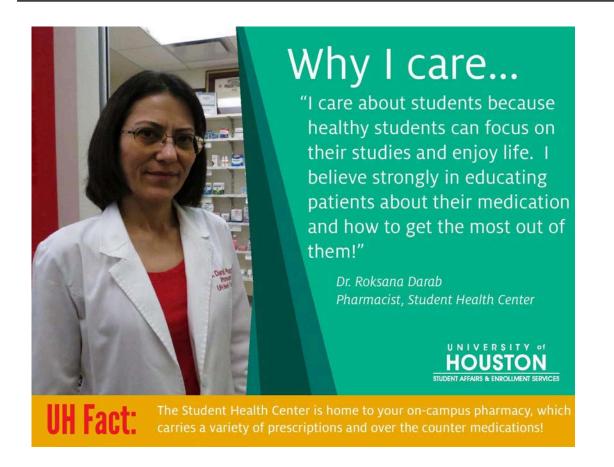


















# I Care Campaign: Timeline

Nominations: July 2019 Template Design: July 2019 Photos and Quotes: August 2019 Video Capture: Throughout Fall 2018 Social Media Release: Weekly



What help-seeking challenges or barriers exist for your students?

What strategies could be utilized to increase visibility of resources and increase help-seeking?