

## Currently funded colleges and universities

**Indiana University-Purdue University- Indianapolis:** IUPUI's Health and Wellness Promotion office focuses on not only physical health but mental health as well. They provide presentations, services, and coaching to all students of IUPUI and strive to provide a whole health approach to well-being including mind, body and spirit. During their campus assessment, wellness staff determined that alcohol is the most consumed substance among their undergraduate population at 59.3%, (2016 Indiana College Substance Use Survey).

IUPUI plans utilize DMHA funds to implement the following strategies:

- **Personalized feedback intervention:** This is considered an individual strategy by the National Institute on Alcohol Abuse and Alcoholism's CollegeAim guide. This strategy will check alcohol knowledge in the areas of risk factors, protective factors and consequences. This tool has gone through multiple rounds of testing with student feedback at every step of development and launches in the 2019-2020 academic school year.
- **Messaging campaigns:** This environmental strategy plans to address social norms around alcohol use. In the 2018-2019 school year the campaign was able to have approximately 7,000 impressions through Twitter and Instagram and reached nearly 800 students through a social messaging campaign during orientation. IUPUI staff have been working with multiple organizations to help build a more robust marketing campaign that will have a wider reach and cover multiple risk and protective factors of alcohol use.
- **Health disparities:** IUPUI received additional funding from DMHA Prevention to address their LBGTQ+ population, enabling them to engage and train mentors with the LBGTQ+ center on campus. These mentors will now conduct one-on-one coaching on mental wellness and substance use with students in the LBGTQ+ community, with a target of 20-30 students in the 2019-2020 school year.

If you would like more information about the programs IUPUI is providing to its students, please contact Eric Teske, Director of the Office of Health and Wellness Promotion, [erictesk@iupui.edu](mailto:erictesk@iupui.edu).

**Purdue University:** Purdue University Recreation and Wellness has been providing a variety of options and services to help students achieve their health and wellness goals for many years. The campus assessment determined that mental wellness is key to lowering alcohol use among their students.

Purdue University has utilized DMHA funds to implement the following strategies:

- **Ally training:** Purdue has trained students and staff on promoting student wellness to prevent and reduce student substance use and how to be allies of students overcoming substance use problems. In the 2018-2019 academic year, 102 individuals completed ally training. Purdue plans to continue this training and evaluate how trainees have utilized their new skills.
- **Mindfulness room:** During the campus assessment, Purdue determined that having a space for students to practice mindfulness activities was of interest. A room in the CoRec Center was dedicated for practicing mindfulness. They have included examples of mindfulness activities as well as held classes for guided meditation throughout the year. There have been 2,726 individual uses of the space. Out of voluntary surveys that were collected throughout the year, 83.2% reported stress level reduction by at least one point from utilizing the mindfulness room.
- **Mindfulness on demand:** Due to the popularity of the mindfulness room, Purdue wellness staff decided to provide a mobile version of mindfulness activities that can be checked-out by

students and staff, enabling them to practice mindfulness in other areas of campus. This strategy will be fully implemented during the 2019-2020 academic school year.

- **Substance-free collegiate community:** With an increasing number of students abstaining from alcohol and other drug use, Purdue staff determined it necessary to provide a community that is supportive of those students. They created the substance-free collegiate community, whose goal is to provide opportunities for peer-to-peer support and academic support along with promoting a substance free lifestyle.
- **Social norming campaign:** To continue the promotion of mindfulness, the Purdue wellness staff will launch their "Take a Moment" campaign in the 2019-2020 academic school year. This campaign has eight unique messages related to health promotion and mindfulness that will be printed on napkins used in the dining courts across campus and has an estimated reach of 15,000 individuals.
- **Health disparities:** IUPUI received additional funding from DMHA prevention to address the mental health and substance use needs of their LGBTQ+ population. Purdue has worked with the LGBTQ+ center on campus and are planning a series of educational trainings on a variety of topics identified during an assessment of the LGBTQ population on campus.

If you would like more information about the programs Purdue University is providing to its students, please contact Tammy Loew, Senior Assistance Director, Wellness Programs, [tfloew@purdue.edu](mailto:tfloew@purdue.edu).

**University of Notre Dame:** The McDonald Center for Student Well-Being identified the following needs through their campus assessment:

1. Students have misperceptions about alcohol use, overestimating how much alcohol their peers drink and underestimating the consequences of alcohol use.
2. The campus would benefit from messaging that normalizes lower-risk alcohol use.
3. Students would benefit from tailored and targeted programs and interventions, aimed to impact subpopulations such as undergraduates, first-year students, students living on campus and women and men individually.
4. The campus community would benefit from work addressing campus culture change, with specific attention on traditions and events that have high-risk alcohol use associated with them.

The University of Notre Dame is addressing these needs through the following strategies:

- **Social norms media campaign:** During the spring 2019 semester the McDonald Center was able to launch the "Define Your Normal" campaign. This campaign was designed to address perceptions around substance use, normalize authenticity in the student population and increase help-seeking behaviors related to emotional well-being. The campaign has already garnered an estimated reach of 33,884 impressions throughout the spring semester. This campaign will also be embedded into the Moreau First Year Experience, a required class for all first-year students. Additionally, it will be promoted to members of the Healthy Campus Coalition.
- **Programming:** The McDonald Center implemented a robust calendar of fall programming in hopes of reducing risks related to substance use and increasing social connectedness within the student population. These events were well-received and had mostly high attendance rates. Unfortunately, it was difficult to determine the true impact of the events, and because they were high cost and time intensive, the McDonald Center staff decided to instead focus efforts on a well-received newsletter called "Well-Connected." This newsletter curates four to six diverse events from both the campus and surrounding communities and is delivered each week to subscribers. First-year students who indicate they are interested in alcohol-free programming

and in meeting other students who choose to socialize without alcohol are automatically added as subscribers. Students also have the option to subscribe in other ways. As of spring 2019, there are over 1,000 subscribers, with an average newsletter open rate of 76%. More than 200 events were shared in the 2019-2020 academic year and 75% of surveyed students reported attending at least one featured event. This newsletter has helped students become more connected to activities on campus as well as in the surrounding South Bend community.

- **Workshops and trainings:** McDonald Center staff members had the privilege of working closely with a candidate in the MFA industrial design program at the university to create a new and innovative way to address the challenges of engaging students in well-being education. This collaboration resulted in an effective play-based intervention board game that focuses on connecting students to each other while also providing alcohol education and challenging social norms around alcohol use. The game presents players with unique scenarios and assists them in planning decisions without the pressure of being in that scenario at the moment, all in the context of talking to and connecting with their peers. Of students who played the game, 54% reported they had the opportunity to think through scenarios and decisions, 67% felt safe to be their authentic selves and 78% felt a sense of community with the other players. Because social connectedness and authentic relationships are a protective factor for high-risk use, these numbers supported the effectiveness of the intervention. The McDonald Center has also been able to develop workshops focused on social host guidelines and the Lifeline Law with students in the residence halls.

If you would like more information about the programs the University of Notre Dame is providing to its students, please contact Jenna Gehl Jones, Assistant Director for Emotional Well-Being, [jgehl@nd.edu](mailto:jgehl@nd.edu).