Building a Healthier Student Body, Mind and Spirit

Annual Report 2011-12

Accredited by
Accreditation Association for Ambulatory Health Care, Inc
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Mission Statement

Mission

The mission of Emory University Student Health and Counseling Services is to empower students to take responsibility for their health and to complement the academic mission of the university by providing unified medical, counseling and health promotion services that result in a healthy campus culture. Student Health and Counseling Services is committed to providing caring professional clinical services to a diverse student body and to reducing the stigma associated with seeking mental health services.

Vision

The vision of Emory University Student Health and Counseling Services is to help students to excel, both while at the University and beyond, by promoting wellness as a state of optional human functioning.

Emory University Student Health Services is very proud to be fully accredited by the Accreditation Association for Ambulatory Health Care, Inc. (AAAHC). Emory University Student Counseling Centers Psychologist Training Program is fully accredited by the American Psychological Association (APA).
Overview of EUSHCS 2011-12 Accomplishments

Significant EUSHCS Accomplishments for 2011-12 included:

- EUSHCS met all Annual Report organizational goals for 2011-12 (see EUSHCS Goals and Results 2011-12).
- EUSHCS continued to meet the primary care, nursing, counseling, psychiatric and health promotion/wellness needs of over 13,500 Emory students, offering state of the art and evidence-based services and programming.
- EUSHCS created a multidisciplinary Strategic Planning Task Force in Fall 2011 and completed the 2012-16 EUSHCS Strategic Plan in February 2012. The EUSHCS strategic plan includes five major strategic goals with detailed objectives, implementation strategies, timelines, process owners and financial implications. The EUSHCS Strategic Plan was presented to Campus Life Deans and Directors in April 2012.
- EUSHCS successfully implemented the Fall 2011 American College Health Association National College Health Assessment (NCHA), analyzed data, and disseminated findings to stakeholders. Emory University received recognition at the American College Health Association annual meeting as a prime example of a well executed National College Health Assessment (NCHA). Emory’s response rate in November 2011 was 31.5%. The ACHA-NCHA dataset helps EUSHCS set priorities and spark campus dialogue around students’ health attitudes and behaviors. Wide-scale dissemination of results will begin in fall 2012.
- EUSHCS spearheaded another highly contentious but ultimately highly successful renegotiation of the Aetna Student Health Insurance Plan for 2012-13. By successfully fighting to reduce the rate increase from over 24% to 7.9% (including mandatory national healthcare reform plan enhancements), 5,800+ Emory students enrolled in the plan (and/or their academic departments) will save nearly $2 million in premiums paid in 2012-13.
- EUSHCS successfully advocated with Ways and Means Committee and the Board of Trustees to increase the Mental Health and Counseling Fee from $50 to $58 in FY13, which will sustain personnel and programming funded by the fee and continue the most effective intervention programs currently funded by the Garret Lee Smith SAMHSA Suicide Prevention Grant.

- EUSHCS initiated an Emory Healthy Campus Coalition in collaboration with the University Senate and conduct a needs assessment for sexual and relationship violence prevention and response, using findings to integrate primary prevention into program components. Marc Cordon, MPH chaired the Campus Life committee of the University Senate in the first of a three-year term focusing on the development, operationalization and sustainability of a student-run Healthy Campus Coalition. Year one focused on a literature review, building a theoretical foundation and beginning to engage students, staff and faculty on the steering committee.

- EUSHCS completed the final moves to new primary care clinical facilities in the 1525 Clifton Road building, gaining an additional 2,000 sq. feet of clinical, waiting room and administrative space. Erna Wilkerson, MHA and Business Office staff redesigned the EUSHCS waiting room to make it more welcoming and student-oriented, including a video screen with health enhancing messages.

- EUSHCS had another successful year financially, with nearly $2 million in patient care revenue for FY 12.

- Primary care and women’s health clinical providers, nurses, counselors and psychiatrists at the 1525 Clifton facility saw over 19,000 individual patient visits in 2011-12.

- Emory University was recognized as a “Safe Community” due to the collaborative work of the Emory Safety Alliance, of which EUSHCS is an active member. Michael Huey is co-chair of the Safety Alliance. Emory is only the second campus in the United States to receive this designation.

- Counseling Center and Psychiatric staff continued to deal with very serious mental illnesses among our student population. Data from clinical assessments estimate that 24% of students using Counseling Center services this year reported having had some kind of suicidal ideation; 10% reported having these thoughts more than rarely, and about 4% reported having these thoughts frequently.

- The Sexual and Relationship Violence Prevention Education and Response program re-launched under a new name, the Respect Program, in July 2012. Lauren Bernstein, MSW worked with several student volunteers at the undergraduate and graduate level
to conduct formative research informing the strategic plan for violence prevention. The Respect Program will continue to provide crisis intervention, individual consultations, and education while expanding on its successes over the past year in student mobilization and leadership as well as population-level prevention.

- In Spring 2012, EUSHCS received a $1000 grant from the Emory College Center for Creativity & Arts to host the Water Gives Life; Water & Soap Saves Lives Video Contest. Emory students were encouraged to create short digital videos to increase hand hygiene awareness. The first and second place videos debuted at the Center for Ethics’ Free Speech Art Café. The winning video was also featured in the May 2012 edition of Student Health 101.

- EUSHCS worked with Emory Healthcare Administration to maintain Emory Clinic Radiology services in the 1525 Clifton Road building.

- Business Office staff completed a final transition to a fully electronic medical records system. In summer 2012, over 9,000 paper medical records of graduated Emory students were electronically imaged for future reference and access.

- EUSHCS Nursing Staff created new patient care protocols for the Travel and Immunization Clinic. The highly utilized EUSHCS Travel Clinic provided comprehensive risk assessment, immunizations and travel education to Emory students studying abroad.

- EUSHCS participated in the planning and successful implementation of the 2012 Emory Campus-wide “Active Shooter” Emergency Drill. The drill was a centerpiece of the successful site visit for Emory’s Safe Community designation.

- EUSHCS Nursing and Business Office Staff implemented another successful Flu Shot Campaign, giving close to 2500 flu shots to the Emory students.

- EUSHCS continued participation in Emory’s Enterprise Risk Management process, as a process owner for 4 of the 50+ identified major risks.

- In Fall 2011, OHP launched a unified social media experience for students, incorporating a blog site and Twitter feed as well as photos, videos, direct access to the Student Health 101 online magazine and incorporating our existing Facebook page. Our Be Well Excel listserv continued to grow and numbers over 1500 students even after many members graduated.

- Dana Wyner, PhD’s two year assessment study of the EUSHCS Stress Clinic received a national honorable mention from the AAAHC Institute of Quality Improvement.
• Michael Huey, MD was honored as the Emory University 2012 LGBT Ally of the Year.

• OHP planned, implemented and evaluated campaigns and awareness weeks including: National Collegiate Alcohol Awareness Week; Take Back the Night; National Nutrition Month and Sexual Assault Awareness Month.

• Counseling Center staff saw 1031 new clients, representing a 15% increase from the previous year. Center professional staff provided 8777 therapy hours, or a 14% increase compared to the previous year and a record for the Center. Despite these significant increases in students served, 96% reported having been seen in a reasonable amount of time.

• Counseling Center staff continued to supervise and support two marquee student-run groups over the past year: Helpline and Active Minds. Active Minds’ marquee event was the first-ever Active Minds Southeastern regional conference.

National Nutrition Month with President Wagner
EUSHCS 2011-12 Clinical Provider Accomplishments

In 2011-2012, EUSHCS Clinical Providers enjoyed delivering high quality health services to Emory students while participating in campus life activities and educational programs. Accomplishments included:

- Completion of more than 300 hours of continuing medical education concerning topics such as emergency medicine, primary care updates, contraceptive technology, wilderness medicine, and women’s health
- Completion of quarterly peer reviews and annual HIPAA privacy compliance and blood borne pathogens/OSHA training for clinical providers
- Participation in new student orientation events
- Participation in the educational mission of the University by presenting lectures to students, faculty and the community. Betsy Rothschild served as a course module director for Fundamentals of Endocrinology, served as a Learning Society Leader, and lectured on urinary tract infections for students in the physician assistant program.
- Mike Huey continues to serve as a team physician for Varsity Athletics at Emory. He provides care at the on-site training room clinic and during athletic events.
- Clinical providers continue to create and revise policies, procedures and forms to facilitate high standards of care for our students.
- Michael Huey served on numerous Emory committees such as the Emory University Administrative Counsel, Emory University CEPAR Operations Group, the Disaster Drill Planning Committee, the Emory Healthcare Influenza Operations Group, the Emory College Orientation Planning committee, and the Emory Athletics Athlete Wellness Committee. Michael Huey is Co-chair of the Emory Safety Alliance and is Chair for both the Emory Student Health Insurance Advisory Committee and the Emory University Student Insurance Requirement Appeals Committee. He is a member of Emory’s Occupational Medicine Steering Committee and Occupational Medicine Executive Director Search Committee.
• Ray Jarvis directed the American Heart Association CPR training for members of the EUSHS medical staff in January, 2012.

• Mike Huey continues to serve as a surveyor for the Accreditation Association for Ambulatory Health Care.

• Betsy Rothschild attended the American Association of Physician Assistants National Conference in May 2012 and made a presentation on The Clinical Preceptor’s Tool Kit. Betsy also served as a project leader at the Clinical Coordinator Workshop for the Physician Assistant Education Association in March 2012.

• Ray Jarvis continues to enhance the Student Health website by serving as a manager and editor.

• Theresa Berry and Betsy Rothschild continue to volunteer at the Good Samaritan Clinic in Atlanta.

• Theresa Berry served as an attending for the Physician Assistant Program during their work with the South Georgia Farm Worker Health Project in June 2012.

• Theresa Berry received certification for Advanced Wilderness Life Support (AWLS).

• Dawn Mielke received certification for Adult Cardiac Life Support (ACLS) and Pediatric Advanced Life Support (PALS).

• Eleanore Reiss initiated a support group for students with diabetes.

• Michael Huey, MD was honored as the Emory University 2012 LGBT Ally of the Year.
EUSHCS 2011-12 Nursing Staff Accomplishments

EUSHCS Nursing Staff continued to focus on assisting in providing excellent care to our Emory University students. 2011-12 accomplishments included:

- Continued to communicate with hundreds of students offering timely medical advice through Point -N-Click, EMR, via secure e-mail, and the medical information phone line.
- Provided nursing support and assistant to EUSHS providers and in-house specialty clinics (Dermatology and Colposcopy) in the care of our students.
- Provided Travel Consultations to hundreds of students traveling out of the country and administered required vaccines which included Yellow Fever and Japanese Encephalitis.
- Developed a new nurse protocol for the Travel Clinic.
- Continued to administer various vaccines to students through the Immunization Clinic. Also, coordinated many mass immunization sessions with the Medical, Allied Health, and Nursing Schools.
- Assisted in tracking over 1300 pap smears and follow up to students with abnormal pap smears.
- Collaborated with non-EUSHS doctors to provide services for student requiring blood drawn and administering injections for chronic illnesses.
- Continued to provide desensitization services to over 50 patients receiving from 1-4 allergy shots weekly.
- Continued to coordinate and manage a successful contraceptive program completing hundreds of refill requests and offering up-to-date methods and information.
- Worked with staff to implement a successful Flu Shot Campaign, giving close to 2,500 flu shots to the Emory students in a newly renovated nursing triage area.
- The nursing staff attended numerous conferences, seminars and in-house in-services such as MSM, Sexual Violence and Safe Space. Gertrude Thompson attended the American College Health Conference in Chicago. Molly Mitchell attended the PnC Conference in South Carolina.
• Molly Mitchell and Gertrude Thompson were members of the EUSHCS Strategic Planning Task Force.

• Continued to have a nurse representative on Executive, Core Group, Women Health and Safety Committees.

• Continued to actively participate in developing and updating policies and procedures.

• Several nurses were recertified in CPR and renewed their Defensive Driving privileges, which aids in transporting students to the ER and sometimes their residence hall.

• Two nurses, Marlene Tessler and Dawn McJenkin, retired after a cumulative 55 or more years of nursing experience.
Highlights

- We welcomed Sue Gloor as our 2010-2011 RHD Fellow.

- Emory was recognized as a “Safe Community” due to the collaboration of the Emory Safety Alliance of which OHP is an active member. Emory is only the second campus in the United States to receive this designation.

- Spring 2012 marked our first semester as a tobacco-free campus. We provided Freedom from Smoking courses as well as individual consultations to assist students who wanted to quit.

- Emory University received recognition at the American College Health Association annual meeting as a prime example of a well executed National College Health Assessment (NCHA). Our response rate in November 2011 was 31.5%. The ACHA-NCHA dataset helps us set priorities and spark campus dialogue around students’ health attitudes and behaviors.

- Willie Bannister, Virginia Plummer, and students Uduak Bassey, Danielle Kuykendall, Kristen Bell, Alexis Ritvo and alumna Andrea Stokfisz collaborated on a two year project to develop a comprehensive plan for ATOD Prevention and Risk Reduction at Emory.

- The Sexual and Relationship Violence Prevention Education and Response program relaunched under a new name, the Respect Program, in July 2012. The Respect Program will continue to provide crisis intervention, individual consultations, and education while expanding on its successes over the past year in student mobilization and leadership as well as population-level prevention.

- In summer 2012, we had 16 volunteer interns who developed a wide array of projects to enhance individual and community wellbeing including program planning, curriculum design, video production, independent study in the connections between student affairs and health promotion, campaign development, research, and marketing. See photo.
Health Promotion Goals and Outcomes 2011-2012

**Goal One: Build Individual and Community Capacity through Education and Training**

**Summary**

We provided 156 educational programs totaling 217 hours of instruction and resulting in 3,868 student contacts, 380 staff contacts and 38 faculty contacts. Of these total educational programs, we provided 8 mini-courses and micro-courses reaching a total of 95 participants.

We also participated in 21 outreach events reaching over 600 students.

**Mini-Course and Micro-Course Outcomes**

**Healthy Sustainable Eating on a Budget - Fall Micro Course Summary:**

Evaluations from the three classes showed improvement in knowledge scores and positive feedback regarding student experience in the classes. Goals of the lesson plan were accomplished in all three classes. The instructors concurred that the depth of class discussions was excellent. All students collaboratively prepared, cooked and ate together.

**Healthy Sustainable Eating on a Budget - Spring Micro Course Summary:**

Three distinct sections were provided: “Grains and Greens”, “The Pros and Cons of Chocolate” and “Meet Meat”. Goals of the lesson plans were again accomplished in all three programs. Participation in all three programs was excellent as was feedback from students.

**SleepWell**

The majority of participants responding at each interval met the learning outcomes. The majority of participants that could be matched from time 1 to time 3 showed an improvement in sleep quantity or maintained an appropriate sleep quantity. This was the first department self-sponsored iteration of SleepWell. Thus, there were no meals or snacks provided. Retention was comparable to other cohorts and the initial registration exceeded any other cohort (no limitations to registration based on sponsor or class year). The class will be continued.

**Curriculum Infusion**

OHP staff partnered with faculty in the Rollins School of Public Health to provide learning experiences for MPH students in seven courses. Results of these projects were a) used to strengthen The Respect Program; b) shared with the national publishers of Student Health 101 e-magazine to improve its features for graduate students; c) used to revise the LeadWell series; and d) used to inform development of an online wellness map (in development ’12-’13).
Student Practica and Practical Experience

- Heather Zesiger mentored 4 students for year-long public health practicum experiences:
  - Jenna Lupi – long-term retrospective assessment of the SleepWell mini-course
  - Heather Marsh – creating supplemental interventions to complement AlcoholEdu
  - Alice Byrd – Tobacco Free Emory Task Force evaluation and social marketing (Dooley Quits!)
  - Amy Goodman – converting SleepWell to an online course
- Lauren Bernstein mentored Sara Millimet, an RSPH student, in a practicum project benchmarking other institutions’ sexual violence prevention programs and their educational programming offered during new and transfer student orientation.
- Marc Cordon supervised two RSPH practical experience interns. Kirsten Bondalapati was our data analyst for the NCHA; Maral Banan joined us for part of the year as the Healthy Campus Coalition intern.
- Willie Bannister and Virginia Plummer co-advised two RSPH practicum students, Uduak Bassey and Danielle Kuykendall, in the summer, preparing internal benchmarking report and Alcohol and Other Substance Abuse Prevention and Intervention Strategic Plan.
- Willie Bannister supervised, with support from Lauren Bernstein, Anjali Desai, an RSPH intern developing curricula to highlight the intersections of sexual assault and alcohol abuse prevention in summer 2012.

Goal Two: Provide Clinical and Consultative Services and Case Management to Enhance Health and Reduce Risk

Clinical and consultative service visits August 2010 - July 2012:

<table>
<thead>
<tr>
<th>Service</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sexuality Counseling and Confidential HIV Testing in OHP</td>
<td>62</td>
</tr>
<tr>
<td>Nutrition Counseling</td>
<td>468</td>
</tr>
<tr>
<td>Alcohol &amp; Other Drug Risk-Reduction</td>
<td>291</td>
</tr>
<tr>
<td>Sexual Assault Prevention &amp; Response</td>
<td>196</td>
</tr>
<tr>
<td>Sleep Consultations</td>
<td>24</td>
</tr>
<tr>
<td>Stress Reduction (at the Counseling Center)</td>
<td>123</td>
</tr>
</tbody>
</table>

Virginia Plummer augments Stress Clinic staffing for a second year
Gini taught 18 Stress Clinic classes at the Counseling Center.
**Goal Three: Perform Assessment and Evaluation to Inform Practice**

Willie Bannister submitted a quality assurance study on the AlcoholEdu program. This report as well as other indicators will be considered in 2012-2013 to determine whether to renew the contract for this service or to seek an alternative.

Carol Kelly submitted *Campus Life Needs Assessment, Assessment 2011-2012, Nutrition Factors Which May Affect Athletic Performance, Phase II* (with Joyce Jaleel and Susan Johnson). Results will be used to inform future nutrition education interventions with student athletes and may be published.

Carol Kelly submitted 6 micro-courses: 2 cohorts of each of the following: Grains & Greens, Pros and Cons of Chocolate and Meet Meat. Results will be used to inform future nutrition education interventions.

Virginia Plummer submitted *StressLess for Success Mini Course QA Report, Benchmarking Study on 2011 Education Advisory Board Custom Research Brief: Alcohol and Drug Education and Prevention Programming at Seven Private Institutions; and Emory University Office of Health Promotion Benchmarking Survey Summary Report*. Results were used to inform the strategic plan for ATOD prevention and the recommendation for qualified prevention personnel to be hired to implement the plan.

Heather Zesiger submitted 5 quality assurance studies: SleepWell cohort 7; WVU Benchmarking Study; USC Benchmarking Study; Students in Distress Needs Assessment update (on behalf of an RSPH class); evaluation of Student Health 101 (on behalf of an RSPH class). Results of the benchmarking studies were used to inform a strategic realignment of the OHP department in August 2012. Results of the needs assessment will be shared with the new suicide prevention coordinator in the Counseling Center and results of SleepWell were used to enhance the new online version.

Emory University received recognition at the American College Health Association annual meeting as a prime example of a well executed National College Health Assessment (NCHA). Our response rate in November 2011 was 31.5%. The ACHA-NCHA dataset helps us set priorities and spark campus dialogue around students’ health attitudes and behaviors.

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**Goal Four: Contribute to Community and Diversity**

**Programs and Partnerships**

- Lauren Bernstein and Willie Bannister led a roundtable discussion on Negotiating Difficult Conversations at the NASPA AOD Conference.
- Lauren Bernstein was a guest lecturer on the Intersections of LGBTQ and Anti Violence Agends in Reproductive Justice Work at the University of Waterloo, Canada
- Willie Bannister served on the LGBT Life Advisory Committee
- Carol Kelly participated in National Nutrition Month with FSAP, Dining and Emory Hospital
• Virginia Plummer was a Guest panelist for *Alcohol Prevention and Recovery on College Campuses* statewide conference held at Georgia Tech

**Other Service**

• Carol Kelly supervised 8 Emory University Hospital dietetic interns
• Virginia Plummer advised one MD/MPH intern, one community volunteer, and one RSPH student volunteer preparing external benchmarking report, 2011-2012.

**Student Organization Advising**

• OHP staff coordinate the Student Health Advisory Committee (SHAC)
• Lauren Bernstein advises the Alliance for Sexual Assault Prevention (ASAP); Sexual Assault Peer Advocates (SAPA); and Grads Against Violence (GAV)
• Marc Cordon advises the Healthy Campus Coalition

**Professional Development, Continuing Education, Awards and Publications**

• Professional development activities are logged on the Campus Life Professional Development form. OHP staff presented at conferences, published an article, were interviewed by the media, won awards, and attended several continuing education seminars in 2011-2012.

**Goal Five: Provide Outreach and Marketing to Promote Services and Raise Awareness**

We provided 21 outreach events. These events included information tables at Wonderful Wednesdays and in the lobbies of graduate and professional schools.

We also guest lectured in classes in the PA program, Dietetic Intern program, School of Nursing, RSPH, Emory College, Goizueta Business School and School of Medicine.

We planned, implemented and evaluated campaigns and awareness weeks including: National Collegiate Alcohol Awareness Week; Take Back the Night; National Nutrition Month and Sexual Assault Awareness Month.

We continued our online program request forms and an online safer sex supply request form.

In Spring 2012, EUSHCS received a $1000 grant from the Emory College Center for Creativity & Arts to host the Water Gives Life; Water & Soap Saves Lives Video Contest. Emory students were encouraged to create short digital videos to increase hand hygiene awareness. The first and second place videos debuted at the Center for Ethics’ Free Speech Art Café. The winning video was also featured in the May 2012 edition of Student Health 101.
The 2011-12 annual report summarizes another year of progress towards fulfilling the mission of the Student Counseling Center: providing first-rate mental health care, prevention and education to the Emory University community. Particularly significant were the continued efforts of the “Emory Cares 4 U” program funded by the Garrett Lee Smith Memorial Campus Suicide Prevention Grant that Emory University was awarded by the Substance Abuse and Mental Health Services Administration (SAMHSA). Spearheaded by Drs. Kaslow (Department of Psychiatry), McLeod and Yang (Campus Life, Counseling Center), major grant related accomplishments included expanding gatekeeper training efforts, continuing the internet-based outreach program developed and supported by the American Foundation for Suicide Prevention, and further development of an Emory Cares 4 U web site which includes links to materials developed specifically through grant-related activities. In addition, a diverse and representative coalition of stakeholders representing many of Emory’s constituencies continues to function as an advisory group as the Center prioritizes and develops programs designed to sustain efforts that were previously grant funded. The staff at the Center has devoted a large amount of time to grant activities, time that has been well worth the effort and which should eventually facilitate the development of more grant funded interventions. In addition, this past year Center staff participated fully in the very important process of developing a new strategic plan for Student Health and Counseling Services.

As noted in last year’s report, obtaining approval and funding for a viable sustainability plan was a major goal for the past academic year. Fortunately, a proposal to raise the Mental Health and Counseling Fee an additional $3 greater than cost of living was approved by President Wagner and the Board of Trustees. This increase has been used to fund a full-time Suicide Prevention Coordinator, Dr. Mahlet Endale, who is already planning efforts to continue the grant’s most effective programs (e.g., gatekeeper training) as well as considering new interventions and funding sources (e.g., federal, state and foundation based grants).

These new accomplishments, taken together with previous accomplishments at the university,
position Emory on the forefront of university-based efforts to develop and implement effective prevention-focused programming while also providing effective short-term mental health care and referral services for students. Dr. McLeod will give a presentation on the history and sustainability of these efforts at this fall’s meeting of the Association of University College Counseling Center Directors in Newport, Rhode Island.

Counseling Center staff continued to supervise and support two marquee student-run groups over the past year: Helpline and Active Minds. Helpline staff responded to 149 calls representing a 12% increase from the previous year and a 75% increase over the past 2 years. These numbers document the accomplishments of a longstanding (for over 30 years) student group that continues to be superbly trained by Counseling Center professional staff (this year by Dr. Yang) to provide confidential after-hours help and intervention to fellow students. Helpline students represent the very best of our very talented student population.

This past year another student group that is advised by the Counseling Center (by Dr. McLeod), Active Minds, was truer than ever to its name as it became extremely active in its efforts to reduce stigma at Emory. The group’s marquee event was the first-ever Active Minds Southeastern regional conference. The conference featured a motivational speaker provided by the Active Mind’s national office. In addition, Drs. Elaine Walker and Corey Keyes, both members of the Emory faculty, gave informational and inspirational presentations. Perhaps the most impactful presentation at the conference was provided by the students themselves: a panel of three students publicly sharing courageous personal stories and answering questions from the audience. This last event was a stunning reminder of what our community could be like without stigma. It also demonstrated the powerful role that students, with some assistance, can play in that effort.

On a somewhat more challenging note, the Counseling Center’s outreach activities were reduced by about 30% compared to the previous year. We believe that this reduction was the result of a significant decrease in professional time available by Counseling Center staff due to the need to provide more clinical hours (which increased by 14%), as well as professional staff turnover and the loss of a half-time social worker position. In addition, some outreach activities were provided by grant-funded staff whose activities are not included in this report. Certainly we are going to continue to be faced with the challenge of allocating finite resources towards efforts to reduce stigma, provide students with both relevant and effective prevention programs as well as with effective, timely counseling services. One of the most important tasks of our new Suicide Prevention Coordinator, who is working with Dr. Jane Yang, our new Assistant Director of Outreach, will be to prioritize our efforts to continue and, where possible, expand the most effective programs of the suicide prevention grant.

Despite these challenges, clients at the Center continued to report a high degree of satisfaction and symptom relief as a result of the services they received. In addition to our own clinical outcome measures, the Counseling Center participated in the Healthy Minds Study this past year and continues to participate in the Center for the Study of College Mental Health (Penn State).
As a whole, these assessments demonstrate that the Emory community, like other American universities, has a student body that struggles with mental health issues, particularly depression, stress and anxiety. There are also some preliminary indicators that our attempts to improve the culture here may be having a positive impact (e.g. improved measures of flourishing, reductions in levels of stigma).

The continued development of the Stress Management Clinic, directed by Dr. Dana Wyner, was once again a highlight this past year. Dr. Wyner’s program won an Honorable Mention award in a competitive quality improvement program sponsored by AAAHC. Stress is consistently one of the most prevalent complaints among our students and among students assessed in national cohorts (e.g. NCHA annual survey). This past year, 63 students participated in Relaxation Skills and/or Biofeedback Training Classes (compared to 48 students last year). We expect these numbers to increase consistently in future years.

An important administrative change took place this past year, perhaps symptomatic of the challenges faced by any organization that is situated in two different locations and consequently separated along disciplinary lines. This past year it was determined that Psychiatry would return to reporting directly to our Executive Director, Dr. Huey. The “two sides of the street” continue to work towards developing legal and ethical ways to share important health care information and have plans to give trainees in all disciplines opportunities to work and train together. In addition, consideration is being given to a site visit by an interdisciplinary team that will give us objective guidance about how to best meet the challenges associated with being in separate locations.

In summary, we believe that, despite many challenges along the way, Emory University, with its many health care resources and centers of excellence in the area of mental health, remains in a unique position to provide leadership in developing innovative university-based mental health services. Emory’s Active Minds, Helpline, gatekeeper training program and Emory Cares 4 U coalition, as well as other important work by students, faculty and staff, continue to put Emory in the forefront of national efforts in this area.

ACCOMPLISHMENTS AND CHALLENGES

CRISIS INTERVENTION

1. Crisis appointments during office hours continued to occur at a high rate of frequency (129, compared to 122 last year). Dealing with each crisis represents our most urgent, and consequently, most time consuming service. Crisis appointments often involve life-threatening situations, necessitating consultation with a wide range of offices on and off
campus (e.g. Residence Life, Greek Life, Student Health, EUH Emergency Room, Threat Assessment Team, academic offices and professional schools, as well as private therapists and parents). Crisis appointments had been declining slowly over the past two years. We will continue to monitor the data to see if this latest increase becomes a trend. Student hospitalizations for psychiatric emergencies (e.g. suicidal, psychotic) remained at a very high level (39 hospitalizations versus 31 the previous year).

2. Data from clinical assessments estimate that 24% of students using our services this year reported having had some kind of suicidal ideation; 10% reported having these thoughts more than rarely, and about 4% reported having these thoughts frequently.

3. Counseling Center after hours on call staff responded to 10 emergency calls this past year compared to 6 the previous year. Of these 10 calls half were related to suicidal students. These numbers do not capture the many after hours consultations provided by professional staff when they were not on call. Planning and coordination of emergency services and data keeping for mental health emergencies/crises continues to be managed through the Campus Life Crisis Committee, chaired by the Director of the Office of Student Conduct. The Counseling Center Clinical Director is a member of this committee. The Counseling Center Director serves on the Threat Assessment Team which is charged with reacting to and preventing crises across the entire Emory University community. We continue to work with the new Emory Center for Injury Control to better coordinate record keeping for mental health emergencies, particularly suicides.

4. The Counseling Center Director, along with the Director of the Faculty Staff Assistance Program, continues, to participate in the University’s Emergency Response Protocol process as the owners of the “Students or staff harm to self or others” protocol (ASA7).

**CLINICAL SERVICES**

1. This year Counseling Center staff saw 1031 new clients, representing a 15% increase from the previous year and consistent with past years’ increases. Center professional staff provided 8777 therapy hours, or a 14% increase compared to the previous year and a record for the Center. These increases are based upon therapy hours provided by Counseling Center staff and do not account for additional hours provided by psychiatric staff who now report through the health services clinic.

2. Data from the Counseling Center Assessment of Psychological Symptoms (CCAPS) demonstrated that being seen at the Counseling Center resulted in a reduction of students’ mental health symptoms and complaints (including social anxiety, generalized anxiety, depression and academic distress). Clients also continued to report very positive subjective experiences at the Center. Of particular note is that 99% of students who completed evaluation forms reported that they would recommend our services to a friend. In addition, 78% of these clients reported that their therapy resulted in an improvement in
their academic performance, and 96% reported having been seen in a reasonable amount of time. This latter statistic simply would not have been possible without additional resources provided by the Mental Health and Counseling Fee.

3. The Counseling Center continued to purchase low cost services from the training clinics operated by the Departments of Psychology and Psychiatry. The Counseling Center pays for students to be seen in these on campus clinics when they are in need of brief counseling but would have to wait for therapy services at our center. All three agencies have found the arrangement to be a positive one. This past year 54 students were served in this manner, a slight decrease from the previous year when 59 students were served.

4. This past year the Counseling Center continued to assess a “no show” fee to students who failed to call ahead to cancel their appointments. The fee was instituted because clients who do not call ahead are essentially “taking away” a much needed appointment from a fellow student. This past year saw an 11% reduction in the number of “no shows,” following a 23% reduction last year. We hope that this trend will continue in the future. In fact, our hope would be to never have to levy the no show fee because all available appointments are being used.

5. Groups are an effective and efficient way to provide appropriate treatment to college students and are often the treatment of choice for many students. This past year Dr. Ben Stillman, the current Group Therapy Coordinator, engaged in an assessment project of the program. His results (available upon request) mirror those reported for individual therapy; significant symptom improvement and very positive subjective experiences reported by participants. The Counseling Center offered the following groups to students last year:

- Eating Disorders Group
- Interpersonal Process Group for Undergraduates and Graduate students
- Getting in Touch with Emotions (DBT or Dialectical Behavior Therapy)
- Relaxation/Biofeedback Class

Together these groups served 134 students, a 31% increase over last year’s numbers. A goal for next year is to continue to increase participation in the group therapy programs.

6. Under the direction of Dr. Pam Epps, the Counseling Center continued to operate a nationally recognized pre-doctoral internship program in psychology (recently re-accredited by the American Psychological Association), an APPIC (Association of Psychology, Postdoctoral and Internship Centers) postdoctoral fellowship program in Psychology and a new fellowship program for training Post-MSW clinical social workers. The Center also provides a practicum program for psychology graduate students attending Atlanta area doctoral programs, including Emory’s program in Clinical Psychology. Interns and other trainees provide cost effective, high quality clinical services and educational programming to the Emory community. Counseling Centers with training
programs tend be able to hire and retain more high quality professional staff than centers without training programs.

**PREVENTION AND OUTREACH**

1. During the 2011-12 year, Counseling Center staff conducted a total of 184 orientations, trainings and workshops, with a total of 6,494 students served. This represents a 30% decrease in the number of outreach programs conducted and a 29% decrease in the number of students served when compared to 2010-11. The decrease in the number of outreach programs likely reflects the increased demand for clinical services during the 2011-12 year, which subsequently limited staff availability for outreach activities, as well as the fact that some staff provided grant supported outreach programs that were not counted as part of their Counseling Center work (see below). Still this reduction in outreach programs is of particular concern given the results of the Center’s Campus Life Assessment Project on outreach (see Challenges Section below).

2. As in 2010-11, the Counseling Center continued its extensive involvement in activities related to the Garrett Lee Smith Suicide Prevention Grant. Counseling Center staff attended 41 grant-related meetings. This number represents 41 meetings apart from the total number of outreach programs reported above.

3. As in previous years, the Counseling Center continued to advise student groups such as Active Minds and Helpline.

4. Emory Helpline continued to serve as a valuable resource for the Emory community. This academic year, Helpline received a total of 149 calls, which represents a 12% increase from 2010-11 and a 75% increase from 2009-10. Furthermore, in 2011-12, Helpline received a total of 36 suicide-related calls. This represents a 177% increase from 2010-11, during which the Line received 13 suicide-related calls.

5. In addition to the quantity of calls, Helpline volunteers continued to voice their awareness that this year’s calls involved more complicated and serious concerns, which was reflected in the increase in suicide-related calls, as well as the consistency in the total number of calls exceeding 30 minutes in duration.
Business Office Accomplishments 2011-12

In 2011-12, EUSHCS Business Office accomplishments included:

- Erna Wilkerson, Mary Primm and Donna Weaver participated in the EUSHCS multidisciplinary Strategic Planning Task Force in Fall 2011, which completed the comprehensive 2012-16 EUSHCS Strategic Plan in February 2012.

- In Summer 2012, Business Office staff successfully completed the final transitioned to a fully electronic medical record system.

- Worked with nursing staff to implement a successful Flu Shot Campaign, giving close to 2,500 flu shots to the Emory students. For the first time, Emory student flu shots were given four-days a week at our 1525 Clifton Road facility.

- Emory University had a highly successful third year of the Aetna Student Health Insurance Plan Emory Core Network, with 100% coverage for students at all Emory Healthcare sites. As part of the 2012-13 Aetna negotiation, Emory Core coverage will be reduced to 95%.

- Via the $30 per enrollee administrative charge for the management of the Aetna Student Insurance Plan for 2011-12, realized over $150,000 in revenue to support EUSHCS business and Insurance functions and staffing. This administrative charge will be maintained in the 2012-13 plan, even in the face of several other plan cuts.

- EUSHCS completed the final moves to new primary care clinical facilities in the 1525 Clifton Road building, gaining an additional 2,000 sq. feet of clinical, waiting room and administrative space. Erna Wilkerson, MHA and Business Office staff redesigned the EUSHCS waiting room to make it more welcoming and student-oriented, including a video screen with health enhancing messages.

- EUSHCS had another successful year financially, with nearly $2 million in patient care revenue for FY 12.
EUSHCS 2011-12 Quality Improvement - Assessment Program

In 2011-12, the EUSHCS Quality Improvement Program continued to be actively engaged in ongoing monitoring of patient care and administrative activities, patient satisfaction, patient outcomes and utilization issues. EUSHCS’s many assessment and quality improvement activities in 2011-12 included (but was not limited to) the following:

- Laboratory Proficiency Testing, provider/nurse training and competency testing, and ongoing quality control activities
- Quarterly Peer Reviews for nurses, nurse practitioners, clinical providers, psychiatrists, counselors and nutritionists
- Biweekly Core Group (QI Committee) Meetings
- Dana Wyner, PhD’s two year assessment study of the EUSHCS Stress Clinic received a national honorable mention from the AAAHC Institute of Quality Improvement.
- Hand Hygiene in Primary Care, Part II, Quality Improvement Project (Campus Life Assessment Project), 2011-12
- Identification of University Service Utilization and Optimal Methods for Mental Health Outreach to Students from Historically Marginalized Populations: A Pilot Study (Campus Life Assessment Project), 2011-12
- Evaluation of mental health consultation services provided to faculty, staff, and the community (Campus Life Assessment Project), 2011-12
- Nutrition Factors Which May Affect Athletic Performance, Phase II (Campus Life Assessment Project with Department of Athletics and Recreation and Dining Services), 2011-12
- Primary Care/Women’s Health Patient Satisfaction Survey, Spring Semester 2011
- Needs Assessment of Student Veterans, Summer 2010-Spring 2011
- Wellness and Health Promotion Benchmark Survey 2011 Summary, May 2012
- Community Needs Assessment of Students in Distress, May 2012
- Benchmarking Survey of Alcohol and Drug Education and Prevention Programming at Seven Private Institutions, May 2012
- AOD Services Benchmarking Survey at Ten Institutions, May 2012
- Healthy, Sustainable Nutrition, Sessions One, Two and Three, 2011-12
- West Virginia University’s Wellness and Health Promotion Director Benchmarking Survey, February 2012
EUSHCS also participates in several national consortiums and data surveillance networks, including:

- The **College Health Surveillance Network** (University of Virginia and the CDC), which maps illness and diagnosis (ICD-9) trends across the nation.
- The **Healthy Minds Study**, a long-term research project that uses rigorous scientific methodology to assess mental health, stigma and flourishing at campuses across the United States.
- The **Center for the Study of Collegiate Mental Health**, a data bank for clinical data collected from all colleges and universities across the country use the same counseling software program, Titanium.
- The **Research Consortium** (Association of University and College Counseling Center Directors), an assessment instrument that looks at mental health issues among college students in the U.S.
EUSHCS Goals and Results for 2011-12

EUSHCS Departmental Goals for 2011-12 included the following:

1. Creation of an updated, unified strategic plan for Student Health and Counseling Services and a new strategic plan for alcohol and other drug programming and services.

   ✔ Accomplished. EUSHCS created a multidisciplinary Strategic Planning Task force in Fall 2011 and completed the 2012-16 EUSHCS Strategic Plan in February 2012. The EUSHCS strategic plan includes five major strategic goals with detailed objectives, implementation strategies, timelines, process owners and financial implications. The EUSHCS Strategic Plan was presented to Campus Life Deans and Directors in April 2012.

2. Continue to meet the medical patient care increases likely to result from the continued increased enrollment in the Emory Aetna Student Health Insurance Plan (4,800 in 2009-10 → 5,600 in 2010-11 → 6,500 in 2011-12) and our ongoing PPO agreements.

   ✔ Accomplished. 2011-12 EUSHCS medical patient flow was nearly identical to 2010-11 numbers, with 19,300 patients seen in our 1525 Clifton practices. 19,380 patients were seen in 2010-11. We were able to meet these patient care needs with high levels of patient satisfaction in our Spring 2012 EUSHCS Primary Care Patient Satisfaction Survey.

3. Successfully implement the Fall 2011 American College Health Association National College Health Assessment (NCHA), analyze data, and disseminate findings to stakeholders.

   ✔ Accomplished. Emory University received recognition at the American College Health Association annual meeting as a prime example of a well executed National College Health Assessment (NCHA). Our response rate in November 2011 was 31.5%. The ACHA-NCHA dataset helps us set priorities and spark campus dialogue around students’ health attitudes and behaviors. Wide-scale dissemination of results will begin in fall 2012.
4. Create a successful proposal for President Wagner that will sustain the most effective intervention programs currently funded by the Garret Lee Smith SAMHSA Suicide Prevention Grant.

- **Accomplished.** In Spring 2012, the Emory Board of Trustees approved a proposal to raise the Mental Health and Counseling Fee an additional $3 per student per semester in 2012-13 and beyond (the total fee increase will be $8, with the remainder used to fund current programming and personnel under the fee). This increase has been used to fund a full-time Suicide Prevention Coordinator, Dr. Mahlet Endale (joined EUSHCS staff in August 2012), who has already begun efforts to continue the grant’s most effective programs, as well as considering new interventions and funding sources going forward.

5. Following the blueprint created by the 2005-06 President’s Task Force on Mental Health, work with the Departments of Psychiatry and Psychology and the Division of Campus Life to plan the creation of an EUSHCS-based, nationally recognized multidisciplinary center for mental health patient care, teaching and research.

- **In process.** In late Fall 2011 and early Spring 2012, the Committee on Student Mental Health Services met to explore the feasibility of a recommendation by the December 2005 President’s Task Force on Mental Health to create a center of excellence for student mental health services. The President’s Task Force had a focus on the entire Emory community, including students, faculty and staff. However, for purposes of this committee, the focus was on mental health services for students. The scope of the committee deliberations was to review possible options and make recommendations, but not to specifically set policies and procedures. The report was presented to President Wagner in April 2012 and the committee met with him in June 2012. At President Wagner’s request, the report is currently under revision.

6. Increase OHP’s web presence by integrating various social media (Twitter, Facebook, blogs) into one online Office of Health Promotion experience.

- **Accomplished.** In fall 2011, OHP launched a unified social media experience for students, incorporating a blog site and Twitter feed as well as photos, videos, direct access to the Student Health 101 online magazine and incorporating our existing Facebook page. Our Be Well Excel listserv continued to grow and numbers over 1500 students even after many members graduated.

7. Initiate an Emory Healthy Campus Coalition in collaboration with the University Senate and conduct a needs assessment for sexual and relationship violence prevention and response, using findings to integrate primary prevention into program components.

- **Accomplished.** Marc Cordon, MPH chaired the Campus Life committee of the University Senate in the first of a three-year term focusing on the
development, operationalization and sustainability of a student-run Healthy Campus Coalition. Year one focused on a literature review, building a theoretical foundation and beginning to engage students, staff and faculty on the steering committee. Year two will focus on recruitment and retention of student leaders and operationalization of key coalition building constructs, as well as grant applications. Year three will culminate in a sustainability plan for continuing the movement beyond the three-year senate term.

Lauren Bernstein, MSW worked with several student volunteers at the undergraduate and graduate level to conduct formative research informing her Summer 2012 strategic plan for violence prevention and the launch of The Respect Program.
Table 1: Summary of Primary Care Patient Medical Visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits to primary care providers (excludes health promotion, psychiatry and specialist consultants)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-08</td>
<td>15,869</td>
</tr>
<tr>
<td>2008-09</td>
<td>15,514</td>
</tr>
<tr>
<td>2009-10</td>
<td>15,150</td>
</tr>
<tr>
<td>2010-11</td>
<td>15,214</td>
</tr>
<tr>
<td>2011-12</td>
<td>15,613</td>
</tr>
</tbody>
</table>

Notes: EUSHCS achieved our highest primary care numbers in history in 2007-08, with a slight drop off in 2008-09 (-2.2%) and 2009-10 (-2.3%), a minor increase in 2010-11 (+0.4%) and a further increase in 2011-12 (+2.6%).
Table 2: Office of Health Promotion: Clinical Visits for 2011-12

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidential HIV Testing and Sexual Health Counseling</td>
<td>209</td>
<td>172</td>
<td>136</td>
<td>117</td>
<td>99</td>
<td>150</td>
<td>98</td>
<td>62</td>
</tr>
<tr>
<td>Nutrition Counseling</td>
<td>767</td>
<td>617</td>
<td>539</td>
<td>531</td>
<td>741</td>
<td>763</td>
<td>623</td>
<td>504</td>
</tr>
<tr>
<td>Alcohol and Substance Abuse Counseling</td>
<td>180</td>
<td>149</td>
<td>189</td>
<td>221</td>
<td>483</td>
<td>516</td>
<td>287</td>
<td>308</td>
</tr>
<tr>
<td>Total Health Promotion Clinical Visits</td>
<td>1,156</td>
<td>938</td>
<td>864</td>
<td>869</td>
<td>1,323</td>
<td>1,429</td>
<td>1,008</td>
<td>874</td>
</tr>
</tbody>
</table>

The Office of Health Promotion saw a decrease in clinical visits in 2011-12, mirroring the trend in 2010-11. In Summer 2012, a decision was made to cease confidential HIV testing and sexual health counseling in Health Promotion, at least at this time.
Table 3: Psychiatry Services at EUSHCS

<table>
<thead>
<tr>
<th></th>
<th>2007-08</th>
<th>2008-09</th>
<th>2008-09</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visits to Psychiatry Services</td>
<td>2,268</td>
<td>3,179</td>
<td>3,757</td>
<td>3,571</td>
<td>2,924</td>
</tr>
</tbody>
</table>

Notes: In 2011-12, disruption in both faculty psychiatrist staffing and third year resident psychiatrist staffing led to a 22% decrease in patient visits. Efforts were made to identify affordable on- and off-campus psychiatric care options for students while recruiting additional staff.
Table 4: Student Counseling Center Statistics (excludes Psychiatry Services)

<table>
<thead>
<tr>
<th></th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Requests for Counseling</td>
<td>735</td>
<td>925</td>
<td>966</td>
<td>1,031</td>
</tr>
<tr>
<td>% of CC Clients Referred</td>
<td>17%</td>
<td>15%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>% of Clients Referred after CC Treatment</td>
<td>3%</td>
<td>8%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Therapy Appointments</td>
<td>6,334</td>
<td>7,245</td>
<td>7,681</td>
<td>8,777</td>
</tr>
<tr>
<td>Average Length of Treatment</td>
<td>5.77 visits</td>
<td>6.4 visits</td>
<td>6.72 visits</td>
<td>6.74 visits</td>
</tr>
</tbody>
</table>
EUSHCS Goals for 2012-13

EUSHCS Departmental Goals for 2012-13 include:

1. Successful completion of the December 2011 Accreditation Association for Ambulatory Health Care (AAAHC) re-accreditation survey with a full three-year term. This is EUSHCS’s fourth survey and the second to include both the 1525 and 1462 facilities.

2. Establish mechanisms for continuing the most effective elements of the Suicide Prevention Program and for the Emory Cares 4 U website and coalition.

3. Implement and monitor progress of the EUSHCS 2012-16 unified strategic plan for Student Health and Counseling Services.

4. Successfully continue the Emory Healthy Campus Coalition in collaboration with the University Senate. Year Two will focus on recruitment and retention of student leaders and operationalization of key coalition building constructs, as well as grant applications.

5. Continue to meet the medical patient care needs of 13,500 Emory students and their dependents with state-of-the-art primary and women’s health care and high levels of patient satisfaction.

6. Find mechanisms to improve communication, cooperation and patient care systems between EUSHCS mental health and counseling disciplines on both sides of Clifton Road. Seek the input of a consulting college health interdisciplinary team.