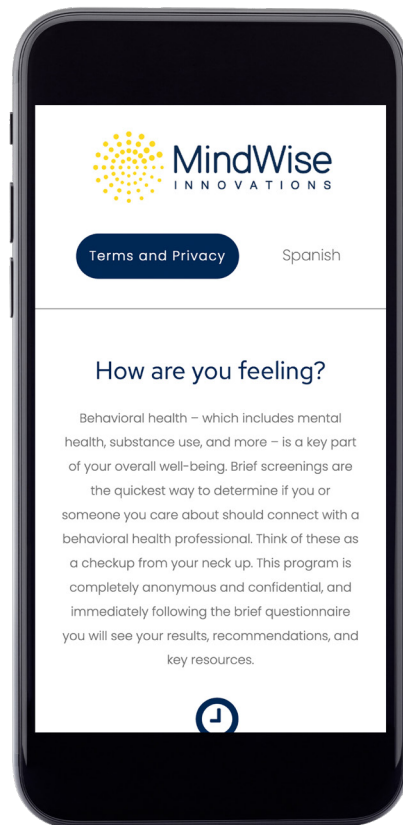




HOW TO HOST A MENTAL HEALTH SCREENING EVENT ON CAMPUS

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**MEMBERS OF
YOUR COMMUNITY
WILL FIND AND USE
YOUR MENTAL HEALTH
SCREEN WHENEVER
THEY NEED IT.**

> FALSE

WHY SCREENING EVENTS MAKE A DIFFERENCE

While we wish the statement on that last page was true, we're all leading busier lives than ever. Getting people to stop for anything can be a challenge, never mind checking in on their mental health.

A screening event is an approachable, easy, and engaging way to help members of your campus carve out time to empower themselves with information about their own mental health.

TIP >

A little planning can go a long way in encouraging community members to use your screening tool. A screening event is the perfect place to start or refresh people's knowledge of the tool and how it works.

We've put together this e-book to be your guide in building the perfect screening event for your campus or campus group.

We've also included ideas specifically for Greek life groups and athletic organizations – two groups that can benefit greatly from this type of event.

These ideas are just starting point – there's no limit to how creative you can be in incorporating the screening tool into an event.



“A lot of students feel as if they’re struggling, but don’t quite know whether they should contact a mental health professional.”

**- Sruthi Palaniappan
President, Harvard Undergraduate Council**

HOW MENTAL HEALTH SCREENING HELPS

The MindWise mental health screening tool is a clinically validated, completely anonymous survey that screens for a wide variety of mental health struggles and challenges. At the end, the user is connected to relevant resources and next steps based on their results.

It might be difficult for someone experiencing a mental health challenge to walk into a counseling center or pick up the phone to make an appointment. They may not even recognize what they are experiencing as a mental health struggle.

Think of the screening tool as the first step they can take privately and anonymously, a bridge between the user and mental health support services, and a way to empower them with information about their own mental health.

“ The program bridges a gap for students seeking mental health resources by providing immediate feedback and encouraging students to seek help.”

- Sruthi Palaniappan
President, Harvard Undergraduate Council

PLANNING A MENTAL HEALTH SCREENING EVENT

Since the tool is completely digital, you can design an in-person OR a virtual event to spread the word about screening – whatever fits the needs of your community.

We've got tips, tricks, and recommendations to make either type of event a success.



TIPS FOR ANY KIND OF EVENT >

We know it can be hard to get people to stop and take a minute out of their day – add an extra incentive to capture their interest. Here are some ideas:

- **Set a screening goal** to incentivize people to participate and get the whole community involved.
- **Offer extras for taking a screen:** snacks, campus credits, swag, coupons, prizes, or whatever you have available.
- **Share a letter or note from your college or university president, local official, or thought leader** to capture attention and explain the importance of the event.
- **Share personal stories** (with permission) from people who have benefitted from seeking help for their mental health. These stories are powerful and allow others to feel less hesitant to take a screen.

TIPS FOR AN IN-PERSON EVENT

- **Involve your counseling staff:** Many schools have found it helpful to have a member of the school's counseling staff present at the event. This provides a great opportunity for staff to introduce themselves to participants and answer any questions they might have.
- **Utilize your spaces:** Make the most of out of your choice of space. Pick a high-volume area (for example, near a cafeteria) or a place that people will frequently and easily visit. If the weather is nice, think about using an outdoor space to set a peaceful atmosphere.
- **Follow the momentum:** If other big events are happening on campus (sports games, fairs, Relay for Life type events, etc.), ask for permission to set up a booth or table with a screening available. Capture the foot traffic and use the momentum of these events to your advantage.
- **Tablets and QR codes:** Make the screen easy to take. Set up iPads with screens ready to take, or a QR code so people can access the screen quickly with their phones.

BONUS >

QR codes can help people have more privacy when taking a screen. This also saves the screen in their phone's history, so they can access the screen after the event is over. [Click here to learn how to make a QR code for your screening site.](#)

TIPS FOR A VIRTUAL EVENT

- **Set a deadline (and send reminders):** When hosting a virtual event, it's important to have a deadline to motivate people to stop and take a screen. Set a hard deadline and send regular reminders to encourage people to take a screen.
- **Utilize virtual tools:** Run wild with using virtual tools to promote your virtual event. Utilize TikToks, Instagram reels, short videos, campus radio shows, and more to promote the event.
- **Utilize virtual spaces:** Share information about the event on your campus virtual information hubs: student portals, intranets, e-learning systems, or wherever members of your campus go to find event information.

Time for the fun part – picking ideas and themes for your event.

Here are some of our favorites for hosting a screening event.

STARTING IDEAS & THEMES FOR YOUR EVENT

- **Plan an event around a bigger awareness month** or day, like Mental Health Awareness Month (May), Suicide Prevention Month (September), or National Depression Screening Day (October).
- **Join up with other campus events and groups.** Some examples: health fairs, job fairs, mental health talks and panels, expert speakers, self-care seminars or events, family weekends, spring break celebrations, and more.
- **Art is a powerful tool.** Plan a night of storytelling, theatre performances, music, or an art display to allow people to express their journeys with mental health paired with the opportunity to take a screening.
- **Host a how-to seminar on a self-care practice,** like gentle yoga, gratitude journaling, or the basics of meditation. Self-care and screening go hand in hand.
- **Utilize resources already used on campus:** If your campus brings in resources like therapy dogs or free massages during midterms or finals, plan an event using that existing resource and offer a screen for students using that resource.
- **Add a drop-in screening event booth to big events** happening on campus, like freshman orientation or move-in day. This can help familiarize new students with the screening tool and how to use it.
- **Public health students or students with similar majors can host a screening event as a research project** – they can take it into faculty meetings, student groups, and more to plan an event with maximum impact.
- **Simple ideas can be some of the most powerful** and the easiest events to plan. One example we love is a campus group that hosted a “Puppies, Pizza, and Mental Health Screenings” during finals season – an attention grabber for sure!

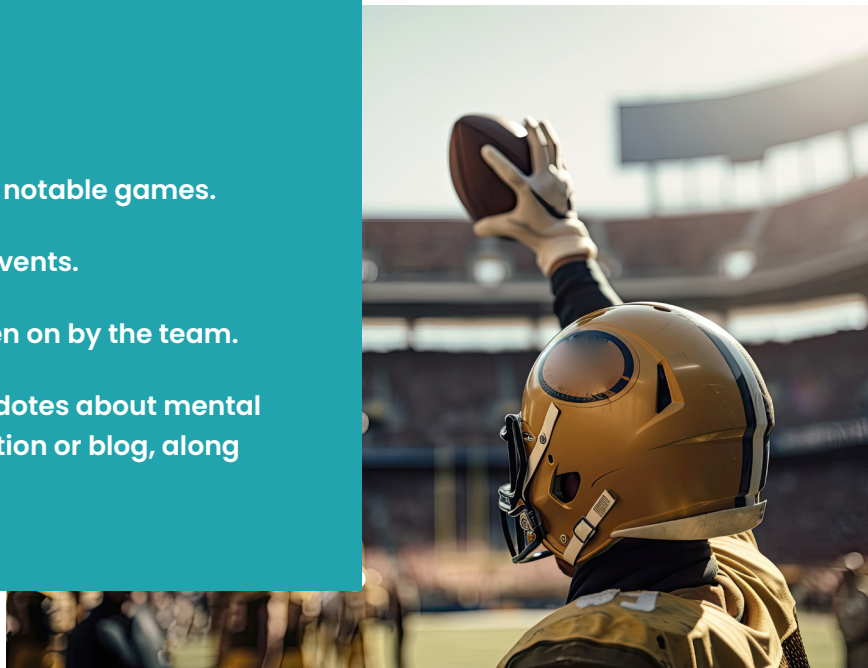
IDEAS FOR ATHLETIC TEAMS

Student athletes are prone to experiencing high levels of stress and burnout – often due to the competing demands and pressures of their sports, academics, jobs, and social lives.

We highly recommend adding a screening opportunity to some of the scheduled events student athletes already participate in as part of their academic year.

EVENTS TO CONSIDER >

- Preseason training or bonding events.
- Preparations for homecoming or other notable games.
- Move-in days, mixers, or team social events.
- Charity or volunteer opportunities taken on by the team.
- Student athletes can share short anecdotes about mental health experiences in a school publication or blog, along with a link to the screen



These students benefit hugely from having staff members and coaches who are knowledgeable about the screening tool and can point students to it if the student is experiencing a mental health challenge.

Some sports teams take on a nonprofit or charity mission each year – encouraging as many team members as possible to take a mental health screen is a simple and effective one.

IDEAS FOR GREEK LIFE GROUPS

Greek life organizations, like fraternities and sororities, are an ideal group to incorporate mental health screening events into their yearly activities.

With many Greek life groups already supporting nonprofit causes and holding many events every year, the resources are already often in place – and they can even get chapters around the country involved.

WHAT TO CONSIDER >

- **Make the mental health screen your chapter's nonprofit project of the year.** This way, you can work it into different events all year and create a consistent conversation around mental health through the entire semester or school year.
- **Make it a competition:** see which chapter can get the most mental health screens and offer prizes for the winners.
- **Add screening to existing chapter events,** like mental health support events around finals, chapter outings, family weekends, and more.
- **Join up with other Greek life groups on campus** to collaborate on an event to gather both chapters for mental health screens.

SUCCESS STORY

Recently left with a vacant mental health position, the counselors of Pennsylvania College of Technology were looking for a way to make sure that their MindWise screening tool was still being promoted to students. Working with faculty, the counseling staff planned an on-campus event focusing on awareness of depression and anxiety as key behavioral health concerns for college students.

Their strategy included:

- A specific landing page, including the screening tool, especially for the event.
- A three-hour event planned with table locations across two heavily trafficked campus locations.
- Handouts from Mindwise about depression and anxiety, paired with QR codes for students to easily access the screening tool

1,000
students reached

600
collateral pieces
distributed to
students

165
screens taken at
the event and on
their screening site

2,285%
increase in screens
taken over an
average week

**“ The event afforded
an opportunity for
students to engage peers
in a very important issue
on our campus.”**

- Terri Stone
Assistant Professor of Nursing and Faculty Sponsor
Pennsylvania College of Technology

YOUR SCREENING EVENT STORY

Whatever type of event you decide to plan, we want to hear about it! So many of our college and university partners love hearing ideas and success stories from other colleges and universities, and these stories help inspire other schools to plan similar events.

Be sure to keep track of how many screens you've gotten during an event in your [Tableau reporting](#) – this can also help you set screening goals for new events year after year. More detail on how Tableau reporting works is available on this [one-pager](#).



REMEMBER >

Any kind of screening event is a huge benefit to the members of your community – not only for the individuals helped, but also by reducing the stigma and shame around help-seeking for mental health issues.

By hosting a screening event, you're making your campus more accepting and empowered with the tools to care for their mental health – one screen at a time.



MindWise Innovations supports the entire continuum of mental health – from prevention to crisis response – with evidence-based solutions that educate and prioritize health for all ages. We teach students and school staff how to identify signs of depression and suicide. We create safer, healthier workplaces that understand how mental health intersects productivity. We help communities recover after traumatic events.

We do this work because it impacts all of us. The conversations we have today will live on in our kids, our friends, and our colleagues. And it's our mission to shape both the current and future state of behavioral health for the better.

Visit [MindWise.org](https://www.mindwise.org) for more information on our consultative services, programs, trainings, and resources.

MindWise is powered by Riverside Community Care, a non-profit leader in integrated health and human services.