



## Best Practices for MindWise on Campus: Suicide Prevention for Students

The goal of the MindWise on Campus program is to support our campus partners in reaching as many students as possible with suicide prevention training, resource awareness, and support for building emotional wellness.

As you incorporate MindWise on Campus into your school's comprehensive approach to suicide prevention, this guide is designed to help you reach more students and encourage program champions across student initiatives.

### Top 10 Tips for Reaching Students

- 1. Incorporate MindWise on Campus into pre-existing initiatives.** Does your campus already run social media campaigns for suicide prevention month? Include the link for MindWise on Campus e-learning. Do student groups already host suicide prevention or mental wellness events? Encourage them to download the group facilitation guide and lead a MindWise on Campus workshops at their events.
- 2. Let students lead the way.** Enlist student government and leaders from special student interest groups. Student leaders may have unique perspectives about the best ways to engage their peers. They also may become your loudest champions- encouraging administration to make suicide prevention training mandatory for first year orientation, new member orientations for clubs, athletics, Greek Life, and more. Students and staff working together can amplify your voice when approaching decision makers.

3. **Consider staff.** Look beyond the counseling staff when considering key departments who can incorporate suicide prevention into their ongoing initiatives. For example, Student Affairs may include training in residence life, leadership programs, orientation, or student advising, among others.
4. **Enlist faculty.** Social science professors may choose to run a MindWise on Campus workshop in their lecture hall. Faculty across disciplines may assign the e-learning course for homework or for extra credit (students receive a certificate of completion).
5. **Coordinate with existing clubs and organizations.** Your campus likely has several strong suicide prevention initiatives already running through departments, student clubs, and organizations. Work together to include MindWise on Campus along with other valuable strategies that are already working on campus.
6. **Look to the helping professions.** Social work, counseling, nursing, human services, ministry, psychology students would benefit from MindWise on Campus as part of their coursework. Faculty in these fields may consider going beyond assigning the e-learning. Students could be tasked for running peer-led workshops across campus for various student groups. Graduate students could design campus-wide initiatives as part of their internships/practicum/assistantships.
7. **Lean on marketing expertise.** MindWise on Campus takes a public health approach to suicide prevention. To spread the message, look to faculty and students in marketing, communications, and public health. Consider the influencers on your campus (both on social media and in real life) to break through the noise.
8. **Make it “count.” Some classes may make MindWise on Campus a requirement.** Likewise, departments employing students, such as Residential Life, may require the course as a condition of employment. Reach more students by requiring the course for all RAs and encouraging RAs to lead the in-person workshops in their dorms so that all students receive training.
9. **Offer incentives.** Giveaways like water bottles and t-shirts for students who serve as peer-leaders serve multiple purposes. First, they motivate students toward goals (for example: recruit 50 students for in-person workshops and receive a branded t-shirt). Second, they can be used to further promote your suicide prevention mission. Reduce stigma by sharing suicide prevention messaging in all of your promotions as well as your giveaways and prizes.
10. **Check your weekly report.** As more students sign on and complete the MindWise on Campus course, consider how they can become ambassadors for suicide prevention. Email this group with a promotion to get 5-10 friends to sign on. Or consider enlisting them to take the next step and become peer leaders.