

**BUILDING
THE FUTURE** 

University of Houston System Student Affairs and Enrollment Services
2019 LEADERSHIP CONFERENCE

“Why I Care”: Increasing Help-Seeking and Visibility of Resources

Dr. Patrick Lukingbeal
Director, UH Wellness

Learning Outcomes

1. 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 help-seeking on their home campuses and evaluate what can be done to make campus resources and staff more accessible and visible.

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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





Why I care...

"I'm passionate about culture. Having a profession that allows me to break down intercultural barriers, while providing access, feels richly rewarding."

*Michael Iwuchukwu
Sign Language Interpreter
Center for Students with DisABILITIES*

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UH Fact: The Center for Students with DisABILITIES provides interpreting and captioning services for students. Visit their website to learn more!



Why I care...

"Your health and wellness is not only your business but ours as well. I am proud of the services we have available and I encourage each of you to reach out and take advantage of all UH has to offer."

*Floyd Robinson
Assistant Vice President for
Student Affairs - Health & Wellness*

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UH Fact: UH has six offices to serve your needs. Visit us at Campus Recreation, Counseling & Psychological Services, Center for Students with DisABILITIES, Cougars in Recovery, UH Student Health Center, and UH Wellness!



Why I care...

“Feeling lost and helpless while navigating life is a feeling I’ve experienced. I want others to feel supported especially those striving to discover their own purpose, passion, and place!”

*Tonya Winters
Office Supervisor, CAPS*

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UH Fact:

CAPS offers low-cost individual, couple, or group counseling options year-round. Visit their website to learn how to make an appointment!



Why I care...

“I want every student at UH to feel supported and valued. When students are supported and provided with resources that foster success, they excel. I want every student to excel!”

*John Shiflet
Program Director
Cougars in Recovery*

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UH Fact:

Cougars in Recovery members have access to sober housing, priority registration, leadership opportunities and outdoor adventure trips!



Why I care...

“I really enjoy having a hand in student development, watching students learn and grow into leaders is extremely rewarding.”

Cara Green
Assistant Director, Aquatic Operations
Campus Recreation

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UH Fact:

Campus Recreation offers year-round swim lessons for all ages and skill levels!



Why I care...

“I want to ensure that barriers to seeking help are reduced so that students who move towards getting help can do so without stigma or shame. Above all else, I want them to know they do not have to struggle alone.”

Dr. Norma Ngo
Director, CAPS

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UH Fact:

CAPS offers crisis intervention for the UH community during and after business hours. Just call 713-743-5454.



Why I care...

“I care about students because healthy students can focus on their studies and enjoy life. I believe strongly in educating patients about their medication and how to get the most out of them!”

*Dr. Roksana Darab
Pharmacist, Student Health Center*

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UH Fact:

The Student Health Center is home to your on-campus pharmacy, which carries a variety of prescriptions and over the counter medications!



Why I care...

“I try to empower students and help them navigate through challenging moments in their lives.”

*Dr. Steven Zuniga
Psychologist
Counseling and Psychological Services*

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UH Fact:

CAPS offers QPR, a one-hour suicide prevention workshop free for all UH community members. Workshops are offered each week!



Why I care...

“Student health is vital to success. Insurance coverage can be perplexing. Being able to empower students with insurance knowledge is incredibly rewarding.”

*Naomi Odom
Student Health Insurance Coordinator
UH Student Health Center*

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UH Fact:

The Student Health Center has moved to a brand new location! You can find them in the Health 2 Building near the University Eye Institute.



Why I care...

“As a psychologist at CAPS, I enjoy helping students explore their authentic and vulnerable selves. That takes bravery and it is a pleasure to witness their growth.”

*Dr. Morgan McCain
Psychologist, CAPS*

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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?