

Integrated Behavioral Health and Primary Care on a HBCU MSI: The Ecological Approach to Campus Health

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*Integrating Primary and Behavioral Health Care
Through the Lens of Prevention*

InterContinental New Orleans

Orleans, Louisiana

New

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Learning Objectives

- Describe key components of integrated behavioral health and primary care on a college or university campus and the ecological model
- Learn key components of the integrated healthcare model and organizational structure in an academic setting
- Identify key resources that support implementation and evidence based practice.
- Learn about successes, challenges, and resistance to change
- Strategies that support combining of budgets and staff retention
- Provide examples that translated to improved student satisfaction and success.

Discloser

I have no relevant financial relationships or affiliations with commercial interests to disclose.

Beverly Irby

Winston-Salem, North Carolina



Winston –Salem State University
Historical Black College/University
Established in 1892



Winston- Salem State University Wellness Center



Traditional College & University Model

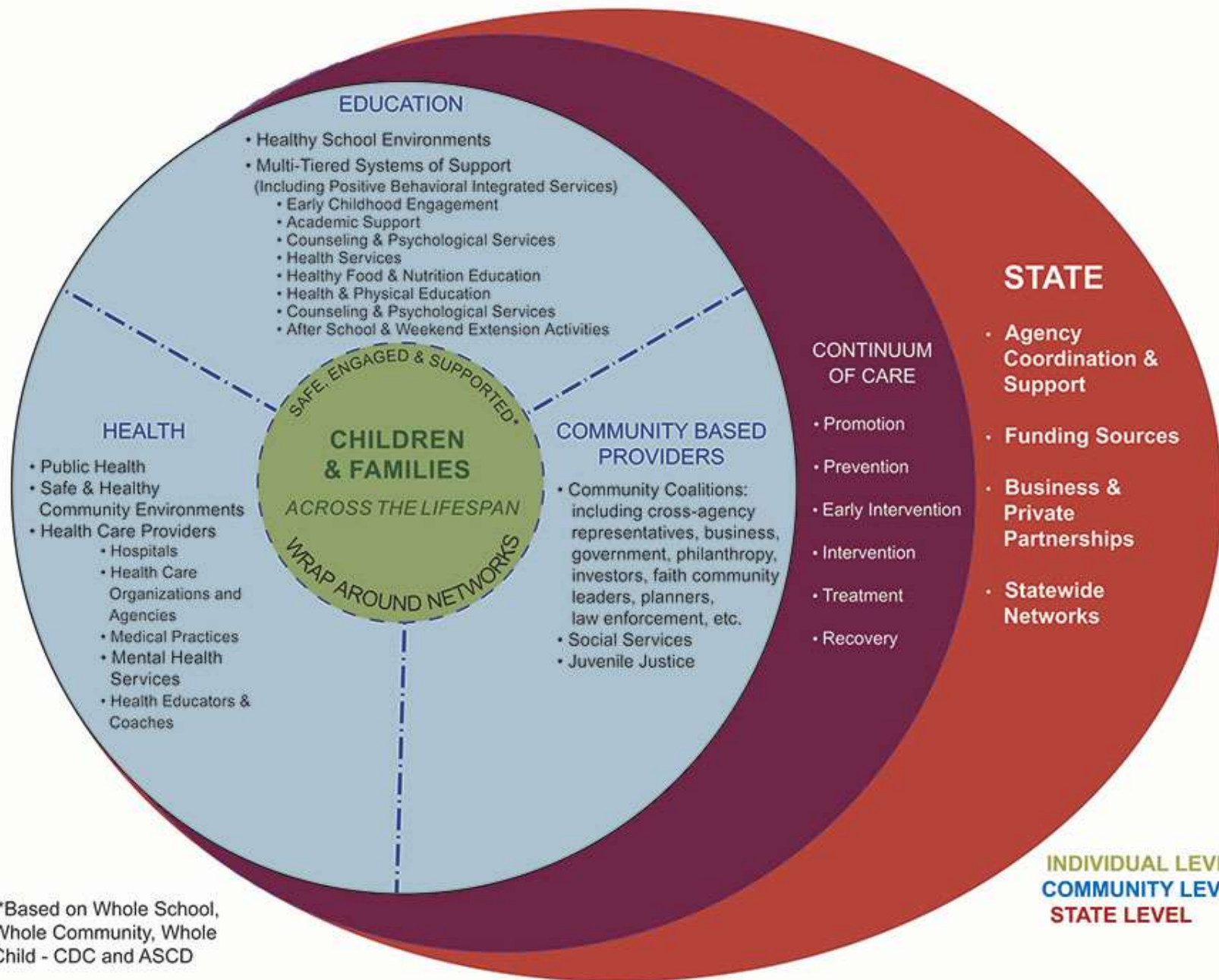
- Autonomy of Counseling Centers and Student Health Centers (
- Administrative functions separate
- Outreach, prevention, and education structured using the acute care model (the historical infirmary model)
- Cultural barriers to seeking individual counseling or psychotherapy (stigma, shame, embarrassment)
- Student Health Centers provided a more holistic approach
- Funding for North Carolina Student Counseling Centers allocated by the University of North Carolina General Administration based on enrollment not necessarily need

Integrated University Wellness Center

- Re-located Counseling Center (CC) in the same physical location as the Student Health Center, (SHC), 2010
- Executive Director's position created, established administrative organizational alignment with responsibility for CC, SHC and Pharmacy, 2012
- Blended budgets as state funding decreased by 60% for CC from 2011 to 2016.
- Insurance reimbursement, grant funding, and student health fees support integrated model
- Evidenced based model of Patient Centered Medical Home designated by Accreditation Association for Ambulatory Health Care, Inc. in 2014



ECOLOGICAL MODEL FOR ADVANCING HEALTH AND LEARNING™



*Based on Whole School, Whole Community, Whole Child - CDC and ASCD



STRATEGIC PREVENTION FRAMEWORK



Ecological Model

- The ultimate goal of the model is to:

Substantially improve health and educational outcomes for children aged 0-18 and their families by creating a fully integrated system that promotes a seamless interface among multiple sectors, including education, health, mental health, social services and juvenile justice.

Reference:

CHL's Ecological Model for Advancing Health and Learning,,2014 Retrieved from <http://healthandlearning.org/wp-content/uploads/2015/07/Ecological-Model-for-Advancing-Health-and-Wellness-VT.pdf>



Key Elements

Elements of an ecological model which, philosophically, recognizes the dynamic interrelatedness among personal and environmental factors in individual and social life. Its ecological approach fosters connectedness across multiple levels of the system—state, community, and individual and promotes coordination across sectors including health, education, justice and others.

Reference:

CHL's Ecological Model for Advancing Health and Learning,,2014 Retrieved from <http://healthandlearning.org/wp-content/uploads/2015/07/Ecological-Model-for-Advancing-Health-and-Wellness-VT.pdf>



What were the Drivers supporting Integrated Care?

- Holistic approach to student health
- Increased mental health and chronic health problems of students
- Clinical providers and therapists provide “team care”
- Increased case management
- Referral process enhanced, supported by one Electronic Medical Record with sharing of notes
- Continuity of care as students transitioned from the community to campus community.

What does the Data Say?

- America ranks 27th among affluent nations in life expectancy and 30th in infant mortality.
- The nation spent more than \$2.7 trillion dollars on health care in 2011, more than any other country. The end result is costly for all of us in terms of poorer quality of life, lost productivity and limited resources for education, social services and other spending priorities.
- The prevalence of substance abuse and risky behaviors among our nation's youth is especially problematic.
- According to data collected by the Substance Abuse and Mental Health Services Administration in 2012, 2.2 million youth aged 12 to 17 reported having a major depressive episode during the preceding year.
- In addition, an estimated 23.1 million Americans aged 12 and older needed treatment for substance abuse, which in turn can lead to other chronic diseases such as diabetes and heart disease.
- These disorders are a leading cause of disease and disability in the United States and are expected to surpass all physical diseases as a major cause of disability worldwide by 2020.
- Homicides and suicides are two of the top three causes of death among our nation's youth, with the third being accidents.

Reference: CHL's Ecological Model for Advancing Health and Learning



What Were the Challenges ?

- Autonomy and competition for resources
- Turfism
- Medical staff saw increased mental health concerns presenting with physical symptoms
- Experience in integrated models limited
- Only about 15% of the colleges and universities report some level of integration
- Executive leadership did not understand model

American College Health Association

American College Health Association (ACHA) published “white paper” in 2010, *Considerations for Integration of Counseling and Health Services on College and University Campuses*

Reference:

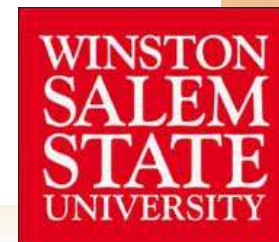
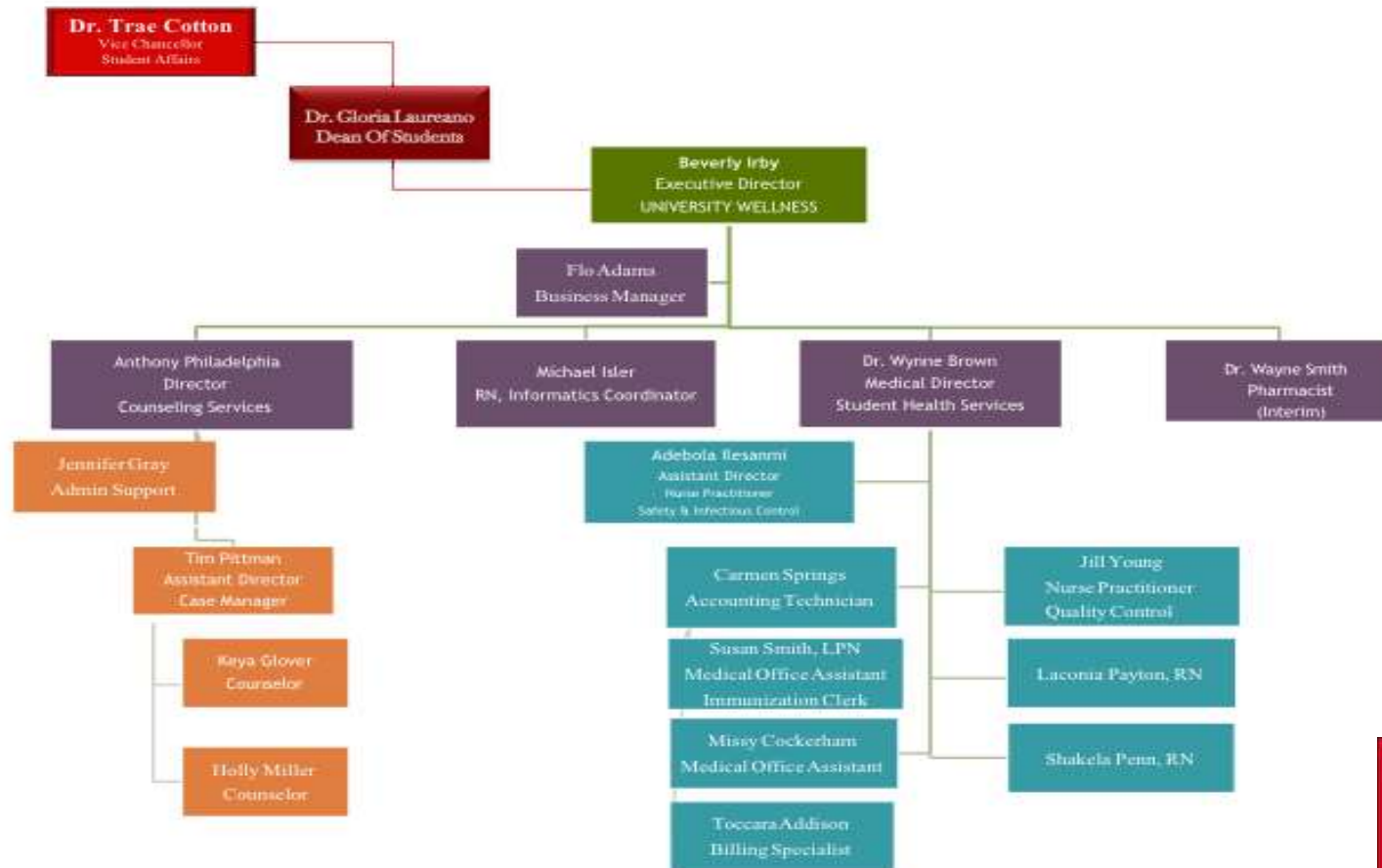
American College Health Association *Considerations for Integration of Counseling and Health Services on College and University Campuses* (2010).
Linthicum, MD: American College Health Association. Retrieved from https://www.acha.org/documents/resources/guidelines/ACHA_Considerations_for_Integration_of_Counseling_White_Paper_Mar2010



Winston-Salem State University



University Wellness Center



Definition of Health

Health is more than the absence of illness, but also the presence of wellbeing

World Health

Organization

1947



Prevention Strategies Used by WSSU Wellness Center

- Social Media, Facebook, Twitter, Instagram Text messaging
- Student Health 101 Electronic Magazine
- BAACHAS Peer Health Educators
- Alternative Holistic therapies, yogi, meditation, guided imagery and acupuncture.
- Behavioral health interventions-
 - BASICS, Alcohol EDU, AOD Committees, Group therapy



Wellness Center Meditation Center



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Peer Health Educators

Promoting Healthy Rams For Life

Projects/Programs

- Campus outreach programs
- Community outreach programs □
- Mentoring for youth and peers
- Advocates for healthy lifestyle adoption
- Health education, promotion and awareness
- Illness and STD prevention
- Health screening and testing events
- Pre-conception peer education
- Stipends and Research Opportunities





STUDENT health101™

Winston-Salem State University
Usage Report through January, 2016

Your January, 2016 highlights:

62% of students polled responded that they learned something this month that they would apply to their daily life.

653 monthly unique visitors
3,261 year-to-date unique visitors

Student Health 101

Electronic Educational “Magazine”

Provides Qualitative and Quantitative Data

Prevention Tool Supporting Student Health & Wellness

With all the decisions facing students today, having another retention tool that provides accurate student success information can make a major impact in a student's life - and can impact the overall success of your students.

The purpose of this document is to:

- Help you assess the value that ***Student Health 101*** is delivering to your students.
- Help you maximize the benefits ***Student Health 101*** can deliver to the student body.
- Facilitate a two-way flow of communication about student engagement and improving the health and wellness of your student body.





COMMUNITY PASSAGES

WSSU Wellness Center Awarded 3 year, \$999,000 grant in October 2015

SAMHSA Minority Serving Institutions (MSI) Partnerships with Community-Based Organizations (CBO)

Community PASSAGES (Programs Addressing Substance abuse, STIs, and AIDS through Guidance and Education while providing Solutions) of Winston-Salem State University with community partners delivers innovative services targeting minority/ethnic youth & young adults (ages 18-24). PASSAGES employs education, assessment, testing and varied evidence based intervention/prevention strategies focusing on substance abuse, mental health, and HIV/HCV.

<http://www.wssu.edu/campus-life/dean-of-students/wellness-center/community-passages/cbos.aspx>





COMMUNITY
PASSAGES

Community Partners



Mental Health Association
in Forsyth County



WINSTON
SALEM
STATE

THANK YOU

Winston-Salem State University Wellness Center

