



The Because Your Mind Matters (BYMM) Project: Education About Psychosis on Campus

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Presentation Objectives

- Describe the process of development, implementation and evaluation of the Because Your Mind Matters Project.
- Discuss challenges and opportunities of implementation.

Rationale for BYMM

- Psychotic disorders are among the most serious of all medical conditions in terms of individual disability and costs to society.
- Psychosis first develops in young adults age 16-25 years.
- In most cases there is significant delay before illness is identified and effective treatment begins.

Rationale for BYMM

- Treatment delay can result in the young person suffering significant loss in terms of social and occupational development and longer treatment delay is associated with poorer long term outcome.
- Lack of education regarding psychosis signs and symptoms one reason for delay.

Rationale for BYMM

- Promoting early detection is a well recognized aim of early psychosis programs.
 - Entrenched in international consensus guidelines
 - National and provincial standards including those in NS.
 - Need to conduct education outreach and activities to increase help seeking.

Project Goal:

- To **reduce the treatment delay** for young people who develop psychosis in Central Region and throughout the province of Nova Scotia.

Objectives

- Create a multimedia community education campaign aimed at enabling young adults (18 -19 years old) in their first year of post secondary education.
 - to recognize early warning signs of psychosis,
 - to promote self care and encourage help seeking for their mental health and that of their peers
- Evaluate the process, impact and outcomes of the campaign.

Funding

- Mental Health Services Branch, Department of Health and Wellness, Government of Nova Scotia.

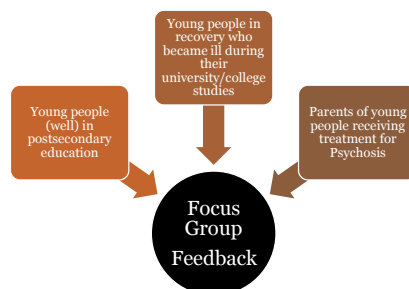
BYMM Phases

Phase 1: Needs Assessment : Focus Groups

Phase 2: Education materials production

Phase 3: Implementation at pilot site and others following

Phase 1: Needs Assessment



We asked...

- What information they got when transitioning to college/university?
- What information should be given to students about psychosis?
- What format of information would be best for students?
- How should we introduce the “Because Your Mind Matters project” on campus?

- What information they got when transitioning to college/university?

..... **They said**



Lack of Information: mental health

"There was limited to zero information for me about the transition from high school to university, and especially about how dangerous that was for my mental health because in my first year of university, that's when I started acting psychotic, so no one prepared me, or warned me, told me about anything at all, so there was no information for me, it really wasn't there." PIR

"I would say in regards to mental health and the transition there is really not information for that, really the transition -- even high school does not have a lot of information." PIR

“

- Information related to academics.
- Minimal to no information on issues around transition/mental health

Lack of Information: stress of transition

"Yeah nobody warned me I mean I'm like if I had been provided with a list of signs that you are on the slippery slope, and your mental health is at risks or if I had been given a list of delusions that I might be having or signs that I'm mentally unstable or anything like of that nature would have been helpful." PIR

- High levels of student stress.
- Students not prepared for the transition.
- no information:
 - How to recognize and cope with stress.
 - Know when becomes mental health issue.
 - Where to go for support.

What information should be given to students

What information should be given?

"There is stress from all sorts of things going on with, your family, your friends are -- you know money is a big issue for students, and there are so many types of stress and learning how to identify, identify with your own stressors and what you are currently experiencing, how to problem solve that and what's that what you're just saying in terms of finding the appropriate levels of support." PIR

"I think it's got to be something that that happens across the board for post secondary institutions that they have, to look at that, it's an issue for them in terms of supporting their students. There are some things happening, something's happening there but not -- it's not for everyone." FM

- Give information about the signs and symptoms of psychosis, the treatment and recovery process.
- Tell students where to go for help.
- Give information about stress management and taking care of themselves (healthy lifestyle).
- Give information around stressful times (midterms).

- What format of information would be best for students?

Format of Educational Materials

Videos preferred	Print Materials	Website Links	Interactive
<ul style="list-style-type: none"> • 3-5 Min. • Give a progression of information <ul style="list-style-type: none"> -Personal Stories of Recovery -Use to convey other information (animation) 	<ul style="list-style-type: none"> • Bulleted points • Lots of visuals/color • Fact sheets/ • Drop down lists 	<ul style="list-style-type: none"> • Link to provide more in-depth information 	<ul style="list-style-type: none"> • Incorporate quizzes and games
Clear, Concise, Easy to Navigate			

“ Need stories from real people who have been there. ”
SW

Phase 2: Materials Production

- Egg Studios contracted for development of educational materials.
- Process:
- Concept development, design, Recruiting patients and families, staff, other participants, acquiring consents.
 - Video Production/Editing, script writing
 - Website Domains

Production Phase

- Core team: Myself, Dr. Tibbo, Dr. Morrison, Dr. Ursuliak, Dr. Abidi, and Danielle L.
- EGG Team: Kristen, Ben and Mike.

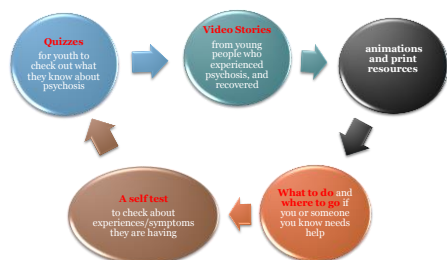
Because Your Mind Matters Project

Two different elements:

1. Website
2. Bracelet Flash Drive (giveaway)



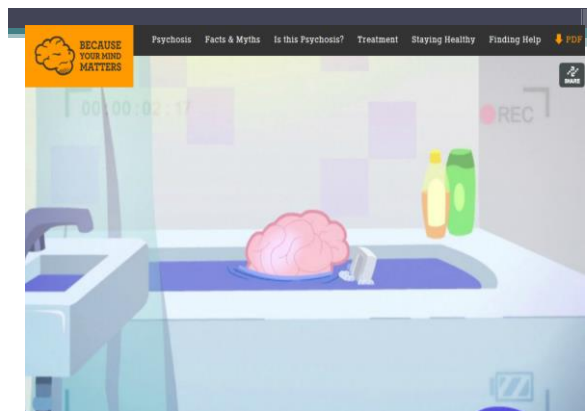
www.becauseyourmindmatters.ca



Bracelet Flash Drive (8Gb)

- Mind Matters
 - Brain Waverly
 - What is Psychosis?
 - www.becauseyourmindmatters.ca
- Free space 7 GB

Bracelet Flash Drive



www.becauseyourmindmatters.ca

Stress Vulnerability Bucket Model

<http://www.becauseyourmindmatters.ca/>



Implementation

- How should we introduce the “Because Your Mind Matters project” on campus?

Implementation: Strategies

- Provide in large introductory subject classes at university the start of the year.
 - Some questioned the practicality of this approach, whether the professors would be supportive and the impersonal nature of a large setting.
- Implement in small classrooms
 - More personal forum, ability to ask questions
 - keeping the numbers attending the information session lower (max 30)
- No booths/displays

Implementation: Strategies

Include:

- A personal success story most important to address stigma and bring a message of hope.
- A health professional, representation from students and student support services.
- Provide food.

Implementation: Strategies

I would say three important points, I would say personal story, someone from the campus that can help students, because that's a valuable resource and maybe a doctor or nurse that can come and talk about it because you are going to get the three points of view, because I think all of those three have something very important to offer. SW

So hearing it from somebody who is been through the process, who has accessed resources for one of these issues and can talk to you straight –PIR



Implementation: What we did

- Communication with key contact/leaders at university/colleges.
 - Department Heads, Student Services, Counselling Services, Organizational Leaders.
- Convey intent/goal project.
- Determine opportunities/challenges implementation at their site.

Implementation: What we did

- Various approaches approved.
 - Psychology classes, Peer training, RA /student support sessions, LEAP Program (SMU), Classes
 - Cross faculty lectures (student brought together).
- Class size varied 25 – 500.
- Student Support/Counselling always involved, made aware of sessions.
- Clinical teams where applicable.

Implementation sessions

- Short discussion on why the project was designed
- Interactive session (transitions issues, student stress etc).
- Introduction to the website elements and select education materials (show two videos).
- Presentation on signs and symptoms of psychosis, where and when to get help, review of early warning signs.
- Wrap-up and handout of bracelet flashdrives, invitation to provide evaluation feedback.

Evaluation

- Important to get student feedback on these resources.

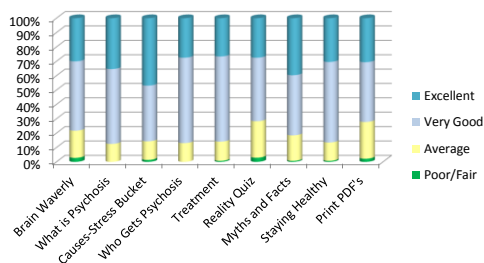
BYMM Evaluation

- Questionnaire developed. Set up as online (OPINEO-DAL) survey.
- How they got information on BYMM?
- Rating of www.becauseyourmindmatters.ca elements.
- What they liked the most.
- Whether they recommended the tools and resources to others.
- Help seeking Self, Friends

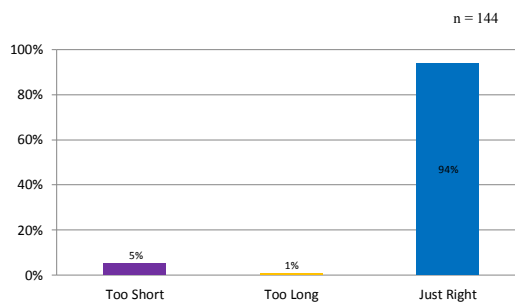
BYMM Evaluation Questionnaire

- Giving the bracelet flash drive to students was a good idea?
- Use of the bracelet flash drive.
- What they learned.
- Suggestions for improvement of the website.
- A rating of www.becauseyourmindmatters.ca overall
- demographics:
 - Gender, Age, Year of study
- Prize as a reward for their participation
- Data does not include surveys SMU and Acadia (in progress).

Please rate the www.becauseyourmindmatters.ca elements that you have used:



The videos were:



Comments on Videos

The videos were very well done. The myths and facts were very informative and helped me realize just how ignorant I was.

I liked the analogy used in the "Stress Bucket" video. It was very simple but clear analogy that conveyed a good message. The videos were long enough to convey the right messages but were not too long to be boring.

The stress bucket analogy was brilliant. As well, the myths and facts were a very good rundown of a lot of misconceptions and the corresponding truth.

Website overall:

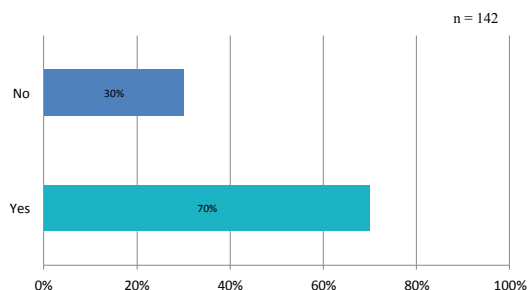
I enjoyed the easy-to-understand aspect of it all. It felt as accessible to everyone.

The website is easy to use and a great way to get information.

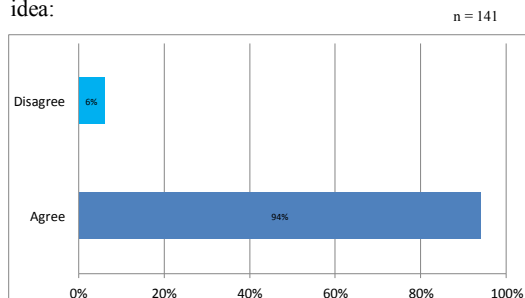
How easily they related to University students. The videos showed that it was okay to feel stressed and that mental illness isn't something people should ignore.

The videos that helped simplify but not over simplify the issues. The approach used in the whole website was refreshing because it was not blaming anyone or anything it was just laying out the facts.

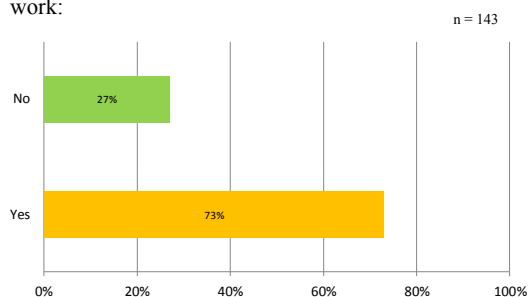
I recommended the tools and resources on www.becauseyourmindmatters.ca to friends and family:



Giving the bracelet flash drive to students was a good idea:



I used the bracelet flash drive for my school or other work:



Something I learned:

The different areas of psychosis, the warning signs to be aware of and how to get help.

How psychosis impacts ones everyday life. That treatment can be successful.

How common mental health issues really are.

Something I learned:

More teenagers need to seek help for mental issues. Schizophrenia is more common than expected.

I learned that psychosis is completely different from what I thought it was.

High risk associated with marijuana use.

A suggestion for improvement of the website is:

Navigation:

- Add a search bar.
- As time goes on, and more info is known on the topic of mental health, add to the site, as well as add more true and false.
- Add more videos with different people.
- Add more information about treatment.

A suggestion for improvement of the website is:

Feedback re: services:

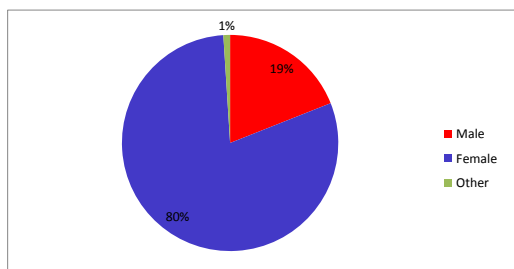
- Adding a place to send email in the finding help section. Some people that don't want to leave their house would prefer email to communicate a little before leaving their place to set up a time to get help.
- Some challenges with accessing help due to services being so busy.
- Targeting the stressors of university and how to deal with them well.

Other Comments

- *I'm not sure that there is anything I would change. I really thought the flash drives were a clever and engaging way to bring awareness.*
- *Great presentation, thank you!*
- *I think this is a fantastic idea and site, and should be shown to more than just a first year psychology class. Like all first year students regardless of discipline.*

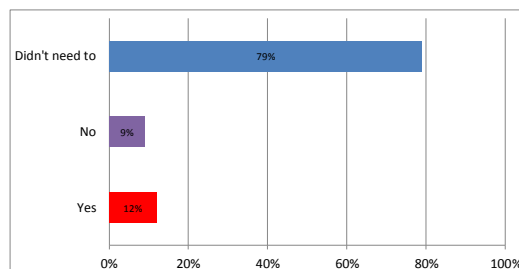
My gender is:

n = 142



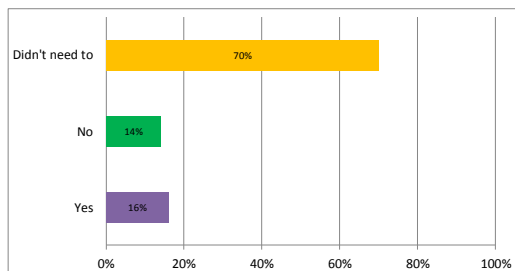
Because of the information I learned from BYMM Website, I've looked for help:

n = 57



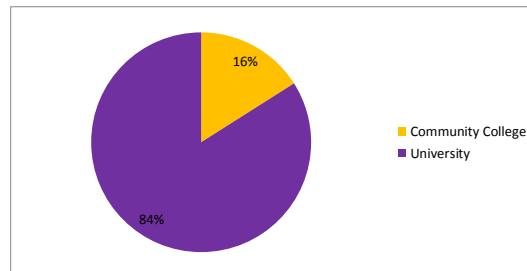
Because of the information I learned from BYMM website, I've suggested a friend seek help:

n = 44



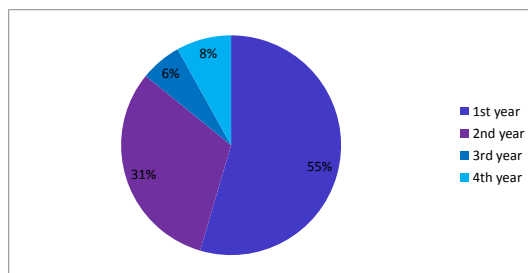
I am in:

n = 141



My year of study is:

n = 142



Challenges

- Uptake not always successful.
 - Resistance, multiple competing priorities at campus level, time available.
 - Approach expected.
 - Interested leaders, no uptake beyond.
 - Weather (cancelled sessions).

Opportunities

- Partnerships with university/college contacts, support for project.
- Increase in their awareness of mental health, appropriate resources to reach students.
- Class setting worked well.
 - Psychology classes, RA's, student support sessions.
- Spinoff to do other education for Counselling staff, faculty.

Summary

- The website format and education materials
 - widely accepted by students, great feedback
 - flashdrive is a popular asset.
- Classroom presentations worked well.
- Participating education sectors supported the project and requested our return in following years. .
- More work is required to extend our reach into other study disciplines.
- Future capacity building
 - presentations to be given by local clinical teams

Acknowledgments

- MSVU, SMU, Dalhousie, NSCAD, Kings, Acadia, NSCC Waterfront, and Akerley.
 - Counselling and Health Staff, Student Services, Student Unions, Peer leaders.
 - Patients and families, NSEPP staff, Youth Health Centre Coordinators, high school students.
 - Department of Health and Wellness, EGG studios.