

ACTIVE MINDS

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The Social Need for Active Minds

- Suicide is the 3rd leading cause of death among 18-24 year olds and the 2nd leading cause of death for college students alone
- 95% of college students who commit suicide suffer from a mental illness, usually depression
 - **Good news:** depression is a treatable illness with modern antidepressants and psychotherapy
 - **Problem:** the stigma surrounding mental illness and counseling prevents students from getting the help they need

Mental Health and the College Population

- Young adults aged 18-24 have the highest prevalence of diagnosable forms of mental illness at 27%
- Half of adults with depression report onset before age 20
- 75% of people with schizophrenia develop the disease between the ages 15-25
- Bipolar disorders typically develop in late adolescence or early adulthood

Specifically at Duke ...

- The Women's Initiative initiated widespread discussion on the topic, detailing many problems that were specific to undergraduate women and coining the phrase "effortless perfection."
- An anonymous letter describing effortless perfection considered the very admission of an existing problem to be "the greatest failure."

The Consequences of Untreated Mental Illness

- Affects academic performance
- Disrupts the social life of those suffering and their friends and family
- Can lead to lifelong suffering, or self inflicted violence, if not treated.
- Directly or Indirectly affects EVERYONE

The Vision of Active Minds

One day, an open environment will exist for the discussion of mental health issues and no persons with mental illnesses will suffer in silence or be ridiculed by society.

The Mission of Active Minds

Active Minds at Duke is a mental health education, awareness and advocacy organization that aims to decrease the stigma related to mental illness and promote positive mental health.

What does Active Minds Do?

1. Provide information and resources regarding mental health and mental illness.
2. Encourage students to seek help as soon as help is needed
3. Use peer advocacy to serve as a liaison between students and the mental health community.
4. Synergize existing resources and efforts for mental health awareness and education.

Spring 2004 Outputs

1. Sponsored a successful mental health awareness run with 129 registered runners
2. Attended the second annual 'Mental Health on Campus' conference at Georgetown University
3. Received 13 submissions for our publication on mental health
4. One letter to the editor, one guest commentary and one informational article about Active Minds

Active Bodies for Active Minds



129 registered runners

Speeches by Larry Moneta (VP of Student Affairs) and Allison Malmon (Founder of Active Minds, Inc.)

Performances by Local Colour and Dance Slam

Distributed information from NIMH

Distributed t-shirts and Active Minds stress balls

Stakeholders & Partners

- Counseling And Psychological Services
- Student Health- MINDS
- Active Minds, Inc.
- DSG
- Undergraduate Publications Board
- GPSC

Funding Needs from Run

Expense	Amount	Funded by
Adspice t-shirts and stress balls	\$2,085	CAPS
Chronicle ads	1,000	Student Health
Stage, tent, tables, chairs	1,025	DSG, CC, ECC, GPSC
Young & Assoc. Race services	475	DSG, CC, ECC, GPSC
DJ at run	250	DSG, CC, ECC, GPSC
Power at run	175	DSG, CC, ECC, GPSC
Food	70	DSG, CC, ECC, GPSC
Police and EMS	290	Student Activities
Parking services	140	Student Activities
Total	\$5,510	

Funding Sources to Date

Funding Source	Funding Received
Counseling and Psychological Services (CAPS)	\$2,800
Duke Student Government	1,975
Student Health	1,000
Campus Council	800
East Campus Council	600
Graduate and Professional Student Council	500
Student Affairs	350
Panhellenic Association	300
Revenue from registration for the Active Bodies for Active Minds race	445
	Online registration – 260
	Flex registration – 45
	Cash & check reg – 75
Total	\$9,780

In Kind Donations for 5k Run

Counseling and Psychological Services (CAPS)	1000 CAPS/Active Minds Frisbees – \$200 McDonald's gift certificates – 100
Gold's Gym	Four 1-year memberships – 2000
Quencher's smoothies	Four \$25 gift certificates – 100
Alpine Bagels	150 bagels, 10 gall. OJ, water – 250
Intramural Sports	Race equipment – 100
McDonalds	Gift certificates – 100
Total	\$2,850

Progress...

- ~ Attended Mental Health on Campus Conference
- ~ Formed volunteer base of about 20 individuals
- ~ Established weekly volunteer meetings
- ~ Appeared in 2 editorials and 2 feature articles

Chunks!!!

1. DSG Approved
2. GPSC Approved
3. UPB Chartered
4. Received 13 submission for the publication
5. Successfully executed the first "Active Bodies for Active Minds" 5k run
6. Received \$9780 in funding and \$2850 in kind donations
7. Secured Jim Clack and John Blackshear as advisors
8. Received verbal support from President Keohane, Larry Moneta and other administrators

Future Challenges

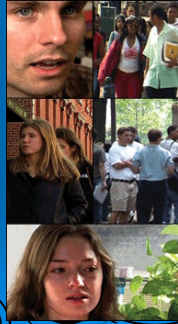
- Increase membership
- Improve relationship with MINDS
- Secure a stable source of funding
- Establish a consistent schedule of events
- Expand Active Minds to other area universities
- Establish a strong relationship with Duke's administration
- Expand to include graduate community

New Ideas -- Future Plans

- Bi-monthly educational Chronicle commentary
- Orientation activity for incoming Freshmen
- RA awareness training
- Fall release of 1st edition of *Mentality*
- Increase Faculty participation/awareness
- Organize Fall movie series on mental illness
- Hold Active Minds Inc. national conference at Duke next fall

Fall Movie Series

- The Truth about Suicide
- Prozac Nation
- A Beautiful Mind
- Ordinary People
- Antwone Fisher
- One Flew Over the Cuckoo's Nest
- Girl Interrupted
- What About Bob?



Strategies

- Use existing resources at Duke such as CAPS and Student Health.
- Involve the administration and relate Active Minds' mission to the administrations' health missions.
- Gain support and publicity through shared experience.
- Be visible.

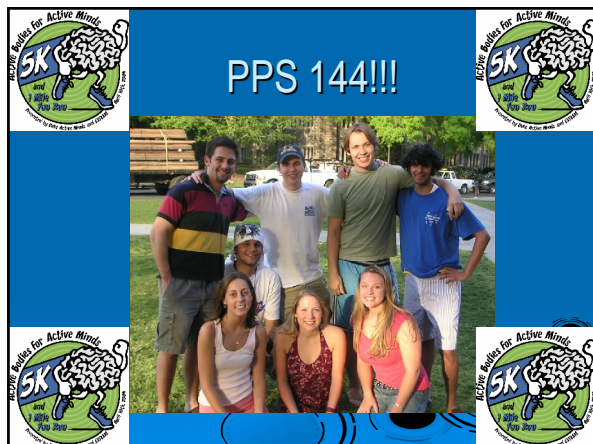
Active Minds is important...

"If you sit down with Jim Clack, Director of CAPS, he'll tell you ... that the best way to improve funding for a counseling budget is for a crazy guy with a knife to threaten the University President and then for the Director to talk him down.

Fortunately, we don't need a crazy person to improve mental health, but we do need a PR campaign."

Jim Clack, Director of CAPS:

"Would we scoff at those who have cancer, heart disease or pneumonia? I think not ... It is only the ignorant or uninformed who will make fun of those having psychological problems."



PPS 144!!!