

1. Presentation Title:
YOU at College: Using Tech to Prevent Suicide
2. If a panel presentation: Panel Organizer (First Name, Middle Initial, Last Name, Degree, Affiliation):
Nathaan T. Demers, Psy.D. – Director of Clinical Programs at Grit Digital Health
3. Session or Panel Presenters (First Name, Middle Initial, Last Name, Degree, Affiliation):
Nathaan Demers, Psy.D. – Director of Clinical Programs at Grit Digital Health
Joe Conrad – Chief Strategy Officer at Grit Digital Health
4. I am...(check as many as apply)
A mental health professional
A researcher
A suicide prevention advocate
5. Presentation Audience (choose one from the left and one from the right column):
-Prevention Efforts - Intermediate
6. If the presentation was previously given: when, where and how many attendees.
NASPA West/East Conference (~50);
American College Counseling Association (February 2017);
NASPA National Conference (March 2017)
American Association of Suicodology 50th Annual Conference (April 2017)
7. If you presented at a Bridging the Divide Summit in the past, how long ago, what was the title/content of the presentation, and how was it different from the current proposal?
N/A
8. Educational Objectives: List 2-3 objectives using the format: “At the conclusion of this presentation, the participant should be able to: (define, discuss, distinguish, formulate, evaluate, identify, list, summarize, demonstrate, etc.)”
 1. describe the current national mental health trends and analyze the need for an “upstream” approach to suicide prevention on college campuses
 2. evaluate the importance of connecting college students to the right resources at the right time to promote wellness among today’s busy, stressed out student bodies to increase self-awareness, overall health, and prevent suicide.
 3. analyze the role of digital technologies in the evolution of care to meet college students’– who are digital natives- on their terms to promote help seeking behaviors and connection to campus resources to prevent suicide.
9. Abstract (up to 300 words) that clearly describes the session. Submissions must include:

The presentation directly relates to the conference theme within the “Program that Work” track as a promising practice case study of a digital platform designed to prevent suicide on college campuses. Suicide has tragically climbed to the second leading cause of death for college populations. Furthermore, with college counseling utilization increasing at a rate five times greater than university enrollment, counseling centers are searching for innovative ways to keep up with demands. Through a public-private partnership between Grit Digital Health and Colorado State University, YOU at College was developed as an online portal that includes original, online evidence-based, and campus specific resources that optimize and connect students to resources to meet their individual needs. YOU was inspired by Mantherapy.org, harnessing the power of digital technology and communications to meet students on their terms. YOU includes content to foster resilience, destigmatize mental health, increase help seeking behaviors, and increase the visibility and accessibility of campus resources, all with the goal of suicide prevention. The portal caters specific content based on students’ interactions with the site to meet the vast diversity among student bodies including: LGBTQ+ populations, ethnic/racial diversity, first generation students, veterans, and student-athletes. Since its launch in 2016, YOU at College has had over 20,000 unique visits with 87% of surveyed student users reporting connecting to new campus resources and 76% reporting being better able to manage their stress as a result of their interactions with the portal. Additionally, 98% of first year students surveyed reported learning something new about their mental health through the portal. The presentation will provide an engaging overview of the market research, development, pilot, awareness campaign, implementation, and usage data of YOU at College which has made a significant impact on student wellness at member institutions.