Introduction & Background

- Major Depressive Disorder is common. Lifetime prevalence is 15% in the US. It is also immensely undertreated. In a large national study, 42.2% of people with depression received no treatment of any kind in the previous year. [1]

- Depression and suicide are of special concern at the University of South Florida (USF). In 2014, the percentage of students who considered and attempted suicide in the prior year was 10% and 1.9% respectively, notably higher than the national averages, which were 8.1%, and 1.3%. [2]

- In our preliminary research we found many resources that targeted mental health crisis, but none for prevention and early intervention. This project was therefore aimed at filling the need for early intervention.

Aims and Measures

**Population Health Aim**

To reduce the prevalence and severity of major depression and dysthymia in students at the University of South Florida (USF)

- By increasing prevention and early intervention
- By specifically targeting the following barriers to care:
  1. Stigma
  2. Awareness of symptoms
  3. Awareness of treatment resources
- With materials that educate and elicit commitment to action

**Leadership and Organizing Aim**

To create a sustainable intervention

- By organizing with members of the target demographic to design and distribute the education and commitment materials

Challenges & Lessons

- Limited Time from Members
- Accept Long Project Timelines
- Low rate of commitment from general community
- Project coordination across geographic distance
- Snowflake leadership model helps to simplify
- Collaborative leadership builds a sense of ownership; value relationships with members
- Implement long term buy-in by simplifying roles and streamlining work needed in the future

Outreach

USF Organizations identified as possible collaborators:

- Come Out Of The Dark (COTD) (https://www.facebook.com/wareciento)
- USF To Write Love On Her Arms (https://www.facebook.com/TWLOHAUSF)
- Psychology, Social work, public health honors clubs and interest groups
- Psychology, Social work, Pharmacy, and Public Health students

Community Engagement

**Asset Mapping**

**Come Out Of The Dark (COTD):**

- Student perspective, design and layout, access to at need populations, distribution
- Health Science Students: Content for depression symptoms, stigma, and treatment

**USF Healthcare Improvement Group:**

- Printing resources
- I-CAN Network: Guidance for leadership and community organizing

**Leadership Distribution**

Distributed leadership was important for sustainability by giving members a greater sense of ownership. [3]

**Sustainability of a Mental Health Prevention Initiative**

- COTD will continue printing and distribution
- Transition date 11/18/2016

**Leadership Hand-Off**

Handing-off project leadership to COTD (undergraduate organization at USF promoting a richer national conversation about depression)

- COTD will continue printing and distribution
- Transition date 11/18/2016

Excerpt From Survey

**Card 1 – Symptom Awareness**

*Post! Over the last 2 weeks...*

1. Have you had either of these emotions most of the time?
   - Feeling down, depressed, or hopeless
   - Trouble falling or staying asleep or sleeping too much

**Card 2 – Stigma and Resources**

*Have you also experienced...*

1. Trouble falling or staying asleep or sleeping too much
   - Feeling bad about yourself - or that other people think less of you
   - Feeling bad for yourself - or other people think less of you
   - Being too tired to do the things that you want to

Intervention

**Card 3 – Shared Purpose & Motivational Vision**

Built relationships and commitment
- By sharing narratives and values
- With a mutual vision:
  - That the norm of addressing mental health when it is severe enough to disrupt one’s ability to function leads to undue costs in quality of life and loss of life.

Citations

3. “Snowflake” image from the IHI Open School Improvement Change Agent Network course materials, “Lesson 6 Coaching Call.”

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"Snowflake" Image from the IHI Open School Improvement Change Agent Network course materials, “Lesson 6 Coaching Call.”

* singledigit numbers correspond to reference numbers in the text.*