

# COUNSELING AND WELLNESS CENTER ANNUAL REPORT 2012-13

**UF|CWC**  
Counseling and Wellness Center  
*Live Optimally*







Welcome, everyone, and thank you for taking some time from your busy schedules to look at the many contributions and accomplishments by the faculty and staff of the Counseling and Wellness Center (CWC). This has been another exciting and busy year. In 2012-13, the CWC had almost **45,000 student appointments** of all types throughout the year. We provided crisis services, individual and group psychotherapy, outreach, consultation, biofeedback, workshops, training, and teaching.

Our primary mission is to provide effective counseling services to students who come to us with a wide range of problems. We know that a student who is struggling with anxiety or depression has difficulty with concentration and memory, resulting in significant difficulties in school. It is imperative that we provide effective treatment that results in significant improvement and recovery for as many students as possible. We are proud of our clinical outcomes which compare with some of the best published research on effectiveness in outpatient settings.

Research also indicates that about 60% of students who struggle with anxiety and depression seek help. Our commitment is to the entire student body at the University of Florida; consequently, we focus strongly on our web based services. Five people use our website for every person who seeks counseling at our center. This year we expanded our online resources to include evidence-based self-help through *thedesk*, an online self-help program for common student problems such as procrastination, relationship problems, and test anxiety. We added Kognito At-Risk for students which provides avatar-based training in recognizing when a friend is in distress and having effective conversations to encourage a friend to seek help. Our third online resource is Therapist Assisted Online treatment for anxiety. This is an online cognitive behavioral treatment for anxiety that includes counselor support through 10 to 15 minute weekly video conferencing.

I encourage you to keep up with us on Facebook, through our website, YouTube, and Pinterest. We appreciate the support we have received from everyone at the University of Florida and look forward to another successful year. Your thoughts, ideas, and interest are always appreciated.



A handwritten signature in black ink, appearing to read 'Sherry Benton'.

Sherry Benton, Ph.D., ABPP  
Director and Professor  
Counseling and Wellness Center

# Back on TRAC

## Substance Abuse

Debuting in August 2012, The Back on TRAC Program (Treatment, Responsibility and Accountability on Campus) has quickly become an invaluable resource for the UF community.

The program, consisting of psycho-educational module, group and individual therapy and random urine drug screens has served 17 students since its inception. It is an assessment-based, collaborative campus approach that uses a community drug court model to address alcohol and drug issues among students. Students who are facing suspension from the University of Florida or removal from the residence halls or from fraternity/sorority housing for alcohol and/or drug incidents may be eligible for participation in the program. As a condition for remaining in school or in housing, students must apply, be accepted to, and successfully complete the program or suspension and/or housing removal will be enacted. Students are typically referred to the program by a hearing officer.

*"The biggest thing I now have is self-clarity. Going through this program allows me to work on myself and my vulnerabilities, and of all things this is the greatest gift because it will allow me to better myself and in turn help people in the best possible way. I want to be a source of good energy and help people ... this program has given me more than just the ability to remain in school, which is huge and I will be eternally grateful."*

*"I will exit this program with a stronger confidence in myself, a renewed vigor for mindfulness, and an incredible admiration for my peers. The poor decisions I made will hopefully become nothing but a speed bump in the overall span of my life. While the lessons I have learned will serve as the foundation blocks for my continued sobriety and hopefully future success and stay with me forever. I will remember this program as a hidden opportunity that allowed me to explore myself, my problem, and ultimately transform myself into a better person."*

### Program Goals

- ▶ Aid in student retention through graduation.
- ▶ Decrease recidivism in violations of the UF Student Code of Conduct and state law.
- ▶ Improve student academic performance.
- ▶ Provide high quality treatment modalities to address substance abuse.
- ▶ Provide a collaborative, team-based approach to serving students selected for the program, using current student development theory and research-based treatment modalities.
- ▶ Provide training opportunities for graduate students.

Back on TRAC's underlying assumption is that substance abusing students who repeatedly act "out of character" and "cross the line" of institutional tolerance can rebuild and become models of character and integrity both on and off campus.

# Group Therapy ]

The CWC offers one of the largest university college counseling center programs in the nation given the wide range of groups and workshops offered each semester. The CWC offers weekly drop-in workshops, semester-long workshops and therapy groups. Research shows that group therapy and individual therapy have equivalent outcomes, however, for some group therapy is a more effective form of treatment. The CWC offers both general and topic-specific therapy groups to aid students with concerns such as relationship problems, eating disorders, anxiety, depression, grief and substance use. Students who identify as LGBTQ, black, international or graduate student also have groups just for them.

Fall and Spring Groups had an average of 7.5 members in attendance at each session. Thus, the CWC logged over 3,297 more client hours than if each group leader saw 1.5 individual clients instead for the same time period. This means that the CWC was able to see more UF students at the center because group therapy was offered.

## Feedback from Students

*Percent who Agreed or Strongly Agreed*

The group counselors created a safe and supportive group environment	100%
Group Leader was an effective counselor	98%
I am satisfied with my group experience	97%
I would recommend group to other UF students	95%
Group helped me improve my ability to communicate and interact with others	88%
My overall well-being has improved	87%

*At the completion of Fall 2012 and Spring semester 2013, 216 group members from 49 groups completed evaluations about their group therapy or workshop experience.*

## What clients are saying about group.

“This group will change your life.”

*“Group was a safe space to take risks and experiment with social interactions. It made me feel cared about and motivated me to change.”*

*“Group helps you recognize that you are not alone. It provides you with the support you’ve always wanted.”*

*“Group supported me for the past two semesters. I feel much better about myself than I did before.”*

*“Loved going every week.”*

*“Group has really become part of my life. It’s nice to go to a place where everyone is supportive and caring and where people can relate to your problems.”*

*“Group has been the greatest, most helpful counseling service I have found ...”*

## Quantitative Description of Group and Workshop Services

	Fall 2012	Spring 2013	Summer 2013	Total 2012-2013	Growth
Total Number of Therapy Groups Offered	26	34	12	72	38%
Total Number of Semester-Long Workshops Offered	2	3	1	6	0%
Total Unique Clients Receiving Group Services	211	273	81	565	56%
Total Client Hours Provided for Groups or Workshops	2,036	2,501	501	5,038	32%





## Invited International Consultations

- ▶ DRS. MAX PARKER AND MARY FUKUYAMA, National Chung Hsin University, Taichung City, Taiwan, October–November 2012
- ▶ DR. MEI-FANG LAN, Osaka Prefecture University, Sakai, Osaka, Japan, October–November 2012
- ▶ DR. MEI-FANG LAN, National Cheng Kung University, Tainan, Taiwan, May–June 2013
- ▶ DR. MEI-FANG LAN, Taiwan Counseling Psychologist Union, Taipei, Taiwan, May–June 2013
- ▶ DR. MEI-FANG LAN, National Chengchi University, Taipei, Taiwan, May–June 2013
- ▶ DR. MEI-FANG LAN, National Taiwan University, Taipei, Taiwan, May–June 2013
- ▶ DR. MEI-FANG LAN, National Changhua University of Education, Changhua, Taiwan, May–June 2013.

## International Counselor Exchange Program

Great ideas can be found many places in the world! This year the CWC and the University of Victoria Counseling Center (Canada) exchanged one counselor for eight days. This cultural immersion program allowed each counselor and staff to learn both personally and professionally, which ultimately brings better services to our students. We hope to continue the exchange program with other counseling centers in other countries.

## STUDY ABROAD: Enhancing Global Awareness and Citizenship

For the sixth consecutive summer, CWC faculty taught PSY 4930, Psychology of Intercultural Diversity. Dr. Jamie Funderburk and Dr. Mary Fukuyama co-created this cultural immersion experience seven years ago with the goal of increasing student global awareness and multicultural sensitivity. This year 82 students attended.

# International Initiatives ]

## Clinical Services

At the CWC, we provide individual, group and couples counseling as well as clinical consultations with international students on a regular basis. We also provide individual support for study abroad students in their efforts to prepare for their studies and as they re-enter and re-adjust to the U.S.

The CWC provides International Student Support Groups both in Mandarin and in English. Topics for conversation include information items such as university rules, explanation of American cultural norms and the adjustment process that international students go through.

The CWC International Initiative Team (IIT) focuses on the globalization needs of the UF campus and provides services to international students as well as study-abroad students that maximize academic performance and nurture well-being among students.

985

students

*Outreach, six programs, served 985 students*

175

students

*Two tabling events that served 175 students*

90

consultations

*90 consultations that served 206 students and staff*

78

hours

*78 hours of group therapy provided to 26 international students*

## Scholarly Work

We support our mission as we conduct original research, publish scholarly articles, and present at professional conferences. Examples of publication and conference presentations:

RICE, K., CHOI, C.-C., ZHANG, Y., MORERO, Y., & ANDERSON, D. (2012). *Perfectionism, Acculturative Stress, and Depression Among International Students*. *The Counseling Psychologist*. 40, 575-600.

CHOI, C. -C. , THOMAS, G., TOSKA, G., ANDERSON, D., ZHANG, Q., MACULAN, K., YOZGAT, R. (2013, June). *Collaborative work in reaching out to the international college students in this millennium generation*. Round table presented at the 6th Outreach Conference for Counseling Centers. Gainesville, FL.

CHOI, C. -C. (2012, August). *Clinical path, career options, and visa considerations*. Choi, C. -C. (Chair). International Mentoring Orientation Committee: Connecting to the world. Round table presented at the Annual Convention of American Psychological Association (APA). Orlando, FL.

*CWC International Initiative Team  
2012-13 Academic Year*

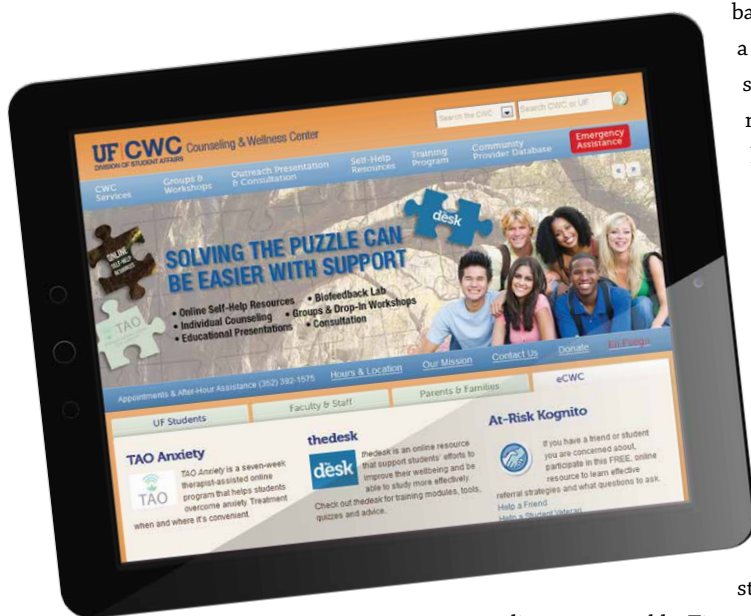


As student demand for services increase, the CWC has been exploring creative ways to expand upon and enhance the counseling services currently available to UF students. Critical to our mission is striking a balance between expanding capacity and preserving effectiveness. Key in this transformation is the utilization of digital services (e.g., web pages, social networking, and online self-help) and other innovative models of service delivery (e.g., therapist assisted online therapy). With the demanding nature of student schedules, ease of accessing treatment can be a deciding factor in whether or not they receive help. With an emerging generation of technology literate students, expanding digital service offerings attends to student preferences, reducing potential

barriers (e.g., time and stigma) and ensuring a greater number of students will receive the support they need. Students increasingly report making use of more informal forms of mental health care such as self-help webpages or online counseling. This is consistent with the CWC website analytics that suggest large numbers of students are seeking information and resources in two specific areas: solutions to common concerns (e.g., stress and college, loneliness, relationship problems, and intimacy) and more clinical concerns (e.g., how to deal with anxiety or depression). Recent CWC data further supports student interest in digital services, with a considerable percentage of surveyed UF students indicating that online counseling is

appealing or acceptable. Time saved and more immediate access to services were cited as key advantages to an online mental health platform.

The CWC has introduced two new digital services based on the types of resources students seek and their preferred method of delivery. 1) Interactive and engaging self-help resources for common concerns impacting college students (*thedesk*) and 2) Therapist Assisted Online (TAO), therapy for students dealing with mild to moderate anxiety, which is the most commonly reported reason students seek counseling.





# the desk promoting student success and wellbeing



## thedesk

Developed in Australia, **thedesk** is a comprehensive web-based program designed based on the way college students use the Internet. **thedesk** helps enhance coping skills and resilience as students encounter common issues faced during the college years with the aim of improving their academic success and general well-being.

This self-help resource includes:

- ▶ Interactive skill building activities addressing common concerns for students and attempts to empower students, so they can manage problems as they arise.
- ▶ Information and skills to help them be less stressed, more motivated, and more connected during their time in college.
- ▶ Allows students to apply the skills they learn, when needed, with ease.
- ▶ Information on useful UF resources for a range of academic and personal issues.
- ▶ Interactive self-assessments on a wide range of areas related to well-being that track improvement across time.
- ▶ An online “Coffee House” where students can interact and share creative ways of maintaining well-being with other students (e.g., photos, artwork, recipes, and favorite restaurants and hangouts).





## Therapist Assisted Online (TAO)

Developed by Sherry Benton at the CWC, TAO is an online treatment designed to conveniently and efficiently help students recover from a variety of anxiety concerns and stay well. While new to the United States, studies from other countries suggest that therapist assisted online treatments, from which TAO is based, works as well as in-person therapy and often fits the needs and lives of people today better than traditional counseling.

This treatment program includes:

- ▶ Completely online treatment accessible whenever and wherever it is convenient.
- ▶ Seven (7) weekly educational modules covering topics such as understanding anxiety, relaxation and anxiety reduction, thoughts, assumptions, and core beliefs, mindfulness, coping with worry, lifestyle factors, and review of key concepts and tools.
- ▶ Modules that include taking surveys, reading new information, and practicing new skills through weekly homework assignments designed to help students overcome their symptoms.
- ▶ A discussion forum where students can anonymously interact with other students dealing with anxiety or worry.
- ▶ Conveniently scheduled weekly video consultations with a counselor.
- ▶ Sessions to check on progress, answer questions, provide support and encouragement, and help students overcome barriers to success.



“*In the past I would have difficulty staying focused while studying because of anxious thoughts. I haven’t had any ‘emotional breakdowns’ and I’ve been able to maintain my focus.*”





## Website

# 453,126

page views

# 221,831

website visits

# ↑ 68%

from 2012

## Top pages visited

- ▶ Home
- ▶ How to deal with loneliness
- ▶ Handling common relationship problems
- ▶ Types of intimacy
- ▶ Anxiety, how to cope with it
- ▶ Stress and college students
- ▶ How to deal with depression
- ▶ Clinical staff listing
- ▶ Individual counseling





# Social Media

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3,030

*facebook likes*



14,134

*youtube views*

29

*videos*



744

*tweets*

129

*followers*

*The CWC reached out digitally to thousands throughout the 2012-2013 academic year.*



# Facebook ]

We are intentional in using our Facebook page to communicate important messages aligned with our mission and provide information about campus services and resources, including the CWC. We make sure to introduce an element of humor to keep our audience engaged

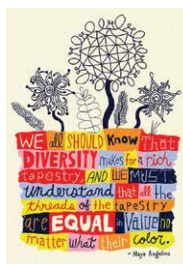
and to remind them to use humor to get through difficult situations. The CWC intends to continue strengthening our social media presence to reach out to our students and assist them in their personal and academic growth.



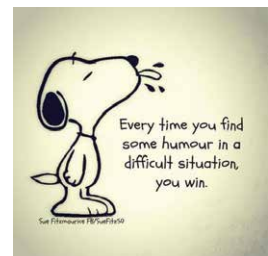
15,420  
*reached*



5,388  
*reached*



3,234  
*reached*



3,042  
*reached*



# Clinical Services ]

## Client Contacts

Type of Contact	UF CWC 2013	UF CWC 2012	Comparable Schools
No. of students served by CWC	4,736	5,186	3,382
No. of individual counseling sessions	14,884	14,520	2,880
No. of group counseling sessions	6,094	4,349	2,340
No. of other (couple, problem solving, crisis, triage, testing, case mgmt., psychiatry, etc.)	18,132	19,250	N/A
Avg. No. of sessions per client	6.88	5.30	4.66
% of enrolled students seen at CWC	9.4%	10%	7.6%
<b>Total Student Contacts</b>	<b>39,110</b>	<b>38,119</b>	

## 2012-13 Client Outcomes

Scale	Recovered	Significantly Improved
Global mental health	42%	65%
Anxiety	43%	67%
Depression	40%	64%
Suicide	59%	74%
Alcohol/Drugs	55%	70%
Well-Being	46%	67%
Symptoms	55%	66%
Life functioning	33%	56%

We measure outcomes using The Behavioral Health Measure-20. The table reflects the proportion of students treated from July 1, 2012 to June 30, 2013. 3,161 students completed the BHM-20. The measure was completed prior to each session.

# CERC ] *Crisis and Emergency Resource Center*

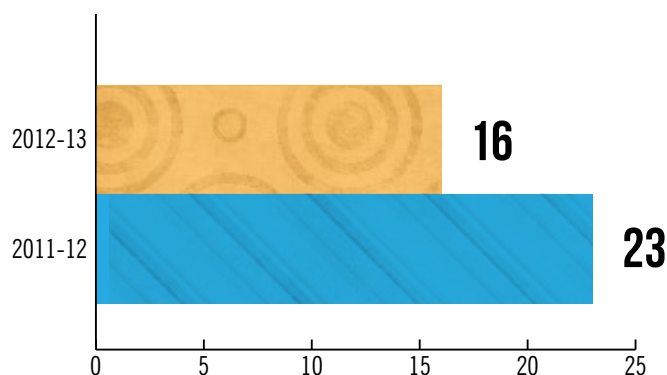


The CWC continues to provide a walk-in emergency resource site located on the 4th floor of Peabody Hall. The centralized location of the Crisis and Emergency Resource Center (CERC) is easily accessible for faculty and staff to walk over students in crisis or consult by phone or in person with our highly trained clinical staff.

The staff at the CERC continues to coordinate the CWC's after-hours counseling service through the use of ProtoCall Services, Inc. This service allows the CWC to provide 24-hour services to callers who call to consult with a trained clinician after CWC business hours. Callers receive assistance on various mental health concerns as well as access to resource information. During the 2012-2013 academic year, ProtoCall Services, Inc. provided **621** after-hour consultations to distressed students, concerned family members, faculty and staff.

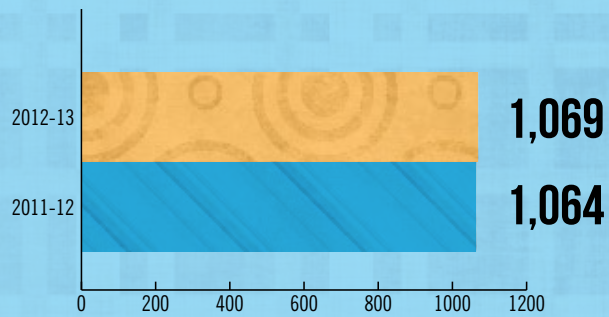
Daytime and after-hours onsite intervention is provided through the counseling component of the Crisis Response Team (CRT). The CWC Associate Director for Crisis and Emergency Resources coordinates the counseling component for the CRT response while ten CWC counselors volunteer to provide on-site intervention services. The counseling component of the CRT responds to traumatic events by a person(s) who may be a UF student or who may be closely involved with UF students (e.g. faculty, staff, family). Traumatic events include but are not limited to: death, significant loss or injury, highly lethal suicide attempt, drug or alcohol overdose, severe accident, violent altercation or sexual assault. During the 2012-13 academic year, the counseling component of the CRT provided **16** interventions serving approximately **855** people.

## Interventions involving the Crisis Response Team

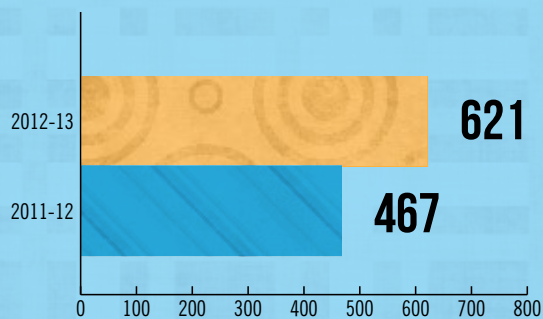




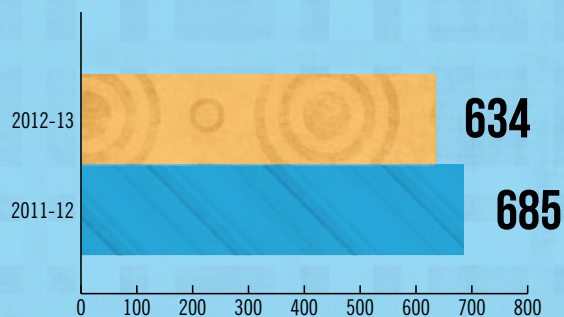
## Emergency consultations



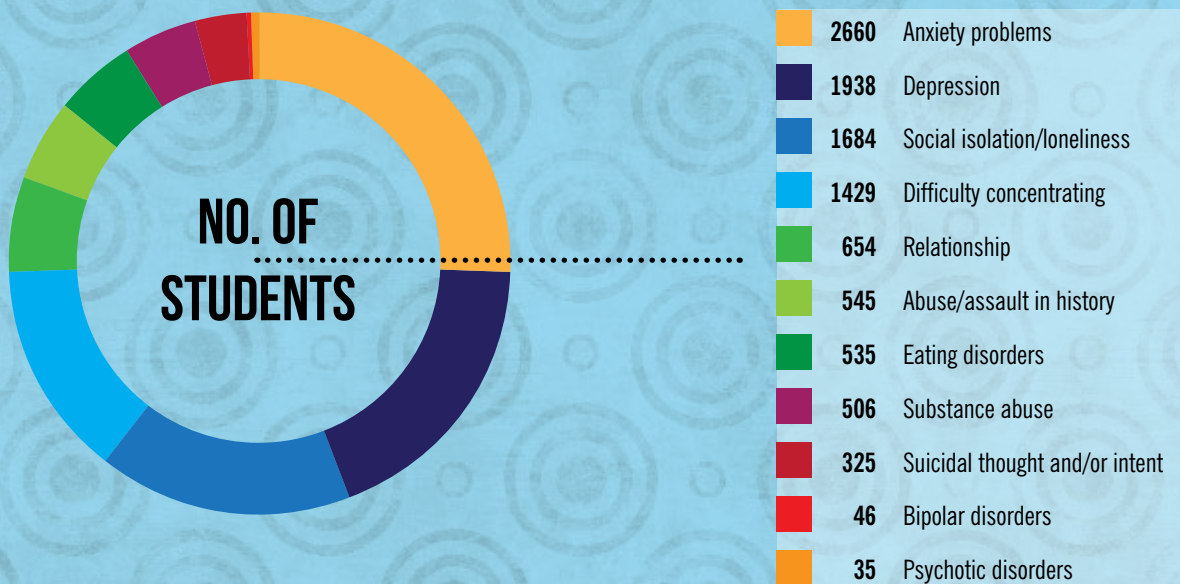
## Consultations by ProtoCall



## People trained in QPR



# Presenting Problems ]

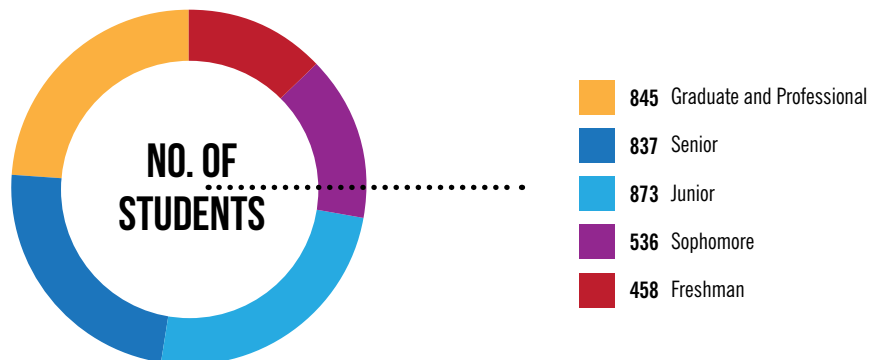




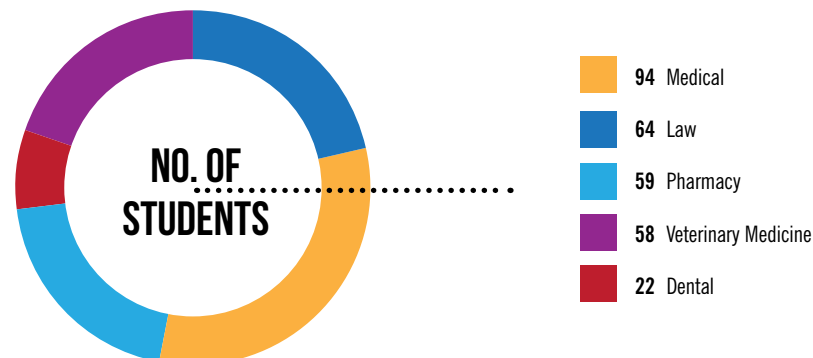
## How did you hear about the Counseling and Wellness Center?



## Academic Status of students using the CWC



## Professional students at the CWC



# Teaching and Training ]



Dr. Natasha Maynard-Pemba, Assistant Director/Training Director (Right) with the 2013-14 doctoral interns.

**2,492**  
intern hours

*Our trainees provided 2,492 (interns) hours of clinical service.*

**1,277**  
hours

*Our staff provided 1,277 hours of supervision to graduate students in training.*

**34**  
hours

*We provided 34 hours of continuing education (CE) to clinical staff for licensure maintenance and renewal.*

**3**

*We provided three graduate assistantships to the Counseling Psychology program.*



# Suicide Prevention Grant Program



UFlourish is a social marketing campaign aimed at decreasing stigma and increasing use of protective strategies (e.g. increase personal connectedness, increase self-care and seek help when you begin to notice problems). The campaign includes bus wraps, posters, social media and web resources.

The CWC and GatorWell Health Promotion Services were awarded a 3-year, \$296,000 grant from the Substance Abuse, Mental Health, Service Administration (SAMHSA) to provide suicide prevention to students at the University of Florida

- ▶ The goals are to increase students' use of protective strategies and decrease stigma to encourage early intervention and prevent serious mental health crisis.
- ▶ Increase students' confidence and competence in identifying, approaching, and referring fellow students who are in distress.
- ▶ Faculty and staff will report increased confidence and competence in identifying, approaching, and referring students who are in distress.



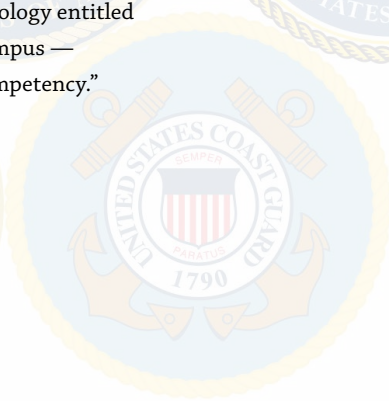
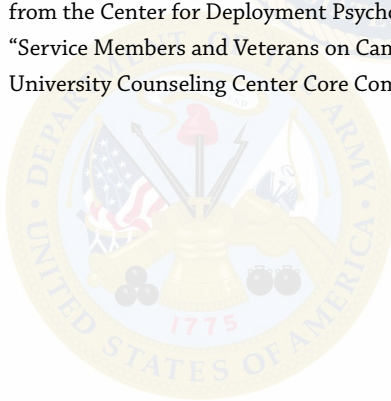
[www.counseling.ufl.edu/cwc/kognito](http://www.counseling.ufl.edu/cwc/kognito)

Kognito At-risk is an online Gatekeeper training for university faculty, staff and UF students. The program provides realistic practice with recognizing students in distress, and approaching them to maximize the chances they will successfully seek the help they need.

# Veterans ]



- ▶ Last year the CWC partnered with a work-study student from Office of Veteran Affairs and Collegiate Veteran Society in order to better serve the student veterans on campus.
- ▶ We participated in the annual Fisher House 5K run, which brings together students and community members to help sponsor the construction of the Gainesville chapter of the Fisher House.
- ▶ The CWC hosted center and community-wide training from the Center for Deployment Psychology entitled “Service Members and Veterans on Campus — University Counseling Center Core Competency.”
- ▶ Since last April the CWC has been hosting weekly office hours at the Collegiate Veteran Success Center.
- ▶ Collegiate Veteran Society approached us to create a cultural competency program for faculty and staff, which we hope to begin implementing in Spring of 2014.
- ▶ 42 student veterans attended the first ever CVSC open house, which the CWC helped initiate.











## **COUNSELING AND WELLNESS CENTER**

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