
GUIDE IMPACT REPORT

2023-24





The Impact of GUIDE on University Campuses

GUIDE (Guiding Universities in Developing Empathy) is a one-time, 3-hour empathic communications training designed to empower college faculty and staff to conduct effective support conversations with students.

The program provides practical skills for recognizing signs of student distress, using empathetic communication approaches and connecting students with appropriate campus resources.

Why is GUIDE needed?

College students are facing significant mental health challenges. The latest *Healthy Minds Study* revealed that **83% of students feel mental health issues have impacted their academic performance.**



At the same time, **61% of faculty believe basic training is needed** to properly support students experiencing emotional distress. GUIDE meets this critical need by preparing educators to make a real difference in their students' lives without overburdening themselves.

Who is GUIDE for?

GUIDE is intended for all college faculty and staff who interact with students. It complements existing training like QPR and Mental Health First Aid. GUIDE takes an upstream prevention approach, equipping participants to have empowering conversations that build student esteem, confidence and help-seeking behaviors before situations escalate to a crisis point. GUIDE training also helps faculty and staff learn when to refer students to crisis services to ensure appropriate support when needed.



This Impact Report presents quantitative metrics and qualitative feedback from survey results representative of:

1600

approximately 1,600 GUIDE program participants during the 2023-24 academic year

62

representing 62 training sessions

17

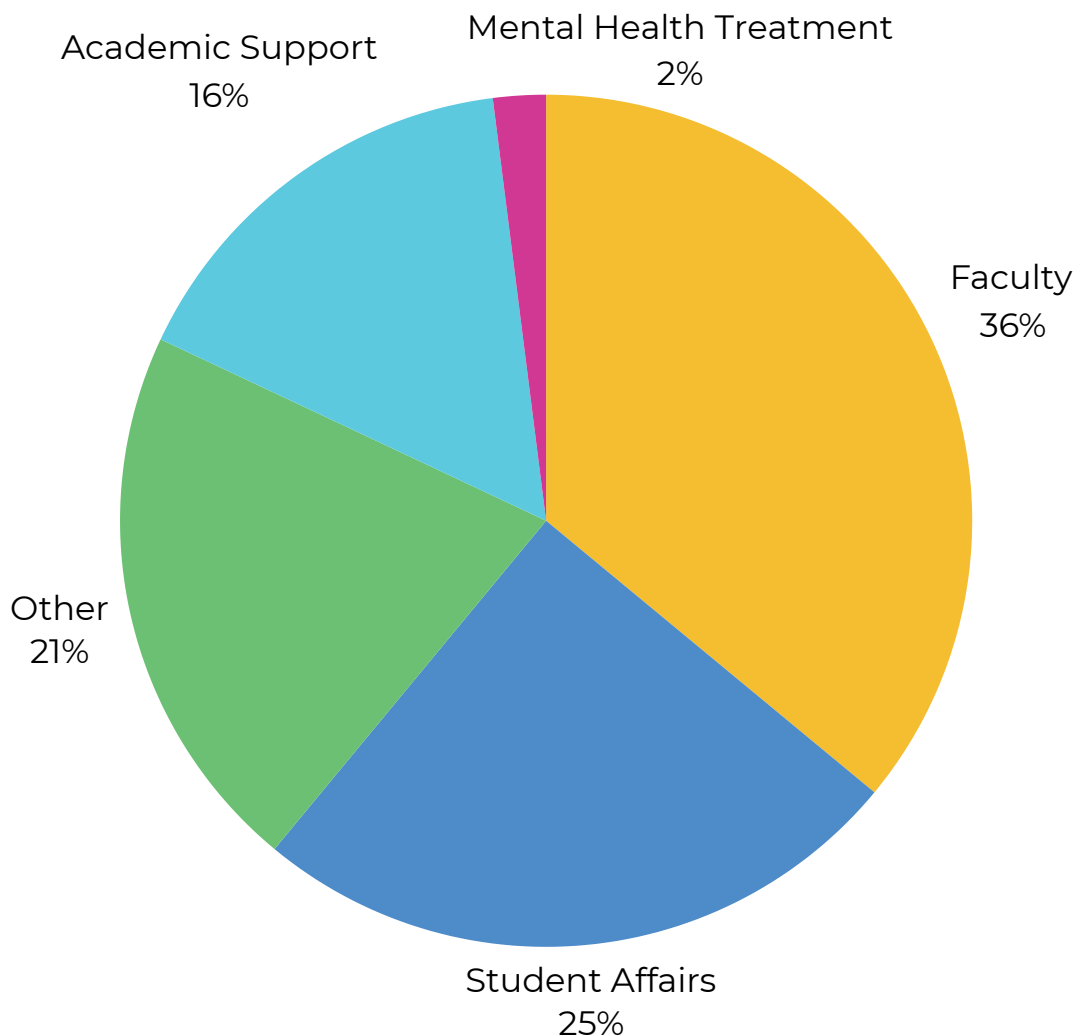
conducted across all 17 institutions in The University of North Carolina System.





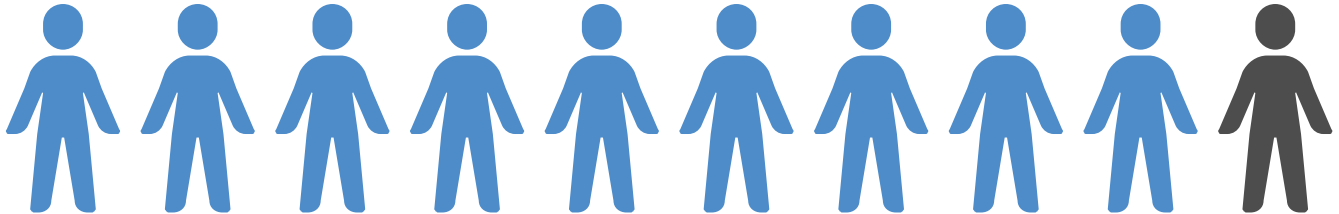
It is so helpful to be able to work through more of the preventative response work. We have spent so much time planning for and processing reactive responses. This training helps us to understand, engage, and connect with students *pre-crisis*.

Survey Respondents Self-reported Role:





9 out of 10 participants strongly agreed or agreed that **GUIDE** is *easy to understand*.



The percentage of participants who *strongly agreed or agreed* that **GUIDE** is:

- Relevant to me professionally = 84%
- Easily applicable to my work = 84%
- Appropriate for someone like me = 84%
- Valuable = 84%
- Relevant to me personally = 83%
- Helpful = 83%
- Enjoyable = 83%

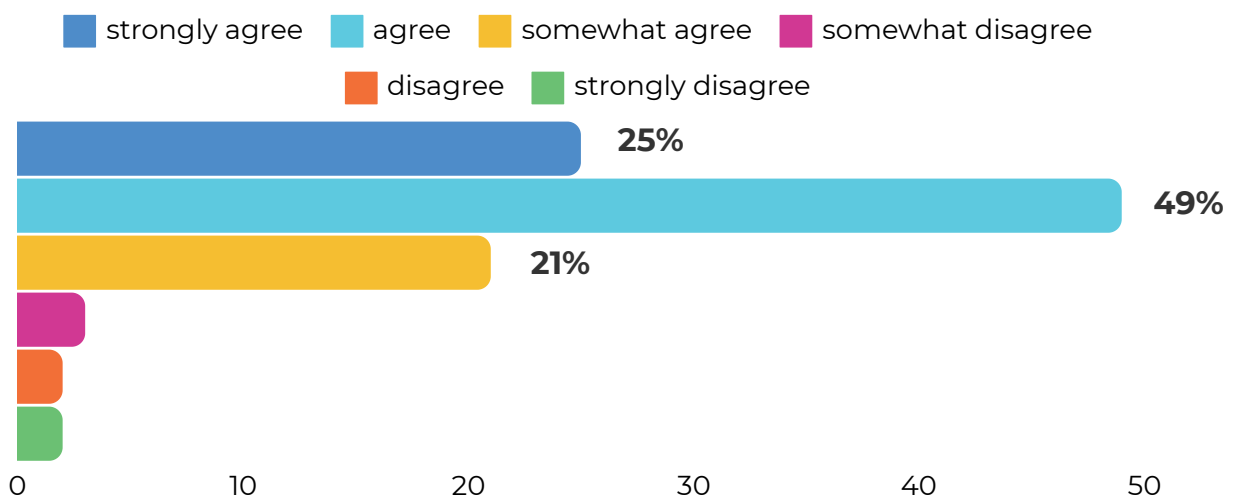
“
I've learned how to engage with students who are struggling in a structured and meaningful way. I've always known my role is important, but now I feel more empowered to help them as the need arises.



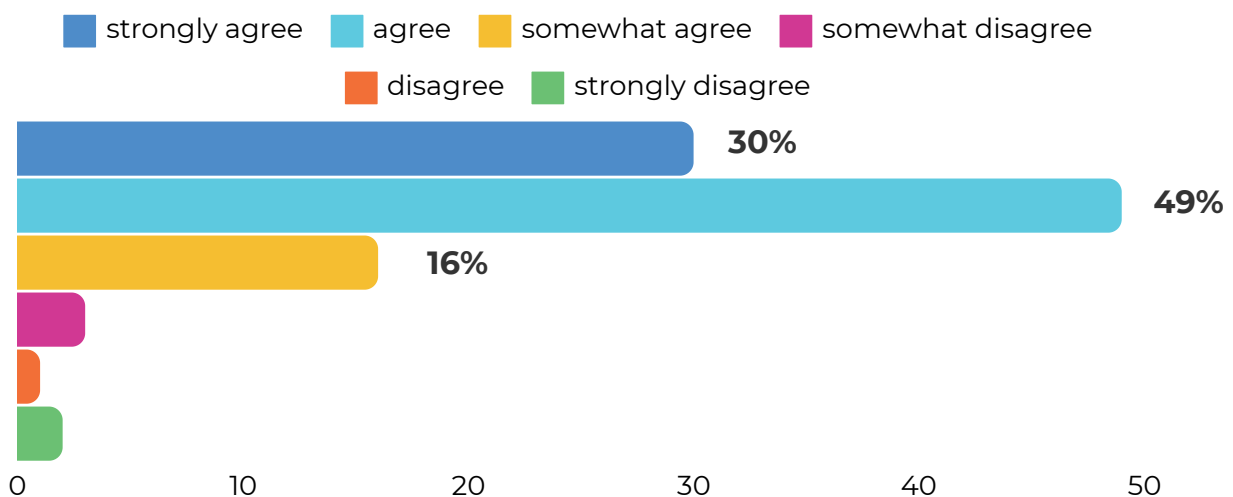
I am able to support students while not taking away their power and giving them space to explore their thoughts and feelings.

Now that I have GUIDE training, I am more confident with...

Supporting struggling students

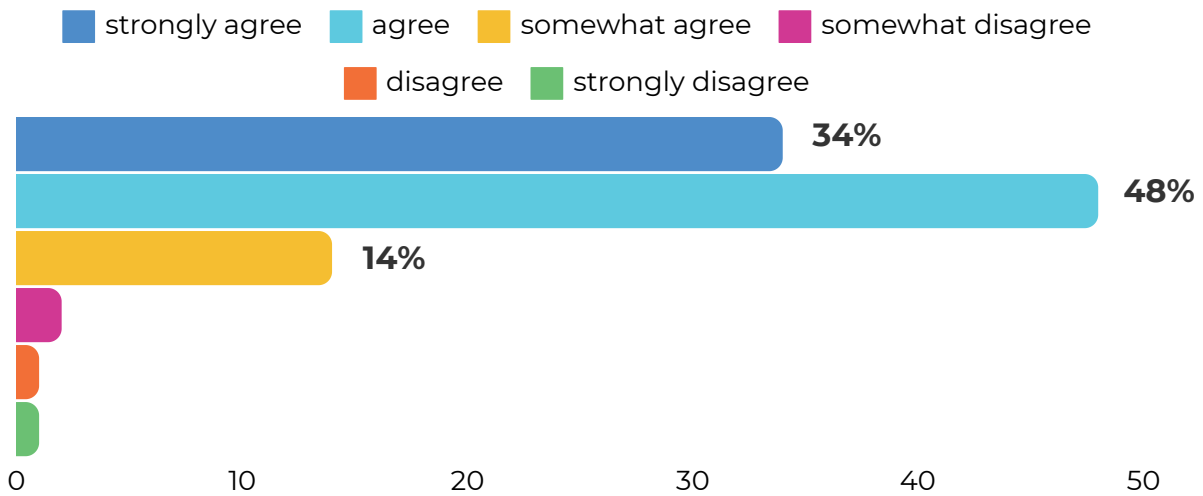


Understanding my role in supporting students

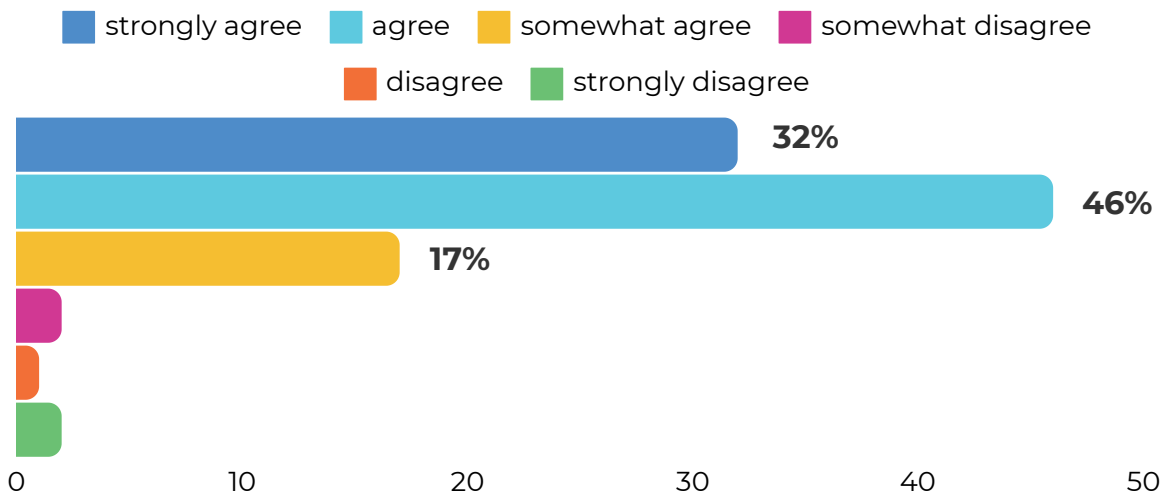




Demonstrating curiosity about students' lives



Helping students consider other perspectives



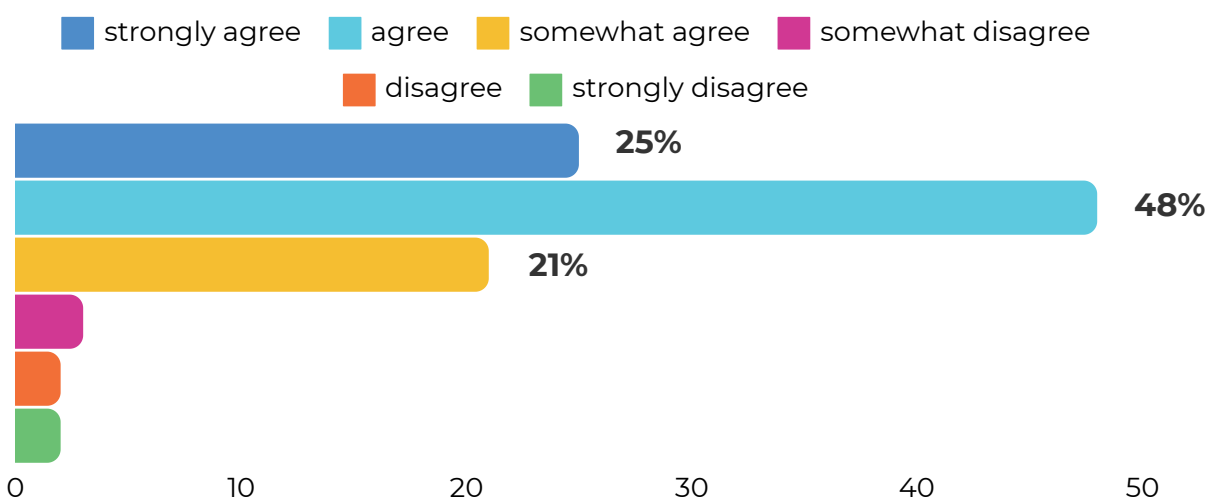
[GUIDE is] a powerful reminder of the impact we can have by just trying to see students where they are... It is very freeing to realize we don't need to know what the answer is, and we can trust students to find solutions themselves.



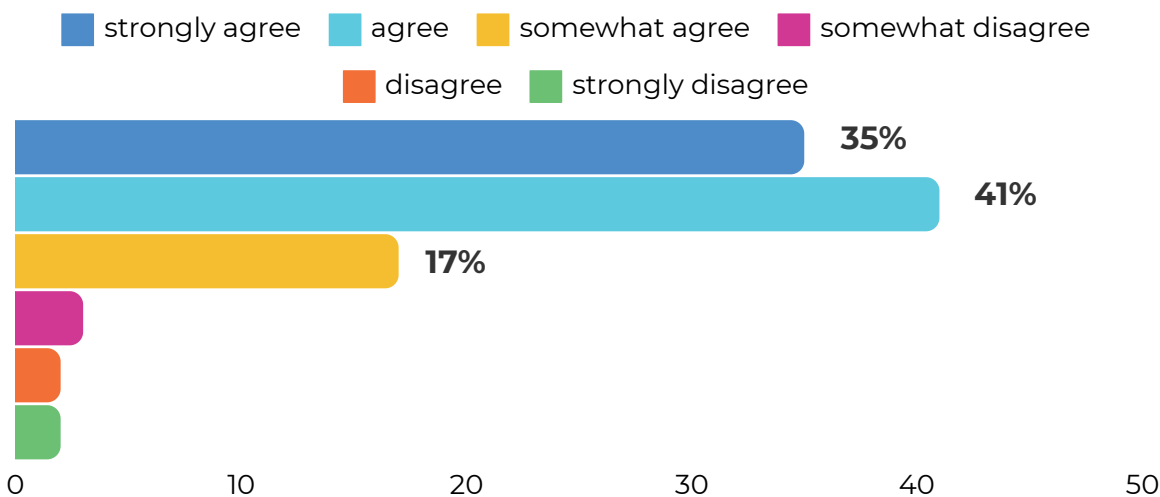
GUIDE helped most by providing me with language I can use to be less confrontational or judgmental with issues students are facing.

Now that I have GUIDE training, I am more confident with...

Giving advice to students

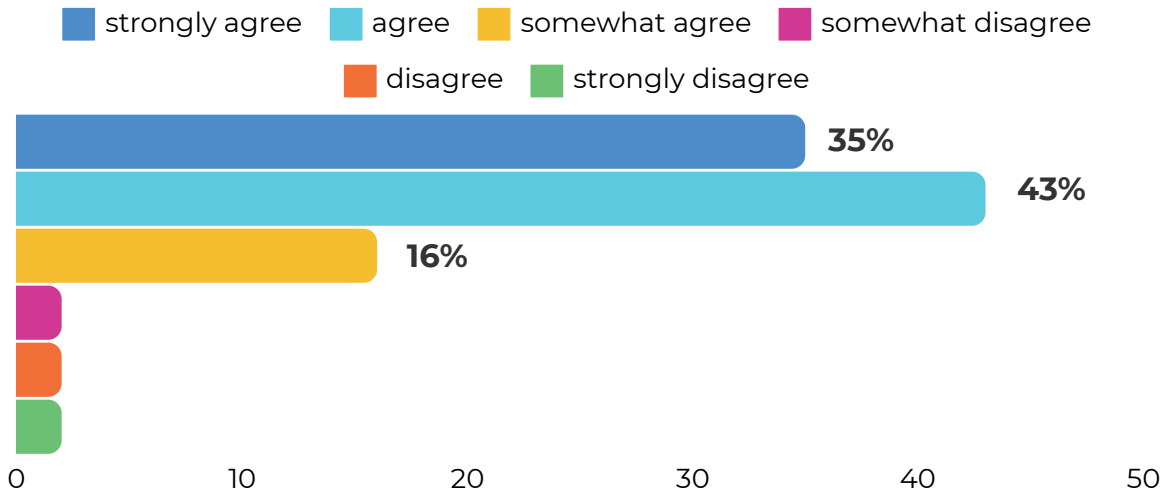


Knowing when to refer students to university support entities

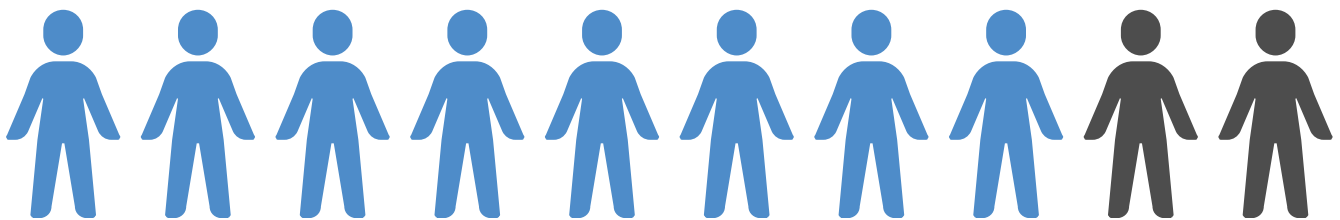




Maintaining professional boundaries to make sure my own needs are met



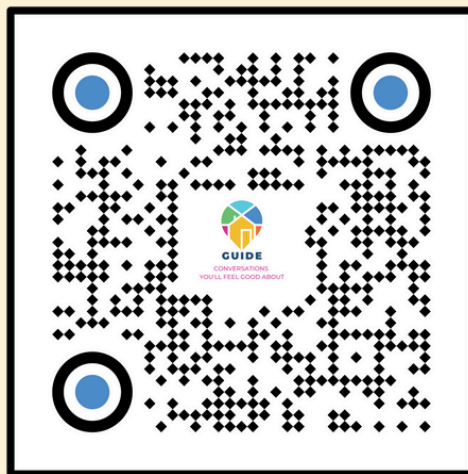
8 out of 10 participants strongly agreed or agreed they would *recommend GUIDE to a colleague.*



This training not only gave me ways to have a positive impact on students, but also took some pressure off of thinking I always need to provide a solution.

WE'RE READY TO SUPPORT YOUR CAMPUS.

preventionstrategies.com/guide



SCAN ME