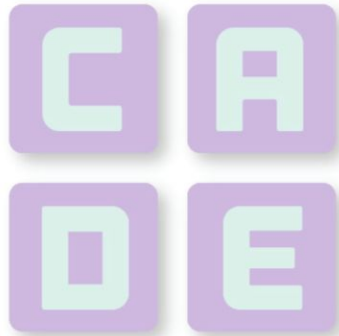


“Time To Ungrind”: Approaches to Support Veteran and Military Connected College Student Health & Well-being

NASPA

Coalition of Colorado Alcohol and Drug Educators (CADE)

Eva Esakoff (she/her)



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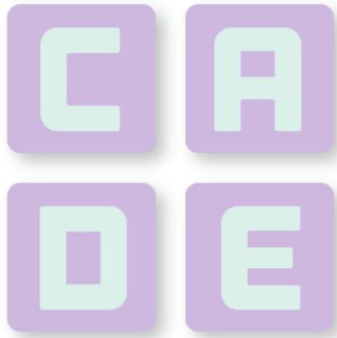
Today's Session Goals:

- Start the conversation about veteran student health and well-being on your campus
- Describe the past, present, and future goals of the Time to Ungrind campaign
- Define key campaign messages about stimulant misuse, burnout, mental health, self-care, and sleep
- Cite the latest campaign analytics that demonstrate the campaign's successes
- Relate relevant campaign messages to campus well-being efforts

Slido Poll

Context and Data

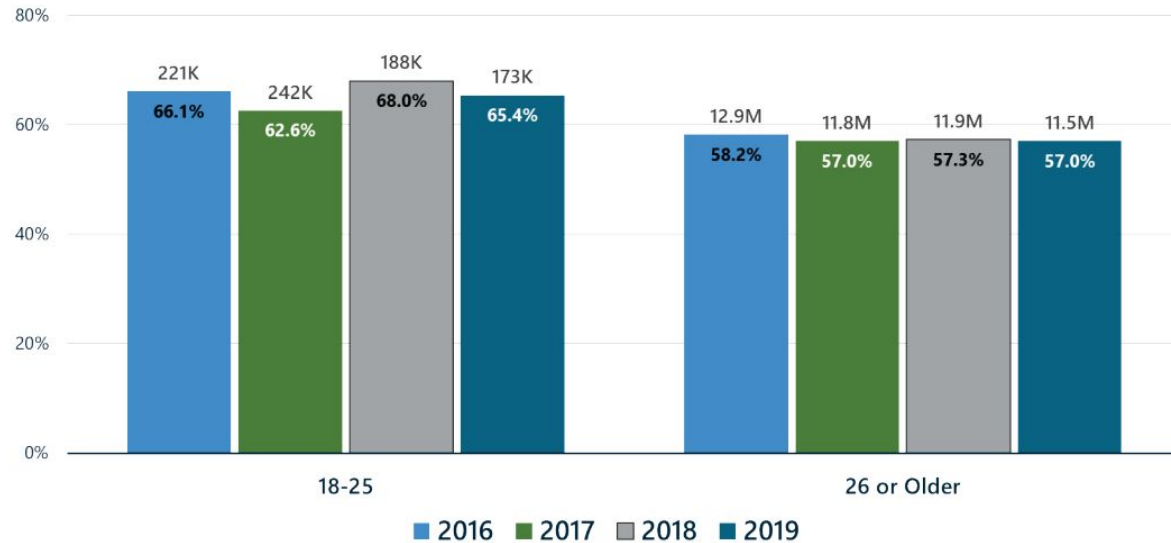
College Student Veteran's
Health & Well-being



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Alcohol Use among Veterans

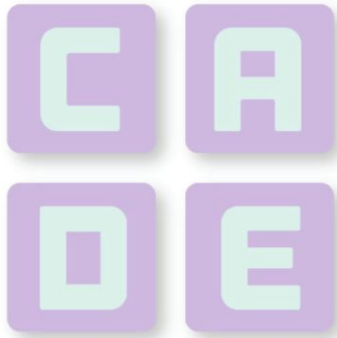
PAST MONTH, 2016-2019 NSDUH, Veteran 18+



No differences between prior year estimates and the 2019 estimates are statistically significant at the .05 level.

SAMHSA
Substance Abuse and Mental Health
Services Administration

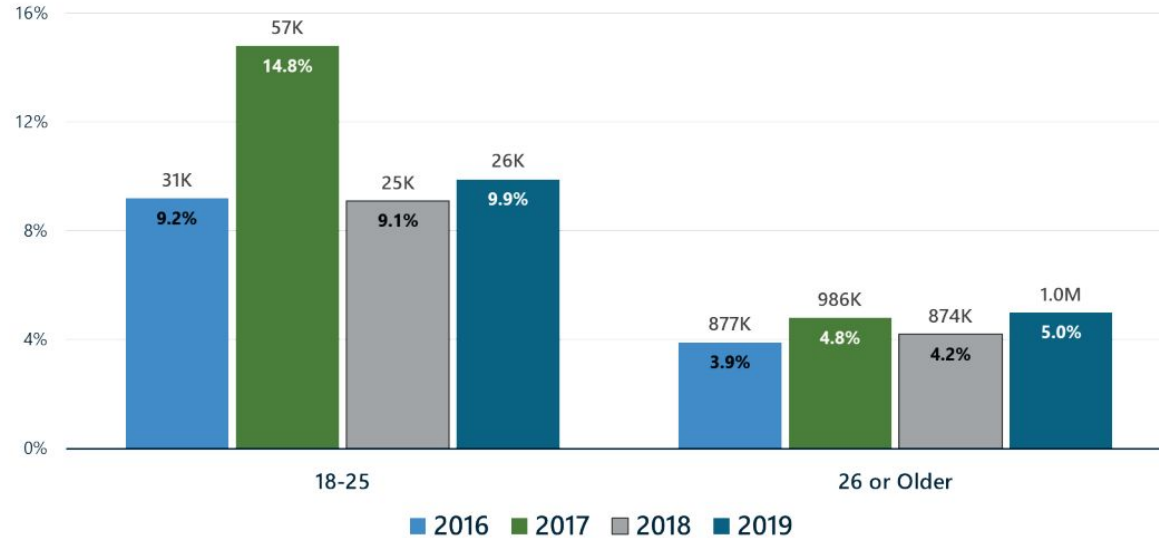
Source: 2019 National Survey on Drug Use and Health, SAMHSA



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Alcohol Use Disorder among Veterans

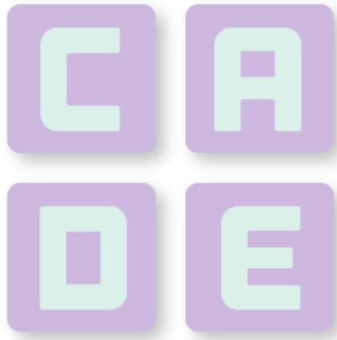
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SAMHSA
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Services Administration

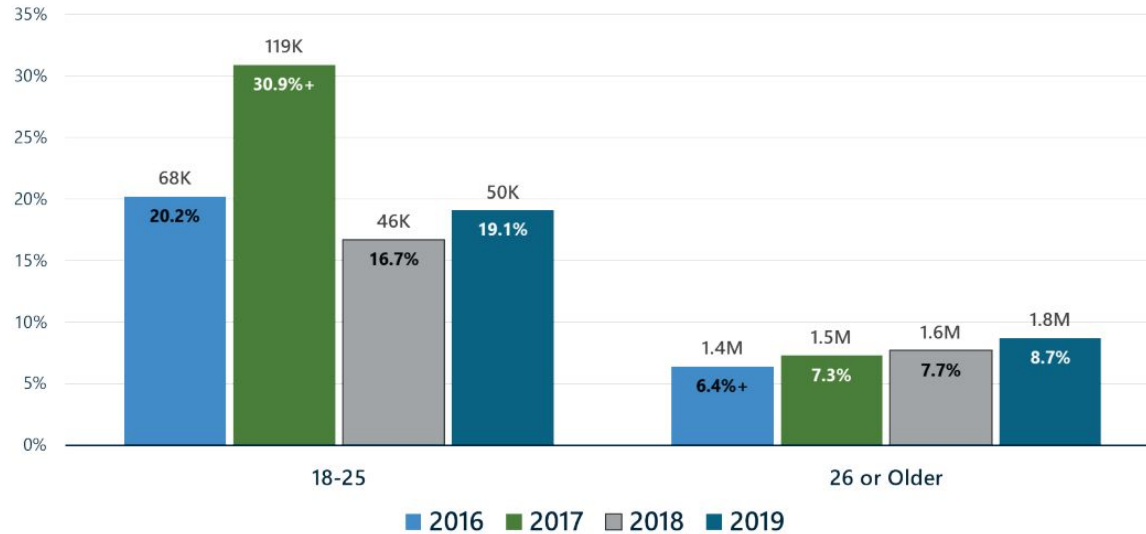
Source: 2019 National Survey on Drug Use and Health, SAMHSA



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Past Month Marijuana Use for All Age Groups among Veterans

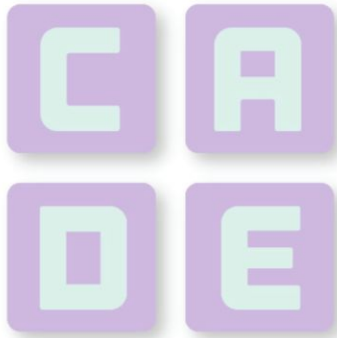
PAST MONTH, 2016-2019 NSDUH, Veteran 18+



+ Difference between this estimate and the 2019 estimate is statistically significant at the .05 level.

SAMHSA
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Services Administration

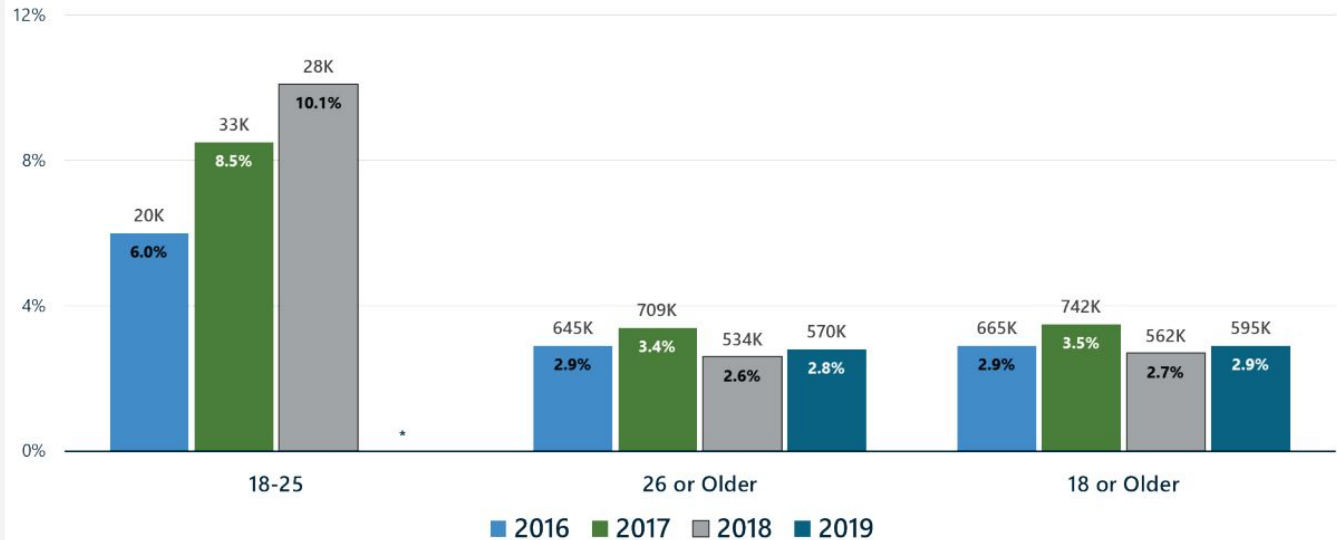
Source: 2019 National Survey on Drug Use and Health, SAMHSA



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Opioid Misuse among Veterans

PAST YEAR, 2016-2019 NSDUH, Veteran 18+

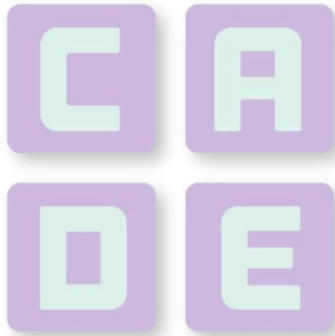


* Estimate not shown due to low precision.

No differences between prior year estimates and the 2019 estimates are statistically significant at the .05 level.



Source: 2019 National Survey on Drug Use and Health, SAMHSA



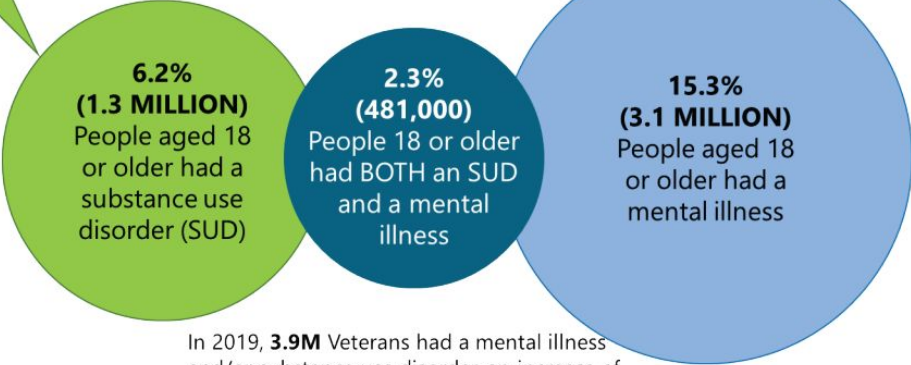
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Mental Illness and Substance Use Disorders in America among Veterans (≥18 y.o.)

PAST YEAR, 2019 NSDUH, Veteran 18+

Among Veterans with a substance use disorder:
1 IN 4 (26.9% or 343K) struggled with illicit drugs
4 IN 5 (80.8% or 1.0M) struggled with alcohol use
1 IN 13 (7.7% or 98K) struggled with illicit drugs and alcohol

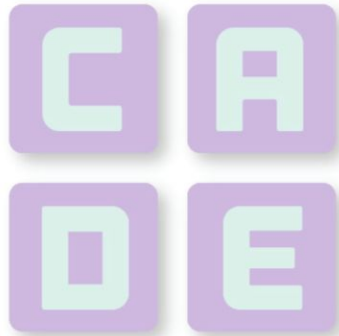
Among Veterans with a mental illness:
1 IN 4 (26.6% or 833K) had a serious mental illness



In 2019, **3.9M** Veterans had a mental illness and/or substance use disorder—an increase of 6.5% over 2018 composed of increases in both SUD and mental illness.



Source: 2019 National Survey on Drug Use and Health, SAMHSA

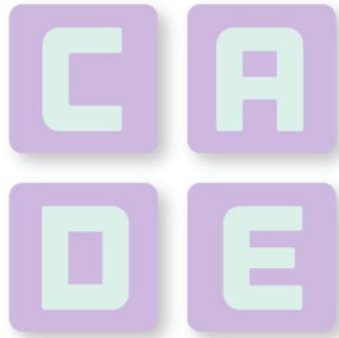


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More Data

- In a [2015 survey](#) of active duty service members, the Department of Defense (DoD) Health Related Behaviors (HRB) Survey found **35% of service members met the criteria for a possible substance use disorder for alcohol.** Additionally, nearly 1 in 3 service members reported they were current binge drinkers.

Source: SAFE Veterans by the Numbers Resource

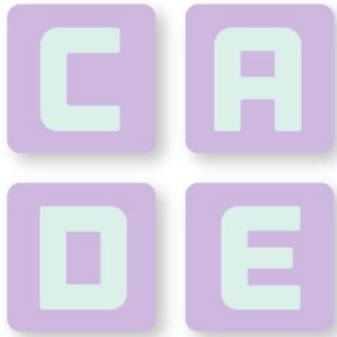


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More Data

- The HRB report also showed 21% of service members reported use of **opioid pain relievers** in the previous year — more than twice the percentage who used sedatives, stimulants, or steroids.
- Veterans are also 2x as likely to die from an **accidental opioid overdose** compared to the “general population”, according to a 2011 study of the VA health system.

Source: SAFE Veterans by the Numbers Resource



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More Data

- Approximately 11% of veterans who visit a medical facility run by the Department of Veterans Affairs (VA) for the first time have a substance use disorder (SUD). **Binge drinking**, or consuming a lot of alcohol in a short time, is one of the **more common issues** that veterans face.
- Reported rates of **illicit drug use increase** when active duty personnel leave military service. **Marijuana** accounts for the vast majority of illicit drug use among veterans with 3.5% reporting use, and 1.7% reporting use of illicit drugs other than marijuana in a 1-month period.

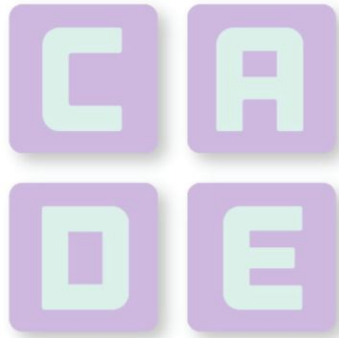
Source: National Institute on Drug Abuse DrugFacts



More Data

- **Common barriers** to treating SUDs for veterans:
 - Limited access to treatment
 - Gaps in insurance coverage
 - Stigma
 - Fear of negative consequences
 - Lack of confidential services

Source: National Institute on Drug Abuse DrugFacts



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Summary

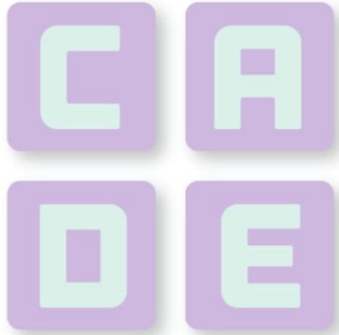
- Substance misuse and mental health issues are common among the veteran and young/college veteran populations
- Other context with collegiate population:
 - Academic rigor = high expectations
 - High rates of burnout
 - Post-traditional students
 - Balancing priorities
 - Health barriers



Time to Ungrind

Colorado's Opioid
Awareness Campaign





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Background



- State Opioid Response (SOR) grant from the Office of Behavioral Health (OBH)
- The State of Colorado contracted with NASPA/CADE to run a social norming campaign around opioid misuse prevention in college communities throughout the state
- CADE brought on the marketing firm, The Basement, as the marketing agency to help execute this campaign

The Hustle Culture

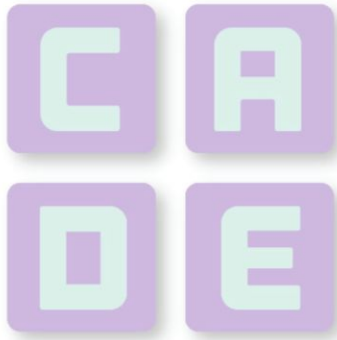


- Refers to the mentality that one must work all day, every day in pursuit of their goals
- Also known as the “burnout culture” or “the grind culture”
- Main drugs associated with hustle culture are stimulants (caffeine, cocaine, Ritalin, Adderall, etc).

Why “Time to Ungrind”?



- Pointing out the weird flex
- Giving people (students) a cause
- Address the culture of staying up all night to hustle, party, study, etc. then using/abusing prescription drugs to catch up and/or to “keep on hustling”



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Main Campaign Messages



Hustle Culture is:

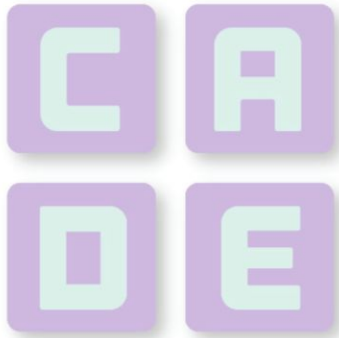
- Killing our creativity
- Destroying our productivity
- Ruining our health
- Leading to burnout

Fight back against Hustle Culture:

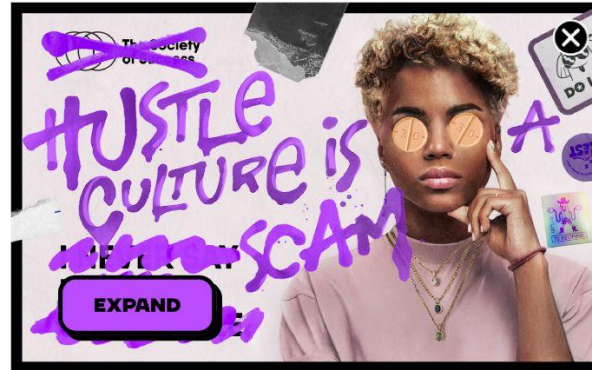
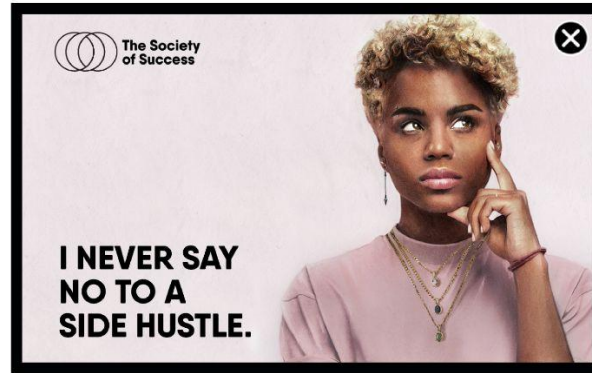
- Start saying no
- Get some rest
- Create new habits
- Live a little
 - *All help to not turn to stimulants*

"You can still be successful in your work while not sacrificing and buying into the hustle, which is so loud in our culture today." –Carlos Hidalgo, The UnAmerican Dream

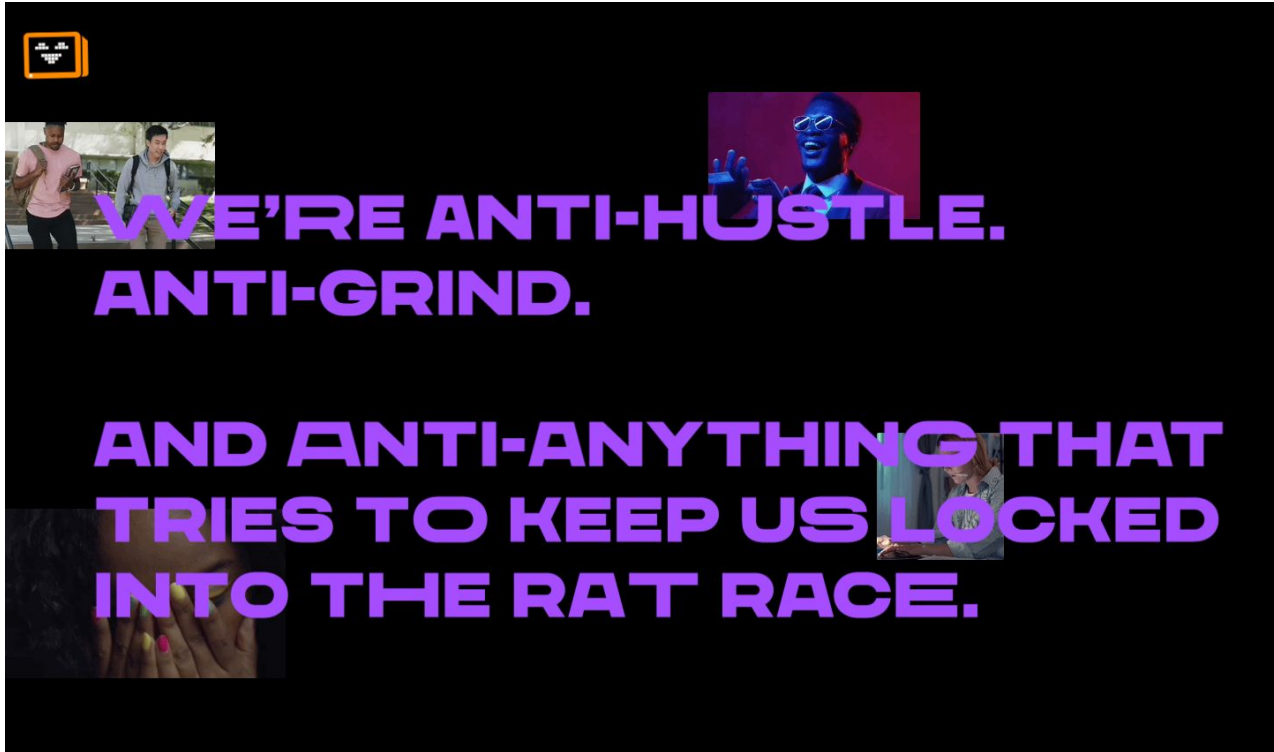




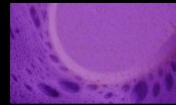
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Website: [TimetoUngrind.com](https://www.timetoUngrind.com)



**WE'RE ANTI-HUSTLE.
ANTI-GRIND.
AND ANTI-ANYTHING THAT
TRIES TO KEEP US LOCKED
INTO THE RAT RACE.**

The video player features a black background with the text in bright purple. It includes several small inset images: a student with a backpack, a man in a suit and glasses speaking, a student at a desk, and a close-up of hands. A small orange icon is in the top left corner of the video frame.

Media

- Creatives for:
 - Campus media
 - Movia
 - Billboards
 - Youtube
 - Local radio
 - Spotify
 - Social media platforms
 - Facebook, Snapchat, TikTok



Feature Title



PLATFORM	IMPRESSIONS	CLICKS
Meta	2,282,713	5,212
Snapchat	7,142,418	27,412
TikTok	15,544,373	37,956
Basis	17,317,755	25,238
YouTube	3,229,242	6,836
Spotify	3,615,451	-
Movia	4,214,041	-
TOTAL	53,345,993	102,654



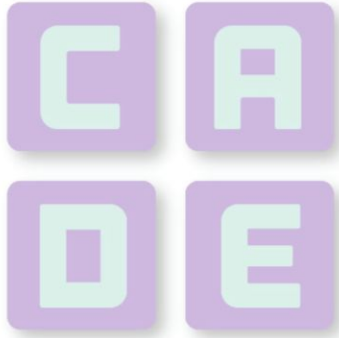
Analytics (as of Nov 2022):

- Basis Display: 17,317,755 Impressions; 25,238 Clicks
- **Tik Tok: 15,544,373 Impressions; 37,956 Clicks**
- **Snapchat: 7,142,418 Impressions; 27,412 Clicks**
- Movia: 4,214,041 Impressions
- Spotify: 3,615,451 Impressions
- Youtube: 3,229,242 Impressions; 6,836 Clicks
- **Facebook/Meta: 2,282,713 Impressions; 5,212 Clicks**
- GIF & Sticker Views: 96,632



1st Month Facebook Page reach

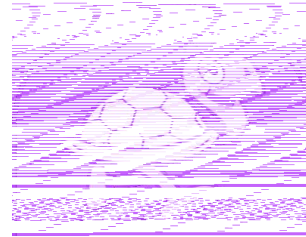
The number of [people](#) who saw any content from your Page or about your Page, including posts, stories, ads, social information from people who interact with your Page and more.



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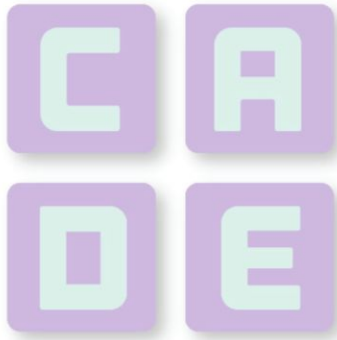
Future of Campaign

- Expand campaign in Colorado
- Program resources for pilot campuses
- Focus groups to collect student feedback
- Potential for national reach



What Can You Do?

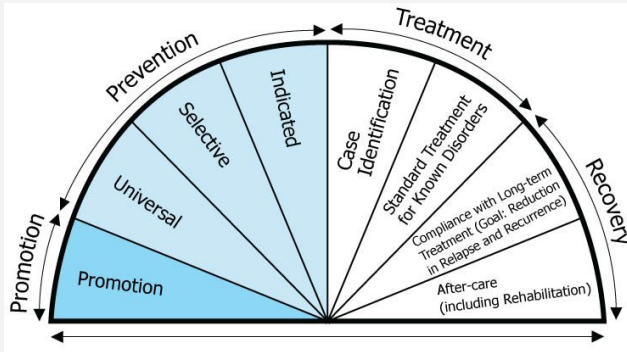
Recommendations for Your
Health & Well-being Efforts



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Partner with Health Promotion Offices

- Campus experts on health and well-being
- Not typically clinical or licensed practitioners
- Differs from the health center and CRPs
- Share the Time to Ungrind campaign resources as a conversation starter!





Tips for Talking with Your Students

- Notice warning signs
- Share observations
- Express care and concern
- Ask open-ended questions
- Reflect back their words
- Refer them to resources
- Follow up



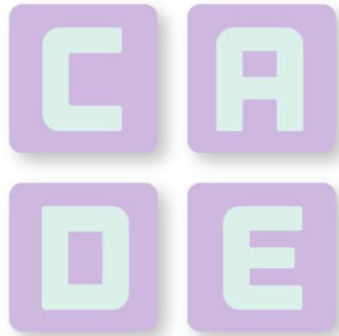
Referring to Resources

- Campus health centers
- Campus mental health services
- Care team
- Title IX office (mandatory reporting)
- Collegiate Recovery Program (if applicable)



More Resources

- National Resources
 - American Addiction Centers hotline: 866-205-7819
 - Veterans Crisis Line: Dial 988 then press 1 or text 838255
 - Lifeline for Vets: 888-777-4443
 - Coaching into Care: 888-823-7458
- Web-based resources
 - Veterans Affairs: mentalhealth.va.gov
 - American Addiction Centers: veteranaddiction.org
 - SAFE Project: Veterans Programs



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Discussion

- What are your campus's or department's current well-being efforts to address mental health and substance misuse/hustle culture?
- What resources exist on your campus to support student well-being?
- What resources are needed to ignite conversation and/or advance your campus's or department's well-being efforts?

Thank You!

Contact:

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cade@naspa.org