

# Mental Health on College Campuses

Leading the charge for student health at St. Petersburg College

## From Peer Pressure to Peer Support

75% of college students report that stress is negatively impacting their ability to learn, focus, and succeed academically (*Student Voice*, 2023). So what's preventing more than half of them from engaging with care?

### ST. PETERSBURG COLLEGE

"Receiving these texts has helped me get through the loss of my aunt. It has helped me keep going and get back on track, allowing me to reflect."

- Anonymous subscriber



**80%**

of students reported marked improvements in their mental health



**88%**

of participants voted to extend their subscription upon completion

"Encouraging, relatable, and caring! It gives me motivation throughout the day and boosts my mood. This is definitely changing my life."

- Anonymous subscriber

## WHY COPE NOTES?

- Addresses ACEs
- Normalizes help-seeking
- Resonates with young adults
- No appointments or wait lists
- Reduces social and self-stigma
- Cost-effective and user-friendly

## THE CHALLENGE

According to the National College Health Assessment, 73% of students report moderate to severe psychological distress. But with only one counselor per 1,750 students on average, campuses nationwide wrestle with a time-sensitive dilemma: **How can we scale mental health support without an infinite hiring budget?**

With the newest Inside Higher Ed study showing that prospective students consistently rank availability and quality of mental health services as their #1 wellness consideration when selecting a school, the world of education has no choice but to take action.

## THE TURNING POINT

Despite some traditional on-campus resources being offered for years, participation rates regularly floundered below 1% at **St. Petersburg College** in Florida. By contrast, student demand for easy-to-use digital options has steadily climbed. "We wanted something holistic that would cover more bases," said Shanya Turner, the school's Mental Health & Wellness Program Manager.

While in-person appointments and difficult-to-navigate app-based tools presented bottlenecks and barriers to care, the school's high volume of requests around the holidays necessitated an efficient and scalable fix — one that could easily fit into the daily routine of the average college student.

Gaining access to health education, journaling prompts, positive psychology exercises, and other micro-interventions through Cope Notes, users reported feeling more connected, supported, and encouraged in their studies, relationships, and lives overall.

## THE IMPACT

Since launch, Cope Notes has delivered **more than 7,000 interventions** to faculty, staff, and volunteers at St. Petersburg College. The school plans to continue integrating these daily mental health support services into their overall wellness strategy in an effort to better serve, protect, and foster young and developing minds.

