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

NASPA
Coalition of Colorado Alcohol and Drug Educators (CADE)
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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
Source: 2019 National Survey on Drug Use and Health, SAMHSA
Alcohol Use Disorder among Veterans

Source: 2019 National Survey on Drug Use and Health, SAMHSA
Opioid Misuse among Veterans

Source: 2019 National Survey on Drug Use and Health, SAMHSA
Mental Illness and Substance Use Disorders in America among Veterans (≥18 y.o.)

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

6.2% (1.3 MILLION) People aged 18 or older had a substance use disorder (SUD)

2.3% (481,000) People 18 or older had BOTH an SUD and a mental illness

15.3% (3.1 MILLION) People aged 18 or older had a 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
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
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*
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_
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
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”
Main Campaign Messages

Hustle Culture is:

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

“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*

Fight back against Hustle Culture:

• Start saying no
• Get some rest
• Create new habits
• Live a little
  • *All help to not turn to stimulants*
I NEVER SAY NO TO A SIDE HUSTLE.

HUSTLE CULTURE IS A SCAM

THEY TELL YOU TO WORK SO HARD YOU'RE BARELY MAKING IT. THEN THEY CALL IT A 'HUSTLE' LIKE IT'S HONORABLE OR SOMETHING.

LEARN THE TRUTH

The Society of Success

EXPAND

NASCHE Student Affairs Administrators in Higher Education
WE’RE ANTI-HUSTLE. ANTI-GRIND.

AND ANTI-ANYTHING THAT TRIES TO KEEP US LOCKED INTO THE RAT RACE.
Media

- Creatives for:
  - Campus media
  - Billboards
    - Movia
  - Streaming ads
    - Youtube
  - Local radio
    - Spotify
  - Social media platforms
    - Facebook, Snapchat, TikTok
# Campaign Performance

**Meta**
- Impressions: 2,282,713
- Clicks: 5,212

**Snapchat**
- Impressions: 7,142,418
- Clicks: 27,412

**TikTok**
- Impressions: 15,544,373
- Clicks: 37,956

**Basis**
- Impressions: 17,317,755
- Clicks: 25,238

**YouTube**
- Impressions: 3,229,242
- Clicks: 6,836

**Spotify**
- Impressions: 3,615,451
- Clicks: -

**Movia**
- Impressions: 4,214,041
- Clicks: -

**Total**
- Impressions: 53,345,993
- Clicks: 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

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**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.
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
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
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!

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