

# Personalize Self-Serve Mental Health Resources

Drive Utilization through Prescriptive Recommendations

Tool

Use this tool to develop a prescriptive mechanism to connect students with low-risk mental health needs (i.e., not at risk of harming themselves or others) with self-serve resources.

## Personalize Self-Serve Mental Health Resources

### Drive Utilization Through Prescriptive Recommendations

#### **Practice in Brief**

Counseling Center staff use a form modeled off of a medical prescription pad to "prescribe" self-serve interventions—such as online modules, workshops, fitness or meditation classes—to students with low-risk mental health needs. This simple method adds a personalized touch to self-serve resources, and feels more formal—both of which help promote student follow-through.

#### **Problems Addressed**

Many institutions have invested in a variety of self-serve mental health and well-being resources, but utilization lags. These resources often do not align with students' expectations for individual therapy. Self-serve resources might not "look" like mental health supports, and they can feel generic or impersonal. Additionally, self-serve resources often lack structure and accountability.

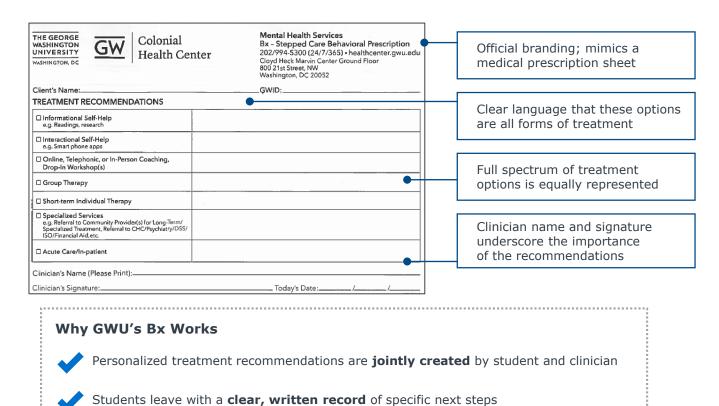
#### **Institutions Profiled**

George Washington University

# Personalizing Self-Serve Recommendations

## George Washington University's Behavioral Prescription (Bx)

EAB recommends personalizing recommendations to drive students' utilization of self-serve resources. George Washington University developed a Behavioral Prescription, or Bx, to help students recognize the broad spectrum of mental health supports. The Bx is a written form that is jointly completed by the student and clinician. It maps students' concerns to specific treatment options, including self-serve and campus resources. The Bx ensures that students have a clear understanding of the spectrum of their treatment options and their personalized recommendations for next steps.



**Able to evolve** to meet students' changing needs and concerns

# **Behavioral Prescription Pad Template**

**Key Elements of George Washington University's Bx** 

Prominent university branding and

counseling center contact information

Ensure student and counseling center

Use this template, modeled after George Washington University, to develop your own mental health recommendation mechanism to give students prescriptive guidance on self-serve and alternative interventions that can address their needs, with space to increase recommendation intensity as their needs evolve. Consider the below key elements of GWU's Bx as you're designing your own form.

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Include full range of wellness services

from self-help to in-patient treatment

Clinician name and signature

retain a copy for follow-up	underscore recommendations
[College/University] Counseling/Health Center [Office location/address] [Phone number] [Email address] [Office hours]	[College/University Logo]
Stepped Care Prescription for:	
Client Name:	Student ID:
TREATMENT RECOMMENDATIONS	
☐ Informational Self-Help  Readings, videos, podcasts, other media	
☐ Interactional Self-Help Online modules, mobile apps	
☐ Campus Supports  Workshops, coaching, academic success services, career services, disability services, campus recreation, etc.	
☐ Peer Supports Student groups, peer mentoring programs	
☐ Group Therapy	
☐ Goal-Oriented Individual Therapy	
☐ Specialized Services/Off-Campus Referral  Community provider referral for specialized on in-patient treatment	
Clinician Name:	
Clinician Signature	Date: