



**Director of Ulifeline: Ron Gibori**  
**Supporting Staff: Catherine Crawford**

**Advisory Board:**

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| 1. <b>Jon Williams</b>            | <b>Kaplan Test Prep and Admissions</b>                                     |
| 2. <b>Amy Katzenberg</b>          | <b>Avenue-e Health Strategies, VP – Client Services</b>                    |
| 3. <b>Jon McCarus</b>             | <b>Alliance, VP – Business Development</b>                                 |
| 4. <b>Glenn Morgan</b>            | <b>Interactive Factory, Chief of Operations</b>                            |
| 5. <b>Dan L. Jones, Ph.D.</b>     | <b>President, International Association of Counseling Services</b>         |
| 6. <b>Gregory T. Eells, Ph.D.</b> | <b>Director, Counseling and Psychological Services, Cornell University</b> |

Ulifeline is an anonymous, Internet-based resource that provides students with a non-threatening and supportive link to their college mental health or counseling center. It was created to give students more knowledge about mental health and the signs and symptoms of emotional problems. This sophisticated and anonymous website for students addresses such issues as depression, stress, and the pressures of college life. It includes a library of mental health information and an interactive screening tool to help students uncover whether they, or a friend, are at risk. Importantly, the site was created by students for students and is maintained by the highly supervised involvement of the most respected professionals in the mental health field.

Launched in 2003, *Ulifeline* ([www.ulifeline.org](http://www.ulifeline.org)) includes the *Self-Evaluator*, a state-of-the-art Web-based mental-health screening program, developed exclusively for The Jed Foundation by Duke University Medical Center. The *Self-Evaluator* allows students to take an online symptom-assessment inventory based on the DSM-V on behalf of themselves or a friend. Alternatively, faculty members may visit the site to address concerns about a student. This is the only screening tool to seamlessly investigate for several disorders without first indicating to the user which disorder might prove prevalent. The *Self-Evaluator* is the first of its kind from both an interventional and technical standpoint.

*Ulifeline* also provides a wealth of information regarding mental health through a Harvard library database, an interactive *Ask Alice* utility to answer questions, and other tools. Uniquely, the site is tailored for each individual campus with all of the local campus and community resources. All students access their respective campus sites through the single *Ulifeline* portal.

Currently, the *Ulifeline* network includes more than 475 universities, serving approximately 4 million students nationwide.

Given the strong foothold *Ulifeline* has established with students, The Jed Foundation feels that Ulifeline is an ideal platform to tackle the isolationist culture on university campuses that is a huge barrier to addressing student mental health. The new *Ulifeline* is designed to become a virtual centralization point for all involved. The programs will:

- Provide an area where campus mental healthcare professionals can share information such as best practices, program summaries, project results and resources



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- Make critical content available to affiliated universities to support evidence-based practices and to provide awareness of programs and tools to students and campus-based mental healthcare professionals
- Learn about students through aggregated patterns of behavior as students explore the content and participate in surveys
- Build a sustained community by providing to each of the target audiences content that is specific to their needs and engaging them through participation
- Provide a point of reference and information for students seeking help for themselves and their classmates

The new *Ulifeline* will also include an improved *Self-Evaluator*, which will screen for additional DSM-V categories. The data from the *Self-Evaluator* will be the first comprehensive database of its type. It will be analyzed statistically to better understand individual items in the inventory, symptom clustering, the co-occurrence of diagnostic disorders, and the relationships between these variables and student demographic characteristics. This will, in turn, enhance the research basis underlying the diagnostic process and thus inform the field of unifying patterns underlying mental health disturbances. In addition, the Self-Evaluator data will help to inform campus policy decisionmakers with regard to the allocation of counseling-center resources, the provision of services in student health centers, and the promulgation of primary-prevention interventions directed at suicide risk, trauma recovery, the reduction of substance abuse and eating disorders, and other problems that prominently affect college populations.

The Jed Foundation has engaged Interactive Factory, a leading national internet web enhancement group, to design, develop and deploy the new *Ulifeline* portal, ushering in an entirely new era of sharing and disseminating critical mental health information.

*Ulifeline* will be evolving from a student service utility to one where all involved, administrators, counselors, peers and families will communicate with one another and share experiences, information, and data. The program will begin reducing the distance between all of these parties and bring mental health to the forefront of campus concerns – on par with alcohol and drug abuse, learning disabilities and other de-stigmatized problems.



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