



Oscar McKnight, Ph.D.

David C. Ross, LPCC

REIMAGINING CAMPUS-COMMUNITY

MAY 18, 2023

QUEST CONFERENCE CENTER

Mental Health &
Wellness Initiatives:
Building
Sustainable
University &
Community
Partnerships



COLLABORATION



PERFORMANCE

Partnership



WIN-WIN



SUCCESS



TEAMWORK

Balance and Synergy

Goal: leverage and merge resources to promote safety, well-being, and mental health.



Service Delivery: Mobius Model

Strategic focus with no boundaries



General Areas of Focus

(but wait, there is much more)

Suicide Prevention Efforts –
Tabletops & QPR Training



University and Community
Apps



Collaboration with Community
Behavioral Health Agencies



Onsite Rape Crisis/Domestic
Violence Services



Beta Testing: ‘drop in’ clinic
approach, special populations

Specific Programs in Place



Community Tabletop Exercise

Biannual Suicide Community Tabletop



- Mental Health & Recovery Board
- Community Mental Health
- County Health Department
- Fire & EMS
- Local Hospital
- Rape Crisis
- City Police Department
- Campus Security
- Residence Life
- Health Center
- Counseling Services
- Campus Administration

QPR: Town-Gown Training

Three steps anyone can learn

Question.

Persuade.

Refer.

Ashland Healthy Mind & Healthy Ashland – Apps on a mission

The Need

The Necessary Conditions

The Results

The Future



The Need

Information that is:

- Readily Available (24/7)
- Accurate
- Useful
- Confidential (private)
- Expected!



The Necessary Conditions

*Year 2023

People expect a digital presence;
even if they don't use it – they
want it available.

Relationships...and Partnerships

Are
intentional

Take time

Require
mutual trust

Shared
interests

Respect
differences

Healthy Ashland Mobile App



Designed with the
County in View



Crisis Numbers



Stress Relief



Local Behavioral
Health Resources



Community
Resources &
Activities



Primary Health &
Veteran Services



Feedback Loop
(Contact us)

Ashland Healthy Mind

Healthy Ashland

The goal of Ashland Healthy Mind is to offer easy access to mental health & life improvement resources for all members of Ashland County, Ohio. Ashland University and the Mental Health and Recovery Board of Ashland County work hard to provide resources tailored to both Ashland University students and the community partners.

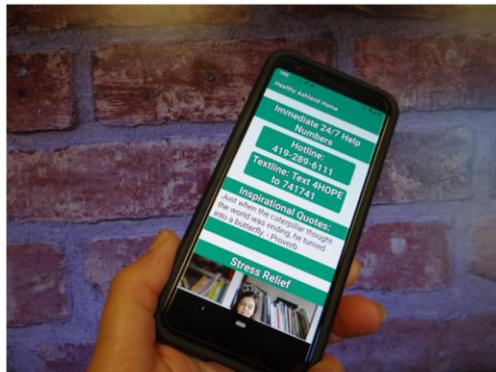
These resources include:

- Information to help you find the right counseling services
- Access to groups & clubs where you can meet like-minded individuals
- Simple ways to relieve stress throughout your day
- Inspirational quotes to give encouragement throughout your day

Utilizing these tools can help guide you to having a healthier and happier life.



HEALTHY ASHLAND MOBILE APP



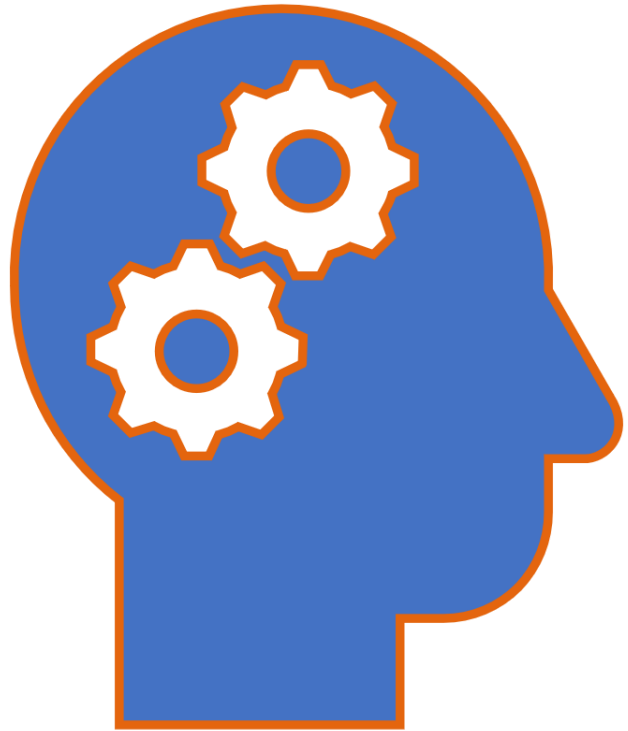
HEALTHY ASHLAND APP

Healthy Ashland is a free, easy-to-use mobile app that offers quick access to mental health and stress relief resources for everyone in Ashland County, Ohio.

The app connects you to:

- simple ways to relieve stress
- local family activities and resources
- information about counseling services
- quick access to crisis intervention tools

Utilizing these tools can help guide you to having a healthier and happier life.



Decision Making Guide

Decision Making Guide

Swipe through a series of sentence prompts and answer them silently or with a friend, family member, counselor, etc.

- I need to...
- Because if I do...
- And This will...
- The first thing I will do is...
- Another option is....
- The good part about this is...
- Others may say...
- Yet, if I think of alternatives, it is possible to...
- The pros and cons of each are...
- **Now pause for two minutes. Practice taking a deep breath in and out before answering the last question.**
- Now I'm going to...

A blue ballpoint pen with a silver-colored tip and barrel accents is positioned diagonally across the upper left portion of the image. The pen is resting on a document featuring a bar chart with several blue bars of varying heights. The background is a light blue grid pattern. The text 'The Results' is written in a white serif font on the right side of the image, with a thin white horizontal line underneath it.

The Results



The Future

So, what's next?



- ❑ Virtual Counseling and mental health services are here to stay
- ❑ A.I. Counseling is on the horizon (Military already using it)
- ❑ Less Brick & Mortar “Legacy” Facilities
- ❑ Less Structured Scheduling (Open ‘Drop-in’ Times Online)
- ❑ Less Need for Licensed or Professional Helpers
- ❑ Podcasts & other technologies to spread awareness & info
- ❑ Partnerships!



Get New Jobs Emailed to You Daily

87+ Non Licensed Counselor Jobs
Within 25 miles of Macedonia, OH

Get Notified



Town-Gown Relationships: Working to Keep the Community Strong

Behavioral Health Partners



MENTAL HEALTH &
RECOVERY BOARD
OF ASHLAND COUNTY



University Hospitals
Samaritan Medical Center

Appleseed 
Community Mental Health Center



ASHLAND
THEOLOGICAL SEMINARY
A GRADUATE DIVISION OF
ASHLAND UNIVERSITY

Contact Information

Oscar McKnight Ph.D. LPCC-S LSW BC-TMH

Associate Dean of Students

Director of Psychological Counseling and Health Services

Ashland University

419.289.5065



David C. Ross, MA LPCC-S

Executive Director

Mental Health & Recovery Board of Ashland County

Ashland, Ohio 44805

Phone: 419.281.3139

