



Counseling & Psychological Services

Center for Collegiate Mental Health (CCMH)

Student Affairs

School Participation Guide | Winter Semester 2017

Web: healthymindsnetwork.org/for-schools/participate

Email: healthyminds@umich.edu



Dear colleague,

Welcome to the *Healthy Minds Study School Participation Guide*! This guide is intended to make your participation in the study as easy and rewarding as possible. The guide explains each step from enrollment to data collection, highlights specific tasks at each step, and provides a general timeline that we will follow together to ensure a smooth participation experience.

By enrolling your institution in HMS, you are joining a group of colleges and universities dedicated to understanding and addressing issues related to student mental health through scientifically rigorous research. The ultimate goal is that HMS data can be used to inform policy and practice on college and university campuses. If you have not already done so, we hope you will join us in our efforts to achieve this goal by enrolling your institution in HMS.

If you have not already done so, please complete the brief, online enrollment form here: https://umich.qualtrics.com/SE/?SID=SV_2aTKJ6wjH3qCUhn. The purpose of the enrollment form is to collect basic information that will help us facilitate a smooth participation process. Once you submit the form, a member of the HMS research team will contact you directly to discuss next steps.

The HMS research team is deeply committed to strengthening the research-to-practice link. We are continuously refining our efforts to meet the needs of participating schools, and we truly value your input and suggestions. If you have questions or concerns that are not addressed in this guide, please feel free to contact us at healthyminds@umich.edu.

Sincerely,

Daniel Eisenberg, PhD
Director, the Healthy Minds Network
Principal Investigator, the Healthy Minds Study
Professor, University of Michigan School of Public Health
Faculty Associate, Population Studies Center, Institute for Social Research



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Notes:

- One person on your campus will serve as the *Campus Coordinator*. This guide is written primarily for the Campus Coordinator (“you”). The HMS research team (“we”) will communicate directly with you throughout the preparation, data collection, and data reporting phases.
- Throughout this guide, several tasks are described that require emailing information to the HMS research team. The email address to use for all HMS-related communication is healthyminds@umich.edu.
- The deadlines listed in each section (e.g., two months pre-launch) refer to the timeframe for completing the task. The timeline of these tasks are based on the dates you select for the survey launch. The survey launch date is up to you and should be chosen based on your academic calendar and other campus events.
- **Acronyms:**
 - HMS=Healthy Minds Study
 - U-M=University of Michigan
 - IRB=Institutional Review Board
 - CCMH=Center for Collegiate Mental Health



Tasks:

There are a number of items needed to be completed in order to administer HMS at your campus. We will create a Google Drive folder unique to your institution and will share it with the email address of the primary contact for this study at your institution. The folder contains useful resources (including this guide) and an “HMS task checklist”, which outlines the items needed to be completed for survey administration.

The primary contact should **upload all items needed for the study to their Google Drive folder and update the task checklist as progress is made with each item.** The HMS study coordinator can assist the primary contact with any items along the way.



Section 1. About The Healthy Minds Study

What is The Healthy Minds Study?

The Healthy Minds Study (HMS) is an annual survey-based study examining mental health and related issues (depression, anxiety, substance use) and service utilization among college students. Since its national launch in 2007, HMS has been fielded at over 125 college and university campuses across the U.S., with over 150,000 survey respondents. **This Participation Guide is specifically for institutions wishing to partake in the HMS/CCMH survey version.**



What measures are in the Healthy Minds Study?

As of 2015-2016, HMS has moved to a modular format, with modules (sections) covering specific topics (see menu below).

Standard Modules

- (1) Demographics
- (2) Mental Health Status
- (3) Mental Health Service Utilization/Help-Seeking

Elective Modules

- (4) Substance Use
- (5) Sleep
- (6) Eating and Body Image
- (7) Sexual Assault
- (8) Overall Health
- (9) Knowledge and Attitudes about Mental Health and Mental Health Services
- (10) Upstander/Bystander Behaviors
- (11) Campus Climate and Culture
- (12) Competition
- (13) Resilience and Coping
- (14) Persistence and Retention
- (15) Financial Stress

Section 2. About the HMS/CCMH version

HMS/CCMH opportunity

- Registering school must be a CCMH member
- Registration fee is \$2,000 (not including extra fee for optional custom questions or fee for optional additional sample(s))
- Survey automatically includes: 3 core modules (with the CCAPS-34 and some SDS measures), and the Sleep module with a choice of:
 - a) one additional module of school's choice, or
 - b) the Upstander/Bystander half-module, plus up to 10 custom questions
- Schools wishing to utilize additional elective modules can purchase an additional sample to administer a second, concurrent survey containing the modules of interest to the additional sample of students
- 3-4 week data collection period
- Receive customized data report (including comparisons to national sample), economic case for mental health services on your campus, de-identified data set, and access to view your institution's data to other institutions on our online data interface
- Note: school-identified data (not individual-identified) data will be shared with researchers at CCMH. This will be stated in the consent form.

What are the benefits of participation?

Participation in HMS brings numerous benefits for participating schools. You will receive a customized data report, access to your data on a user-friendly data visualization site (data.healthymindsnetwork.org), a de-identified individual-level data set, and a customized memo summarizing the economic case for services and programs on your campus based on your data. We are always available to provide research consultation and often organize webinars and other events to promote use of the data. See more about data reporting efforts here: healthymindsnetwork.org/for-schools/data-reporting.

Campus administrators can use the research/data in many ways, including to:

- Strengthen grant applications (e.g., SAMHSA Garrett Lee Smith grants)
- Advocate for mental health services and programs on campus
- Evaluate existing programs (e.g., reductions in stigma following a major campaign)
- Assess need for programs and services
- Raise awareness of mental health and campus resources
- Make comparisons with peer institutions
- Make comparisons between general student population and clinical population data (from data gathered using CCMH measures)



See more about the benefits of participation here: healthymindsnetwork.org/for-schools/benefits.

How does the survey work?

HMS is hosted online and the instrument is maintained and customized by the HMS research team at U-M. Data are securely stored on the HMS servers. HMS is designed to protect the privacy of participants. Students' personal information is never attached to survey data.

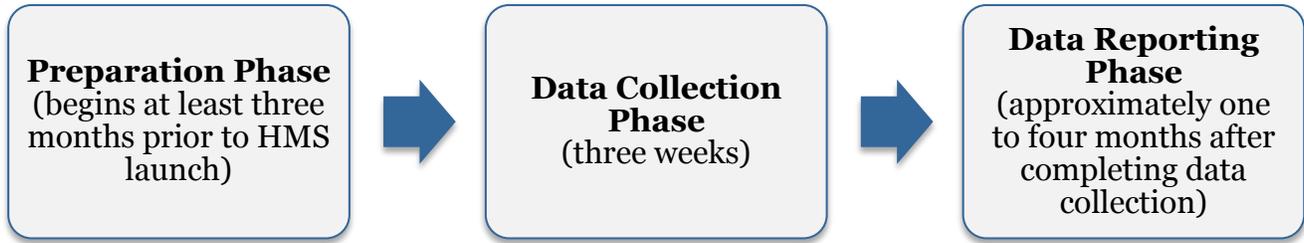
Based on embedded skip logic, some measures are assessed only for students with certain responses to survey items. The HMS survey takes 20-25 minutes and is conducted entirely online. Students may skip any questions that they do not wish to answer.

How are students recruited to participate?

Students are recruited to participate via email. Recruitment begins with a brief "pre-notification". Survey methodologists have concluded that this initial notification can boost participation rates. Two to three days later, students receive their official recruitment email with a link to the online survey. We follow up with reminder emails to non-responders. In total, students may receive up to five emails about participating in HMS over the three-week data collection period. Students who complete the survey, or indicate they do not wish to participate, do not receive any further invitations.



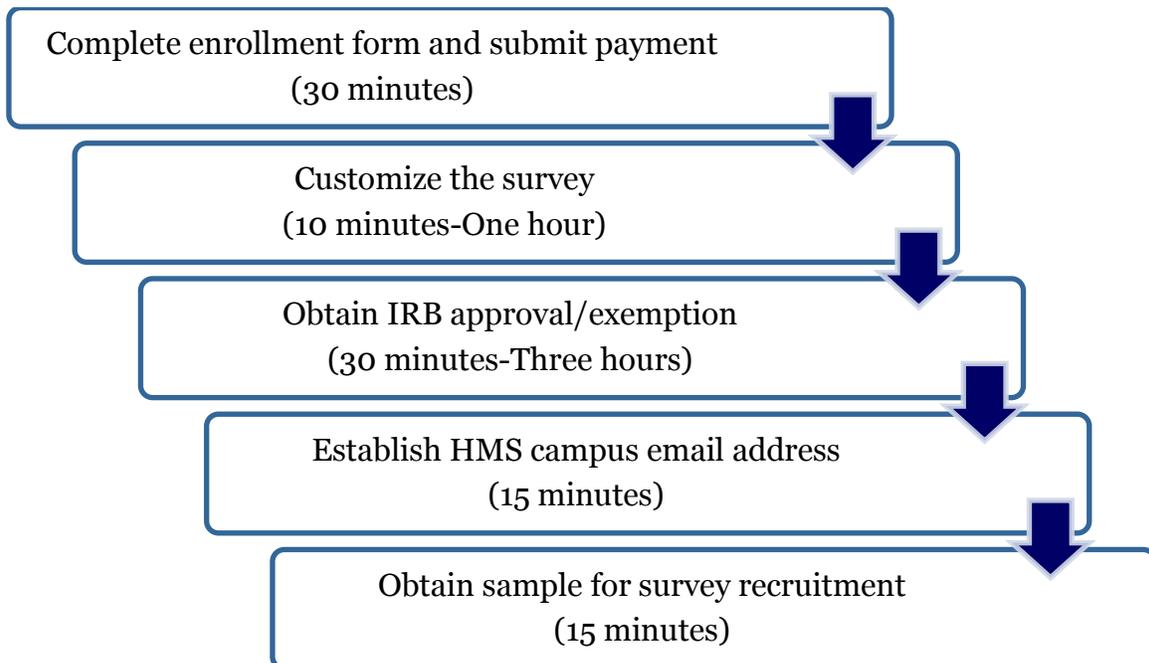
Section 3. Overview of Campus Participation Process



Throughout the preparation phase, there are five simple steps to complete. You are encouraged to complete these steps as early as possible, particularly step 3 (IRB).

<u>Steps</u>	<u>Timeframe</u>	<u>Completed?</u>
(1) Complete enrollment form and submit payment	Three months pre-launch	<input type="checkbox"/>
(2) Customize the survey	Two months pre-launch	<input type="checkbox"/>
(3) Obtain IRB approval/exemption	Two months pre-launch	<input type="checkbox"/>
(4) Establish HMS campus email address	One month pre-launch	<input type="checkbox"/>
(5) Obtain sample for survey recruitment	Two weeks pre-launch	<input type="checkbox"/>

We estimate that completing these steps will take you between five and 10 hours total.



Enrollment Form

If you have not already done so, please complete the brief, online enrollment form here: https://umich.qualtrics.com/SE/?SID=SV_2aTKJ6wjH3qCUhn. You will be asked to provide the following information: name of your school; approximate launch month for survey; elective module choice; authorized official at your institution (typically a legal contact authorized to sign for service agreements) and his or her contact information; your contact information; whether you would like to include up to 10 custom questions. Once you submit the form, a member of the HMS research team will contact you directly to discuss next steps.



Section 4. Customization

Time expenditure by Campus Coordinator: 10 minutes-One hour
Deadline: Two months pre-launch

Custom Survey Items

Custom Questions

In addition to the standard questionnaire, one of the elective module options allows you to add up to 10 custom items. We are experienced in survey design methodology and can provide guidance and insight as needed as you create your custom items.

General Tips for your custom questions:

- Choose simple words
- Choose as few words as possible to pose the question
- Avoid conversational text—the survey is being read *by* respondents not *to* respondents
- Use complete sentences
- Develop response categories that are mutually exclusive
- Be sure each item is technically accurate

Grid style questions (with common response categories and multiple question stems) are common in online surveys. Each row equates to one item (so a grid with 10 rows would use up the allotment of 10 custom items).

Logo

Depending on your institution's policy regarding logo use, we recommend including your school logo within the HMS survey. This will increase legitimacy for your students. Please check to see if your school logo or seal is available for use. If a school logo is not submitted, the standard HMS logo will be used in its place.

Recruitment and Reminder Emails

Students are contacted by email to participate in the study. The U-M IRB has approved the recruitment and reminder emails for use at participating institutions. Emails are sent by the HMS research team on behalf of the local contact. Please upload the contact information (name, position, email, phone number, campus address) for the local contact to your Google Drive folder. This will increase your students' understanding that the study is important for their local campus community.

Local Counseling Resources

We are required to display a campus counseling phone number on each page of the online survey. This is a precaution in case a student respondent is distressed and is in need of immediate

resources. Please provide us with this information in the on-campus mental health resources document (see below) you upload to your Google Drive folder.

Within the HMS questionnaire, participants are asked about resources at your institution that they may have used such as the counseling center and health services center. Please provide us with a list of common places that students may receive mental health counseling or therapy at your institution. This information will be inserted as response categories for the relevant survey items. Please upload a Word document with the comprehensive contact information (phone, email, website, address, hours of operation, etc.) for these resources in a Word document (see template in Section 12); they will also be included in the end-of-survey message for students to refer to.

In summary, please upload the following to your Google Drive folder (and update your task checklist):

- Up to 10 custom questions (*optional*)
- Logo
- Campus Coordinator contact information
- Local counseling phone number students can call
- List of common places students would seek mental health care, counseling, and/or therapy on your campus

Section 5. IRB Content Guide

Time expenditure by Campus Coordinator: 30 minutes-Three hours
Deadline: Two months pre-launch

Participating colleges and universities are required to consult with their campus IRB. You must obtain proof of exemption or approval from your campus IRB. If you do not have an IRB on your campus, we will work with you to arrange an alternative approval process. It is best to start this process right away as approval can sometimes take several months to complete.

Do you need IRB approval?

The main IRB for HMS is maintained at U-M. By the federal definition of research engagement, other participating colleges and universities are “not engaged” in HMS. This does not limit your ability to work with the de-identified survey data or to use the research to inform practice on your campus. It simply means that you are not directly engaging with subjects and are not directly managing sensitive data.

The policy is outlined here:

www.hhs.gov/ohrp/policy/engage08.html.



If your school determines that you are exempt, you will simply need to submit a letter to us from your local IRB stating that your institution does not consider itself engaged in research and that IRB approval will not be necessary to administer HMS on your campus. Please address this letter to the Principal Investigator (Daniel Eisenberg).

Material Needed to Complete an IRB Application (if applicable)

If your IRB would like to proceed with a review of its own, we have provided information below that will allow you to easily complete the application. You may be eligible for an abridged or expedited IRB process because the U-M IRB has already approved HMS. This may involve submitting an abbreviated form for study approval. Ask your local IRB representative if you qualify for this method of submission or if you will need to complete the full form.



Below are responses to the questions most commonly asked by IRBs. We encourage you to use this material to cut and paste text directly into your IRB forms. If you are able to give the HMS research team access to your IRB application, we can complete the forms for you. We are happy to help in any way we can. If you or your local IRB have any questions, please don't hesitate to contact us.

Project Title

Healthy Minds Study: CCMH Version

Overview

The Healthy Minds Study (HMS) is run by researchers at University of Michigan. The principal investigator is Daniel Eisenberg.

Objectives and Purpose of Research

An annual web-based survey, HMS aims to assess mental health status, health behaviors, and health service utilization among college and university student populations. The survey gathers data on the following broad domains: emotional health (e.g., depression, anxiety), resources and support (e.g., knowledge of campus resources/programs, formal and informal help-seeking, barriers to care, satisfaction with therapy/counseling, etc.), academic and social environment (e.g., competitiveness, academic performance, etc.), and overall well-being and lifestyle (e.g., substance use, physical activity, sleep, etc.).

The data can be used to answer several important questions, such as:

What percentage of students on campus screen positive for mental health issues?

Which sub-populations are at greater risk?

What is the rate of treatment utilization among students with apparent mental health disorders?

Date and Time of Administration

HMS is administered online, affording students the luxury of taking the survey at any time or place that is convenient to them. This enables them to respond to the survey when they feel comfortable and secure. Respondents further enjoy the option of leaving the survey and resuming from where they left off at any point in the data collection period. HMS is administered over a three-week period (chosen by the school) between the months of September and May of the academic year. We advise schools to pick a period that avoids exams, recent or overlapping holidays/breaks, and administration of other campus surveys.



Study Design

Survey Instrument. HMS is administered online. In order to identify the most important issues for examination in HMS, the study's principal investigators (at University of Michigan) consulted with other experts in the field of college student mental health and reviewed the existing literature on mental health disorders among university students. In developing the HMS survey, the principal investigators used previously validated and widely used instruments wherever possible. This CCMH version of HMS includes the CCAPS-34 and some SDS measures. The principal investigators also created new items in order to address issues that have not been addressed in this type of study. Based on embedded skip logic, some of the measures are assessed only for students

with certain responses to survey items. The HMS survey takes approximately 20-25 minutes for most students to complete. Students may skip any questions that make them uncomfortable, or that they simply do not wish to answer.

Eligibility. All individuals must be currently enrolled as undergraduate or graduate students. The only exclusion criterion is that individuals younger than 18 years old cannot participate in the study.

Sample. The Registrar’s Office (or equivalent campus unit) performs a random sampling process to obtain the desired number of students for survey recruitment. For the randomly selected sample of students, the Registrar’s Office provides a file of student information. For all students in the random sample, the following information is collected for the purposes of recruitment, assessment of nonresponse bias, and analysis:

- Preferred first name
- Last name
- Email address
- Date of birth
- Sex
- Race/ethnicity
- Citizenship (international student versus U.S. citizen or permanent resident)
- Student status (undergraduate/graduate)
- School/program year
- GPA
- Field of Study

These data are obtained before the recruitment of individual students. The principal investigators are permitted to obtain the administrative data listed above for all students recruited for the study under the guidelines of the Family Education Right and Privacy Act (FERPA). These guidelines allow schools to disclose those records, without consent, to the following parties or under conditions (34 CFR, 99.31) including organizations conducting certain studies for or on behalf of the school. In particular, these studies must help develop, administer, or validate predictive tests, administer student aid programs, or improve instruction. HMS is consistent with these specifications in multiple ways. Most notably, HMS is administering and validating mental health screening tests to see how well they predict academic outcomes. More generally, HMS aims to understand how the learning environment (i.e. academic instruction) can be improved through addressing mental health.

Recruitment. Dissemination of the online survey to students is conducted by email. Participating campuses create an institutional email address for HMS. This enhances the legitimacy of the study for students (because emails come from official school accounts—e.g., healthyminds@[school].edu). Recruitment begins with a brief “pre-notification” email. Survey methodologists have concluded that this initial notification can boost participation rates. Two to three days later, the HMS principal investigators send the recruitment email with a link to the online survey (i.e., data collection begins with the recruitment email), and then follows-up with reminder emails to non-responders (up to three reminder emails in total, separated by approximately five to seven days each). In total, students may receive up to five emails about participating in HMS over the three-week data collection period (see Table 1). Students who complete the survey, or indicate they do not wish to participate (by emailing the research team to

indicate this or not consenting on the consent page of the online survey), do not receive any further invitations. The HMS principal investigators assign a unique survey link to each student in the randomly selected sample. This unique link is piped into the recruitment and reminder emails. The link has no significance outside of HMS.

To send out emails to students on each of the participating campuses, the HMS principal investigators use Emma, a web-based marketing and communications company. Emma’s servers are hosted at the SunGard co-location facility located in Nashville, Tennessee. The facility is staffed 24/7 by certified engineers and only approved staff may gain physical access to Emma’s systems. Identification at this location is verified through a combination of official picture ID and an access code/fingerprint scan combination. Network traffic to and from the facility is routed through a dedicated firewall, and terminal access to the server environment is limited to SSH (secure shell). System administration activities are segregated from database management activities. All passwords on privileged accounts incorporate a high degree of character complexity and conform to internally-set standards. These passwords are also changed on a tri-annual basis. All web-accessible data stored by Emma are housed in a proprietary, closed architecture and 256-bit encrypted using SSL authentication from Digicert. Password access into Emma’s web application is never submitted in clear text. All communications between Emma’s corporate headquarters and SunGard are 3DES/IKE encrypted. As for list access, Emma’s privacy policy and terms of use clearly outline Emma’s policy; namely, that Emma will never, either during a client’s contract term or at any time thereafter, rent, sell, or otherwise share any client’s list with anyone. Emma does not engage in list rental or purchasing and does not allow rented or purchased lists to be used in conjunction with the Emma service. The full privacy policy is available here: myemma.com/permission-and-privacy-policy?/privacy.

Table 1. Communication with students randomly selected to participate in HMS

Email	Purpose	Recipients	Timeframe
1	Pre-notification	All randomly selected students	Two-three days before data collection begins
2	Recruitment	All randomly selected students	First day of data collection
3	Reminder #1	Students who have not responded and have not indicated that they do not want to participate	Five-seven days after recruitment email
4	Reminder #2	Students who have not responded and have not indicated that they do not want to participate	10-14 days after recruitment email
5	Reminder #3	Students who have not responded and have not indicated that they do not want to participate	15-19 days after recruitment email

Students voluntarily access the HMS survey via the unique survey link listed in the recruitment and reminder emails. The link takes students to the online survey, where they are presented with the HMS consent form. Students must give their consent in order to progress to the first question in the online survey. The anticipated response rate is approximately ~25% overall, with considerable variation across institutions.

Data. Survey data and respondents' identifiable information (name, email address) are stored in separate files in separate folders.

Survey data are gathered through Qualtrics, using Transport Layer Security (TLS), encryption (HTTPS), password protection, and HTTP referrer checking. Qualtrics has SAS 70 Certification and meets the rigorous privacy standards imposed on health care records by the Health Insurance Portability and Accountability Act (HIPAA). All Qualtrics accounts are hidden behind passwords and all data is protected with real-time data replication. Only the HMS research team has access to the data through Qualtrics, protected by a password.

If a participating school desires, the principal investigators may follow up with a sub-set of respondents within three years of the original survey administration in order to understand how mental health and service use change over time in the university setting. These issues can only be examined satisfactorily through individual-level longitudinal analysis. Individual-level longitudinal analysis allows the principal investigators to analyze how changes over time relate to specific individual characteristics at baseline as well as changes in individual characteristics over time. The principal investigators may also collect additional academic records such as retention status, which would be linked to the subject data and then stripped of identifiers. The following language is included in the consent form in order to inform participants of this possible collection:

Please note that we might access academic records of students who agree to participate in the survey. We will do this only if your institution decides to conduct an analysis of how the measures from the survey correlate with academic outcomes. In this case, we will use the academic data, stripped of any identifying information, solely for the purpose of this research analysis. The aim of this analysis would be to gain knowledge about how to promote successful academic outcomes. We will protect the confidentiality of these records using the measures described in this document.

The additional academic records and follow-up analysis described above are collected at institutions that request this additional research. Identifiers are destroyed after three years.

Incentives. Students are informed in their recruitment email that they are eligible to win a prize in a sweepstakes to be administered by the HMS principal investigators. Incentives have been shown to improve response rates significantly in survey studies of college students. The prizes total \$2,000 (two \$500 prizes, 10 \$100 prizes). Every student in the initially drawn sample is eligible to win up to one of the prizes, regardless of participation. Subjects are not required to offer something of value (i.e. their participation in research) in order to be entered into the drawing. This means everyone invited to participate in the research is entered into the drawing.

Schools may choose to add additional incentives. If you choose to do so, please inform the HMS research team so we may include this information in the recruitment and reminder emails and gain approval from the U-M IRB.

Advertising. Some schools may decide to advertise the study on campus to try and increase the participation rate. If you plan to do this, please note that all advertising materials must first be approved by your IRB (or our IRB if your IRB does not wish to review the items). Please inform the HMS study coordinator if you plan on advertising on your campus.

Informed Consent. Please see Section 12 for the full text of the informed consent.

Obtaining Consent. Consent takes place online, as HMS is an online survey. Subjects who voluntarily visit their unique survey link view an initial screen with the informed consent/assent document. This form is programmed into the beginning of the survey and contains detailed information about the study, confidentiality procedures, the protection of human subjects, and clearly states that participation is voluntary. Consent is obtained by asking participants to click on one of the following options:

Yes, I am at least 18 years old and I consent to participate in this study.

No, I do not wish to participate in this study and I understand that there is no penalty for not participating.

Students who are 18 but are located in states where the age of majority is over 18 are included in the study. These students are presented with an assent form rather than a consent form on the initial page of the survey. The assent for these participants is delivered in the same manner as the consent process described above. The following change is made to the assent:

Yes, I am at least 18 years old and I assent to participate in this study.

The HMS principal investigator has a waiver of parental permission for those students that reside in states where the age of majority is greater than 18. The study does not pose more than minimal risk to these students, and no more risk than other students aged 18 in states where the age of majority is 18. The research involves no procedures for which written consent or assent is normally required outside of the research context.

Benefits. There are a number of potential benefits of this research on the individual-, campus-, and societal-levels. For students, the survey may help to raise their awareness of their own and their peers' relationships with mental health. Resources provided to students by HMS could help improve their well-being or the well-being of their peers. At the campus-level, if the study shows that there is a significant amount of unmet need for mental health programs and resources, then the participating institution can use the study results to help improve services and programs offered to students. Given that issues around mental health impact students' lives, this knowledge should be factored into other campus initiatives (e.g., advising, wellness, health efforts). In addition, the HMS/CCMH survey allows schools to gather data using CCMH measures for their general student population, which can be compared to their client population data.

At the societal-level, this research will result in peer-reviewed publications, which will contribute to the knowledge-base about college student mental health of which there has been only limited published work. The dissemination of this knowledge could help other colleges and universities utilize a more evidence-based approach in campus health services. Furthermore, improving the well-being of this population is of critical importance given that this is a significant period of psychosocial development. Connecting students with mental health services as needed would have broad effects on future economic productivity, health care spending, and the well-being of young people.

Upon completion of the survey, participants receive a list of helpful resources (local and national) that are programmed into the last page of the survey.

Risks. The most significant risk posed by HMS is potential emotional distress to participants. Students may feel upset or anxious when answering questions about personal, sensitive issues. This

situation is likely to be infrequent, and the level of discomfort is not greater than that produced by a routine psychological examination.

The consent/assent form warns students that they may feel uncomfortable about some of the questions and that they may skip any question—or decline to participate altogether—with no consequences. It also explains that they will be provided with a list of local and national resources, in case they experience any distress during the survey administration.

The other conceivable risk inherent to participation is breach of confidentiality; however, this is extremely unlikely due to the multiple precautions taken to protect both respondent data and personal information. Students are informed of this unlikely risk before they consent to participate. On a similar note, the study poses negligible legal risks: while students may reveal their participation in illegal behavior (such as underage drinking or illicit drug use), the stringent confidentiality precautions protect their privacy.

Confidentiality. There are multiple precautions to protect the confidentiality of respondents, which include:

- Using password-protected, encrypted technology to receive, transmit and store data
- Maintaining separate files for data and respondent-identifying information
- Providing randomly assigned, dedicated, unique survey links to separate data and student identifiers
- Destroying identifying information upon completion of the study or after three years, whichever comes first
- Providing data to institutions without any information that may be traced to individual respondents
- Enforcing a strict non-sharing policy for institutional data: schools have access to only their own data
- Requiring that presentations generated from this research only provide data in aggregate, without reference to individual respondents

HMS is approved by the University of Michigan Health Sciences and Behavioral Sciences Institutional Review Board. Participants and researchers are further protected by a Certificate of Confidentiality from the National Institutes of Health.

Survey responses and respondents' identifiable information (name, email address) are stored in separate files in separate folders. The two files (identifiable data and survey data) are linkable by the student's unique survey link. Identifiable data are never merged with survey responses (i.e., this information is always stored in two separate files, the only linking piece of data being the survey links). While the study is in the field, it is necessary to retain all identifying information originally provided by the institution in order to contact non-responders. Once data collection has ended, the HMS principal investigators destroy the contact information of non-responders (name, email address) but retain their other information for the purposes of non-response analysis (date of birth, student status, race/ethnicity, sex, GPA, citizenship, field of study, and school/program year, etc.). The HMS principal investigators retain the full information provided for responders, again with the identifiable data and survey data in separate files in separate folders linkable only by their unique survey link.

Students are not being asked to provide any information that would identify them. In terms of the sensitive questions (those about mental health, and alcohol/drug use), students are told very

clearly that they can skip any question that they do not wish to answer. Not a single question on the survey has a forced response (with the exception of the consent/assent page).

Note: school-identified data (not individual-identified) data will be shared with researchers at CCMH. This will be stated in the consent form.

Section 6. HMS Email Address

Time expenditure by Campus Coordinator: 15 minutes
Deadline: One month pre-launch

Recruitment and reminder emails about HMS are conducted by email. To send these emails, we work with *Emma*, a web-based marketing and communications company (<http://myemma.com/>). You will create an institutional email address for HMS (e.g, healthyminds@school.edu; hms@school.edu). This legitimizes the study for students while abiding by anti-spam/privacy laws.



In creating this email account, we advise you to work with your IT department to set the forwarding address to healthyminds@umich.edu. In other words, all emails that students respond or send to “healthyminds@school.edu” should automatically forward to our study team’s email, “healthyminds@umich.edu”. We also advise that you **work with your IT department to whitelist the [IP addresses of MyEmma.com](http://myemma.com)** (our email software) to improve response rates (we can help you with this).

Because setting up this account is a different process at each participating campus, we will work with you individually to accomplish this task.

Section 7. Obtaining a Sample

Time expenditure by Campus Coordinator: 15 minutes
Deadline: Two weeks pre-launch

You will need to work with the appropriate campus unit (typically the Registrar) to obtain the sample file of students. You can either connect us with a contact person at the Registrar's Office or communicate with the Registrar's Office directly to obtain the sample. If you obtain the sample directly, we will provide further instructions for transferring the file to the HMS research team.

The following variables are requested, in order to recruit students for the study and to adjust for potential response biases (differences between survey responders and non-responders).

- Preferred first name
- Last name
- Email address
- Date of birth
- Sex
- Race/ethnicity
- Citizenship (international student versus U.S. citizen or permanent resident)
- Student status (undergraduate/graduate)
- School/program year
 - GPA
 - Field of Study

Sampling

Our sampling approach is designed to yield statistically accurate estimates for key measures in the study. HMS can be administered on any campus, regardless of student body size (we have fielded the survey at schools with fewer than 1,000 students and at schools with more than 50,000 students). At institutions with more than 4,000 students, our typical approach is to select a random sample of 4,000 students from the full student population and invite these students to participate in the survey. A sample of 4,000 is generally sufficient for obtaining precise, representative estimates of key measures such as the prevalence of mental health symptoms and service use. At institutions with fewer than 4,000 students, our approach is to invite the full student population to participate. Schools that send samples with over 4,000 students will pay an extra \$100. When available, we typically include both undergraduate and graduate students in the sample. If possible, we advise excluding students currently studying abroad.

Additionally, some schools (typically those with at least 8,000 students) choose to administer the survey to two or more separate samples of 4,000 students each; in this case, campuses may choose different elective modules for each sample in addition to the three standard modules.

Section 8. Partnerships

1. The Jed Campus Program

The Jed Campus Program (CP) is designed to help colleges and universities promote emotional wellbeing and mental health programming, reduce substance abuse, and prevent suicide among their students. The CP is conducted over four years. During this time, campuses work to identify opportunities to enhance mental health and substance abuse prevention programming. School officials complete confidential, self-assessment surveys on their mental health promotion, substance abuse and suicide prevention efforts.



<http://thecampusprogram.org>

Participation in the HMS/JED Partnership

Our team has partnered with the CP and is offering a discount to institutions that participate in both initiatives (please see Section #9 for more information about participation fees). Through this partnership, campuses participate in HMS twice over the course of four years (in the first/second year and in the third/fourth year of the CP). These data allow schools to assess systems change (as measured by the CP) and changes in student attitudes/behaviors (as measured by HMS) over time. When implemented together, these initiatives yield a comprehensive approach to using research to enhance campus mental health programs and policies. **Note: if you have interest in our HMS/JED survey version, we have a separate Participation Guide specific to that version.**

Section 9. Participation Fee

Time expenditure by Campus Coordinator: 10 minutes
Deadline: Three months pre-launch

How are the participation fees used?

Participating in HMS is a short-term cost for a long-term gain, providing colleges and universities with the data needed to improve student well-being. All participation fees support the work of the Healthy Minds Network and our efforts to improve campus-based mental health research and practice.

Submitting Payment

The HMS study coordinator will generate a service agreement contract for you to sign. Once fully executed, the coordinator will then be able to generate an invoice for your institution.

Standard HMS Participation Fee Structure

The table below shows the breakdown of participation fees for HMS. The fees are based on institutional size and type.

HMS/CCMH Participation Fee	Additional Sample Fee¹	Large Sample Size²
\$2,000	\$250	\$100

All participating institutions receive a customized data set (in multiple file formats), customized data report, access to their data via the Healthy Minds Network data interface, a customized report of the economic case for mental health services based on school-specific survey and administrative data, and on-going research/statistical consultation.

¹The standard recruitment sample at each participation institution is 4,000 students. At participating institutions with fewer than 4,000 students, all students are typically recruited. Participating institutions (typically those with $\geq 8,000$ students) may field additional modules by providing 2 or more recruitment samples.

²The standard sample size per sample is 4,000 students. Schools that send a sample(s) with over 4,000 students per sample will pay an extra \$100.

***Institution must be a member of CCMH**

Additional Research Opportunities

Based on our experience conducting the survey on over 125 campuses in recent years, we've developed several additional research opportunities. First, in order to examine changes over time, we offer a longitudinal (or repeated measures) option, whereby we conduct the survey two or more times with the same sample of students. This allows for the examination of changes in mental health and other factors within individuals. Second, in order to examine how mental health symptoms predict academic outcomes (GPA and retention), we offer an option to link student survey data with academic records. For example, we can help you link your HMS survey data with grades and

persistence/retention, to see how mental health predicts academic outcomes. Please contact us for more information about these additional research opportunities and the associated fees.





Section 10. Frequently Asked Questions

Below are responses to several frequently asked questions.

Q: Will the results from our school be made public?

A: No, data specific to an individual school will not be published anywhere unless that school chooses to do so itself.

Q: Our students already receive so many surveys – won't this burden them further?

A: Keep in mind that on most college campuses (those with enrollment over 4,000), only a subset of students will be sampled for HMS. The survey takes ~20-25 minutes for most respondents to complete. Also, we hope you will agree with us that, of the many topics you could survey your students about, the topics covered in HMS are a top priority.

Q: How will you maintain the confidentiality of individual students?

A: Identifying information will only be used to recruit students to the survey. This information will then be stored securely and separately from the response data.

Q: How will you handle cases where students screen positive for mental health issues?

A: At the end of the survey, all respondents will receive a list of local mental health resources, which we will work with you to compile before we field the survey. Students who indicate suicidal thoughts in the recent past or screen positively for a mental health condition (e.g., depression or anxiety) will also be presented with tailored resources and a special note emphasizing the importance of getting in touch with one of the listed resources.

Q: What is unique about this study? Are there others like it?

A: HMS is the only annual survey of college/university populations with a primary focus on mental health and related issues, allowing for substantial detail in this area. The study has a special emphasis on understanding service utilization and help-seeking behavior, including factors such as stigma, knowledge, and the role of peers and other potential gatekeepers. The study allows colleges and universities to examine how mental health symptoms predict academic outcomes (e.g., grade point average and retention), which can be translated into an economic case for mental health services and programs.

Section 11. Research Team

Daniel Eisenberg
Principal Investigator



Daniel is a Professor of Health Management and Policy at U-M and Director of the Healthy Minds Network. He completed a B.A. and Ph.D. in Economics at Stanford University and a postdoctoral traineeship in mental health services and policy research at University of California-Berkeley. His broad research goal is to improve understanding of how to invest effectively and efficiently in the mental health of young people. In recognition of his early career research, in 2010 he was awarded the Thompson Prize for Young Investigators by the Association of University Programs in Health Administration.

Sarah Ketchen Lipson
Principal Investigator



Sarah is a faculty member at the University of Michigan Medical School in the Child Health Evaluation and Research Unit within the Department of Pediatrics. She is also Associate Director of the Healthy Minds Network. Sarah completed a dual PhD at University of Michigan in 2016 in Health Services Organization and Policy at the School of Public Health and Higher Education at the School of Education. She received her bachelor's degree from Tufts University where she was awarded best honors thesis of the year and graduated with honors. She also holds a master's from Harvard University and was a Fulbright scholar.

Adam Kern
Project Manager and
Study Coordinator



Adam received his B.A. from U-M in 2014 and graduated with honors. During his undergraduate studies he was a research assistant in a Food Addiction lab, and conducted an honors thesis based on food addiction research. Adam currently serves as a study coordinator for the Healthy Minds Network. In this role, his primary responsibilities include handling survey recruitment, survey dissemination, and data analysis.

Section 12. Forms

U-M IRB Approval Letter



Health Sciences and Behavioral Sciences Institutional Review Board (IRB-HSBS) • 2800 Plymouth Rd., Building 520, Room 1170, Ann Arbor, MI 48109-2800 • phone (734) 936-0933 • fax (734) 998-9171 • irbhsbs@umich.edu

SUBMISSION INFORMATION:

Study Title: Healthy Minds Study: CCMH Version

Full Study Title (if applicable):

Study eResearch ID: [HUM00113817](#)

Date of this Notification from IRB: 10/20/2016

Review: Full Committee

Initial IRB Approval Date: 7/21/2016

Current IRB Approval Period: 7/21/2016 - 7/20/2017

Expiration Date: Approval for this expires at **11:59 p.m. on 7/20/2017**

UM Federalwide Assurance (FWA): FWA00004969 (For the current FWA expiration date, please visit the [UM HRPP Webpage](#))

OHRP IRB Registration Number(s): IRB00000245

Approved Risk Level(s):

Name	Risk Level
Survey respondent	No more than minimal risk

NOTICE OF IRB APPROVAL AND CONDITIONS:

The IRB HSBS has reviewed and approved the study referenced above. The IRB determined that the proposed research conforms with applicable guidelines, State and federal regulations, and the University of Michigan's Federalwide Assurance (FWA) with the Department of Health and Human Services (HHS). You must conduct this study in accordance with the description and information provided in the approved application and associated documents.

APPROVAL PERIOD AND EXPIRATION:

The approval period for this study is listed above. Please note the expiration date. If the approval lapses, you may not conduct work on this study until appropriate approval has been re-established, except as necessary to eliminate apparent immediate hazards to research subjects. Should the latter occur, you must notify the IRB Office as soon as possible.

IMPORTANT REMINDERS AND ADDITIONAL INFORMATION FOR INVESTIGATORS

APPROVED STUDY DOCUMENTS:

You must use any date-stamped versions of recruitment materials and informed consent documents

available in the eResearch workspace (referenced above). Date-stamped materials are available in the "Currently Approved Documents" section on the "Documents" tab.

RENEWAL/TERMINATION:

At least two months prior to the expiration date, you should submit a continuing review application either to renew or terminate the study. Failure to allow sufficient time for IRB review may result in a lapse of approval that may also affect any funding associated with the study.

AMENDMENTS:

All proposed changes to the study (e.g., personnel, procedures, or documents), must be approved in advance by the IRB through the amendment process, except as necessary to eliminate apparent immediate hazards to research subjects. Should the latter occur, you must notify the IRB Office as soon as possible.

AEs/ORIOs:

You must inform the IRB of all unanticipated events, adverse events (AEs), and other reportable information and occurrences (ORIOs). These include but are not limited to events and/or information that may have physical, psychological, social, legal, or economic impact on the research subjects or others.

Investigators and research staff are responsible for reporting information concerning the approved research to the IRB in a timely fashion, understanding and adhering to the reporting guidance (<http://medicine.umich.edu/medschool/research/office-research/institutional-review-boards/guidance/adverse-events-aes-other-reportable-information-and-occurrences-orios-and-other-required-reporting>), and not implementing any changes to the research without IRB approval of the change via an amendment submission. When changes are necessary to eliminate apparent immediate hazards to the subject, implement the change and report via an ORIO and/or amendment submission within 7 days after the action is taken. This includes all information with the potential to impact the risk or benefit assessments of the research.

SUBMITTING VIA eRESEARCH:

You can access the online forms for continuing review, amendments, and AEs/ORIOs in the eResearch workspace for this approved study (referenced above).

MORE INFORMATION:

You can find additional information about UM's Human Research Protection Program (HRPP) in the Operations Manual and other documents available at: <http://research-compliance.umich.edu/human-subjects>.



Thad Polk
Chair, IRB HSBS

Certificate of Confidentiality



DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

National Institute of Mental Health
6001 Executive Boulevard
Bethesda, MD 20892

CONFIDENTIALITY CERTIFICATE

CC-MH-16-252

issued to

University of Michigan

conducting research known as

"Healthy Minds Study: CCMH version also known as: HMS/CCMH"

In accordance with the provisions of section 301(d) of the Public Health Service Act 42 U.S.C. 241(d), this Certificate is issued in response to the request of the Principal Investigator, Dr. Daniel Eisenberg, to protect the privacy of research subjects by withholding their identities from all persons not connected with this research. Dr. Daniel Eisenberg is primarily responsible for the conduct of this research.

Under the authority vested in the Secretary of Health and Human Services by section 301(d), all persons who:

1. are enrolled in, employed by, or associated with University of Michigan and its contractors or cooperating agencies, and
2. have in the course of their employment or association access to information that would identify individuals, who are the subjects of the research, pertaining to the project known as "Healthy Minds Study: CCMH version also known as: HMS/CCMH,"
3. are hereby authorized to protect the privacy of the individuals, who are the subjects of that research, by withholding their names and other identifying characteristics from all persons not connected with the conduct of that research.

This research study examines and assesses mental health, health service utilization and determinants therein among college and university student populations through the usage of surveys.

A Certificate of Confidentiality is needed because sensitive information will be collected during the course of the study. The certificate will help researchers avoid involuntary disclosure that could expose subjects or their families to adverse economic, legal, psychological and social consequences.

Identifiable institutional data and survey data will be stored on University of Michigan's Google Drive (M+ Google Drive). Survey responses and identifiable information will be stored in separate files in separate folders. Once data collection has ended, we will destroy the contact information of non-responders but will retain their other information for the purposes of non-response analysis. Files containing student identifiers and the files that contain linking information to the identifiers will be destroyed when no further analysis is required with identifiable information, or after three years, whichever comes first. Data are gathered through Qualtrics, using Transport Layer Security (TLS), encryption (HTTPS), password protection, and HTTP referrer checking.

This research begins on 09/01/2016 and is expected to end on 12/31/2021.

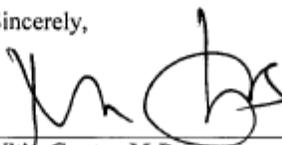
As provided in section 301 (d) of the Public Health Service Act 42 U.S.C. 241(d):

"Persons so authorized to protect the privacy of such individuals may not be compelled in any Federal, State, or local civil, criminal, administrative, legislative, or other proceedings to identify such individuals."

This Certificate does not protect you from being compelled to make disclosures that: (1) have been consented to in writing by the research subject or the subject's legally authorized representative; (2) are required by the Federal Food, Drug, and Cosmetic Act (21 U.S.C. 301 et seq.) or regulations issued under that Act; or (3) have been requested from a research project funded by NIH or DHHS by authorized representatives of those agencies for the purpose of audit or program review.

This Certificate does not represent an endorsement of the research project by the Department of Health and Human Services. This Certificate is now in effect and will expire on 12/31/2021. The protection afforded by this Confidentiality Certificate is permanent with respect to any individual who participates as a research subject (i.e., about whom the investigator maintains identifying information) during the time the Certificate is in effect.

Sincerely,



Signed Date: 10/11/2016

Nitih Gogtay M.D.
Director of Clinical Research
National Institute of Mental Health

CONSENT FORM (with conditional sections)

CONSENT FORM

You have been randomly selected to participate in this online survey from a list of all current students at [name of school]. Participation is completely voluntary and responses are strictly confidential.

Why is this study important?

The purpose of this study is to better understand issues related to students' well-being, sources of support, use of alcohol and other drugs, and mental and emotional health. This study is important to furthering knowledge about how students are handling the stresses of university life and how well their mental and emotional health needs are being met. Your participation in this confidential survey will provide valuable information that will inform programs and resources on campus.

The Healthy Minds Study is a campus-wide study about student health and well-being. The study has been designed specifically for students, and its success depends on gathering diverse perspectives across campus – therefore your participation, though voluntary, is vital. This data collection is for University of Michigan's research, your school's use, and a data repository maintained by the Center for Collegiate Mental Health (CCMH). Your school's use of the data is intended to evaluate and inform programs and services that are provided to students.

What will taking this survey be like?

We estimate it will take you about 20 minutes to complete the survey. You will be asked questions about your mood and emotions, mental health and emotional issues you may have experienced, use of alcohol and other drugs, support you may or may not have received, and your academic life.

Conditional section

Additionally, you will be entered into a sweepstakes for one of ten \$100 prizes and one of two \$500 prizes. All randomly selected students at all participating institutions for this study and a similar study will be eligible to win the prizes, regardless of participation. The sweepstakes will be conducted in June 2017 by researchers at the University of Michigan School of Public Health in Ann Arbor, MI. The chances of winning a prize are approximately 3 in 200,000. Winners will be notified by email and provided with information about how to collect the prize.

Following statement will always be included in Consent Form

Your own institution may provide their own incentive as outlined in your recruitment material.

What if I don't have time to take the whole survey?

If you aren't able to take the whole survey at one time, that's no problem. You may return to this website to continue where you left off.

What are the benefits of participation?

By participating in this survey, you may learn important information about available mental health services. It is anticipated that some students may seek needed services as a result of study participation. This research will be used to gain an understanding of how to best provide such services.

What are the risks of participation?

Some of the questions will ask you about sensitive or personal information such as your emotional health substance use, and sexual assault. You can skip any questions you do not wish to answer. Even if you decide to participate now, you may change your mind and stop at any time. Upon completion of the survey, you will receive feedback about the way you responded to validated screening tools embedded in our survey. Depending on how you respond to the survey, your scores may indicate areas of your mental health you may not have thought about before. At the end of the survey, you will be able to choose whether you want to view and print off these scores. As with all screening instruments, the results (phrases and numbers) correspond simply to your pattern of responding and are compared to other people who have taken the instrument. This screening is not a substitute for a clinical evaluation and is not an actual diagnosis, and only suggests that compared to other people you MAY have the presence of mental health symptoms. You should

contact a health professional for more information and a complete evaluation, if you are interested, by consulting the resources noted for your campus. The feedback consists of Depression, Generalized Anxiety, Social Anxiety, Academic Distress, Eating Concerns, Hostility, and Alcohol Use scores, which could trigger feelings of discomfort. If responding to any questions makes you feel worried or unhappy, we urge you to contact the resource mentioned at the top of each page of the survey, or the resources provided at the very end of the survey.

Is this survey confidential?

This survey was designed to protect your privacy and confidentiality. For all randomly selected students at your institution, the [name of school] Registrar's Office provided basic information necessary to administer the study (name, email address) and to conduct non-response analyses (date of birth, gender, race/ethnicity, citizenship, degree program, year in program, academic major, and grade point average). Even if you do not participate, these data will be stored and used for non-response analyses. Your name and personal information will not be attached to any survey data. Any information that you provide in the survey will be stored in a file that is separate from your name, email address, or any other identifiable information. The data from this study, without any identifiable information, will be retained in a secure repository by the research team for future research purposes. Any reports or articles written about this survey will describe the data in the aggregate (as a whole) and will contain no information that could allow someone to identify you. Participating institutions will receive a de-identified data set and will not be given access to individually identifiable survey data.

In addition, our partners at the CCMH, an international Practice-Research-Network that brings together clinical work, research, and technology, will receive the aggregated de-identified data, which will include the names of schools, but not individual identifiers, linked institutional data, nor individual student data. While CCMH has no role in the research being conducted, this survey contains measures owned by CCMH and the data collected is useful for their records, which is why they are receiving a copy of the aggregated de-identified data of this study. If you do not want your de-identified data to be shared with CCMH, you should not participate in this study.

The Institutional Review Board or university officials responsible for monitoring this study may inspect these records. If you participate in the study, we will retain your identifiers for up to three years. We may contact you for one or more follow-up surveys on similar topics. Participating in the current survey does not obligate you in any way to participate in the future. CCMH will receive de-identified data from any subsequent HMS surveys conducted in the three years following this survey administration. After three years, all identifiable information will be destroyed.

Some schools may request additional analysis on how measures from the survey correlate with academic outcomes. In this case, we will link your survey data to your academic records (cumulative and semester GPA, enrollment status, and degrees obtained), and analyze the merged data set without any identifying information, solely for the purpose of this research analysis. We would obtain these academic records by providing your institution with a list of students who participated in the survey, along with a non-identifying study ID for each student in the list. We would ask your institution to return to us a database with the academic information for each student, along with the non-identifying study ID and without any identifiers (name or email). We would then use the non-identifying study ID to link the academic records to the deidentified survey data. Thus, your survey data will never be directly attached to your name or other identifying information. Note, however, that the office providing academic information would, by necessity, know which students participated in the survey (but not what the students answered to any of the questions). The aim of this analysis would be to gain knowledge about how to promote successful academic outcomes. We will protect the confidentiality of these records using the measures described throughout this consent form. CCMH will receive de-identified data from additional analyses requested by the schools.

To provide additional protections to your privacy, we have obtained a Certificate of Confidentiality from the National Institutes of Health. With this Certificate, the researchers cannot be forced to disclose information that may identify you, even by a court subpoena, in any federal, state, or local civil, criminal, administrative, legislative, or other proceedings. The researchers will use the Certificate to resist any demands for information that would identify you, except as explained here. If you indicate you may harm yourself or someone else, we may report this to the authorities. Also, as noted earlier in this document, if your institution requests an analysis of academic outcomes, your identity as a participant in this study will be shared in the process of obtaining that data, but again, your survey responses will not be shared. You should understand that a Certificate of Confidentiality does not prevent you or a member of your family from voluntarily releasing information about yourself or your involvement in this research. If an insurer, employer, or other person obtains your written consent to receive research information, then the researchers may not use the Certificate to withhold that information.

Who's doing this study?

This study is being conducted by the Healthy Minds Study research team at University of Michigan's School of Public Health and [\[local school contact name\]](#) at [\[name of school\]](#).

What if I have questions about the survey?

If you would like to learn more about the Healthy Minds Study, you can visit <http://healthymindsnetwork.org/hms>.

If you have any questions, comments or concerns, you can contact the researchers at healthyminds@umich.edu. You may also contact the principal investigator of this study, Daniel Eisenberg at daneis@umich.edu, or [\[local contact name, email address, phone\]](#). You can also the CCMH researchers at bd10@psu.edu if you have any questions about the de-identified data they will be receiving. If you have questions about your rights as a research participant, or wish to obtain information, ask questions or discuss any concerns about this study with someone other than the researchers, please contact the University of Michigan Health Sciences and Behavioral Sciences Institutional Review Board, 2800 Plymouth Rd. Building 520, Room 1169, Ann Arbor, MI 48109-2800, (734) 936-0933, irbhsbs@umich.edu, or toll free (866) 936-0933.

Mental Health Resources template (send as Word document):

Example of mental health resources needed from participating institutions:

1) [name of school] Counseling Center

Hours of operation:

Address:

Phone number:

Email:

Website:

[Any other info]:

2) [name of school] Health Services Center

Hours of operation:

Address:

Phone number:

Email:

Website:

[Any other info]:

3) [Other mental health resources on campus]

Hours of operation:

Address:

Phone number:

Email:

Website:

[Any other info]:

Pre-notification, Recruitment and Reminder Emails (five total):

Recipients for email #1 (Pre-notification) & email #2 (Recruitment):

- Full random sample from each participating institution
 - Sample comprised of:
 - Current degree-seeking undergraduate and graduate students (when applicable)
 - At least 18 years old

Recipients for emails #3-5 (Reminder #1-3):

- Students in the sample who have not yet responded
 - The researchers will eliminate students who have responded either by completing the survey or indicating that they are not willing to participate by clicking “No, I do not wish to participate in this study and understand that there is no penalty for not participating.”

Fields to be filled in (in blue on the following pages):

Name of school

Student’s first name

Unique survey link assigned to each student

Local contact information

Information about emails:

Emails come from healthyminds@[school].edu.

The alias email account at each participating institution forwards to healthyminds@umich.edu. All email sent to healthyminds@[school].edu automatically come to healthyminds@umich.edu.

Participating institution contacts set up the alias email account (one per school), giving the researchers permissions. Details are provided elsewhere about this process and why it is essential to have @school.edu email alias to send large numbers of emails to randomly sampled studies while abiding by anti-spam and privacy policies.

In the case that schools are unable to create an email address for HMS, the research team creates an account ending in @umich.edu (e.g., EmoryHealthyMinds@umich.edu) and will follow the exact same emailing procedures outlined throughout this document and elsewhere.

Email #1: Pre-notification

SUBJECT: Announcing the Healthy Minds Study at [name of school]

Hello [name],

[name of school] is conducting a campus-wide survey about student health and well-being, called the Healthy Minds Study. You have been randomly selected to participate in this confidential online study. The purpose of this study is to better understand student mental health and related issues (e.g., sleep habits, use of alcohol and other drugs, experiences of sexual assault, etc.) and sources of support. The Healthy Minds Study was designed specifically for colleges and universities, and its success depends on gathering the diverse perspectives of students across campus – therefore your participation is key. By participating, you will be providing [name of school] with valuable information that will improve student life.

You will receive more information in the coming days including a link to the online survey.

Thank you for considering this important study!

[local contact person's name, affiliation, email address]

The Healthy Minds Study Team
University of Michigan
healthyminds@umich.edu

Email #2: Recruitment

SUBJECT: [name], help improve the lives of college students

Hello [name],

[name of school] is conducting a campus-wide survey about student health and well-being, called the Healthy Minds Study. The purpose of this study is to better understand student mental health and related issues (e.g., sleep habits, use of alcohol and other drugs, experiences of sexual assault, etc.) and sources of support. You have been randomly selected to participate and we're excited to hear from you.

The online survey takes about 20 minutes to complete – a perfect study break! **Plus you will be entered into a sweepstakes for one of multiple prizes totaling \$2,000. [In addition, you are eligible for a random drawing for the following prizes, which will be given to students at [name of school]: list prizes].**

To participate now, follow the link below:

[unique survey link]

The Healthy Minds Study was designed specifically for colleges and universities, and its success depends on gathering the diverse perspectives of students across campus – therefore your participation is key. Please take the time to complete this important survey. By participating, you will be providing [name of school] with valuable information that will improve student life.

Thanks in advance for your participation!

[local contact person's name, affiliation, email address]

The Healthy Minds Study Team
University of Michigan
healthyminds@umich.edu

Is this survey confidential?

The Healthy Minds Study was designed to protect your privacy and confidentiality. Your name and personal information will not be attached to any data. Further information is provided at the survey link above. Please note that de-identified aggregate data sets will be provided to the Center for Collegiate Mental Health (CCMH), which will include the names of participating schools, but not individual identifiers.

What if I have questions about the survey?

If you have any questions, comments or concerns, you can contact the researchers at healthyminds@umich.edu. You may also contact the principal investigator of this study, Daniel Eisenberg, at daneis@umich.edu or [local contact name, title, email, and phone number]. You can also contact the CCMH researchers at bdl10@psu.edu if you have any questions about the de-identified data they will be receiving.

If you do not wish to participate in or receive future reminder emails related to this survey, please follow the "Opt out" link below, or email us at healthyminds@umich.edu.

<http://healthymindsnetwork.org/hms>
<http://ccmh.psu.edu/>

Email #3: Reminder #1

Subject: Speak out, [name]: how is college going?

Hello [name],

As you know, [name of school] is conducting a campus-wide survey about student health and well-being, called the Healthy Minds Study. The purpose of this study is to better understand student mental health and related issues (e.g., sleep habits, use of alcohol and other drugs, experiences of sexual assault, etc.) and sources of support. You have been randomly selected to participate and we hope you'll consider sharing your perspective by taking 20 minutes to complete the confidential online survey. **You will be entered into a sweepstakes for one of multiple prizes totaling \$2,000. [In addition, you are eligible for a random drawing for the following prizes, which will be given to students at [name of school]: list prizes].**

To participate now, follow the link below:

[\[unique survey link\]](#)

By participating in this survey, you will be providing [name of school] with valuable information that will improve student life.

Thanks in advance for your participation!

[\[local contact person's name, affiliation, email address\]](#)

The Healthy Minds Study Team
University of Michigan
healthyminds@umich.edu

Is this survey confidential?

The Healthy Minds Study was designed to protect your privacy and confidentiality. Your name and personal information will not be attached to any data. Further information is provided at the survey link above. Please note that de-identified aggregate data sets will be provided to the Center for Collegiate Mental Health (CCMH), which will include the names of participating schools, but not individual identifiers.

What if I have questions about the survey?

If you have any questions, comments or concerns, you can contact the researchers at healthyminds@umich.edu. You may also contact the principal investigator of this study, Daniel Eisenberg, at daneis@umich.edu or [\[local contact name, title, email, and phone number\]](#). You can also contact the CCMH researchers at bdl10@psu.edu if you have any questions about the de-identified data they will be receiving.

If you do not wish to participate in or receive future reminder emails related to this survey, please follow the "Opt out" link below, or email us at healthyminds@umich.edu.

<http://healthymindsnetwork.org/hms>
<http://ccmh.psu.edu/>

Email #4: Reminder #2

Subject: [name], your participation is needed in the Healthy Minds Study!

Hello [name],

There's just 1 week left to participate in the Healthy Minds Study, [name of school]'s campus-wide survey of student health and well-being. The purpose of this study is to better understand student mental health and related issues (e.g., sleep habits, use of alcohol and other drugs, experiences of sexual assault, etc.) and sources of support.

We need your perspective and hope that you will take 20 minutes to complete the confidential online survey! By doing so you will be providing [name of school] with valuable information that will improve student life. **Plus you will be entered into a sweepstakes for one of multiple prizes totaling \$2,000. [In addition, you are eligible for a random drawing for the following prizes, which will be given to students at [name of school]: list prizes].**

To participate now, follow the link below:

[unique survey link]

Thank you, [name]!

[local contact person's name, affiliation, email address]

The Healthy Minds Study Team
University of Michigan
healthyminds@umich.edu

Is this survey confidential?

The Healthy Minds Study was designed to protect your privacy and confidentiality. Your name and personal information will not be attached to any data. Further information is provided at the survey link above. Please note that de-identified aggregate data sets will be provided to the Center for Collegiate Mental Health (CCMH), which will include the names of participating schools, but not individual identifiers.

What if I have questions about the survey?

If you have any questions, comments or concerns, you can contact the researchers at healthyminds@umich.edu. You may also contact the principal investigator of this study, Daniel Eisenberg, at daneis@umich.edu or [local contact name, title, email, and phone number]. You can also contact the CCMH researchers at bdl10@psu.edu if you have any questions about the de-identified data they will be receiving.

If you do not wish to participate in or receive future reminder emails related to this survey, please follow the "Opt out" link below, or email us at healthyminds@umich.edu.

<http://healthymindsnetwork.org/hms>
<http://ccmh.psu.edu/>

Email #5: Final reminder with sweepstakes

Subject: [name], just a few days left to participate in the Healthy Minds Study!

Hello [name],

There's just a **FEW DAYS** left to participate in the Healthy Minds Study. The purpose of this study is to better understand student mental health and related issues (e.g., sleep habits, use of alcohol and other drugs, experiences of sexual assault, etc.) and sources of support. We need your perspective to get a more representative picture of the student population, so that we can improve services and programs.

We hope that you will take 20 minutes to complete the confidential online survey! **Plus you will be entered into a sweepstakes for one of multiple prizes totaling \$2,000. [In addition, you are eligible for a random drawing for the following prizes, which will be given to students at [name of school]: list prizes].**

To participate now, follow the link below:

[unique survey link]

The survey will be open through [day of the week], [month, day, year]. This is the final reminder email. We hope you will take the time to participate in this important study. By doing so you will be providing [name of school] with valuable information that will improve student life.

Thanks in advance for your participation!

[local contact person's name, affiliation, email address]

The Healthy Minds Study Team
University of Michigan
healthyminds@umich.edu

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<http://healthymindsnetwork.org/hms>
<http://ccmh.psu.edu/>



Web: <http://healthymindsnetwork.org/for-schools/participate>
Email: healthyminds@umich.edu