

## PROTOCOL: AFTER-HOURS COUNSELING SERVICE

College students can easily feel overwhelmed and anxious as they try to balance school, work, friends and family while navigating future plans. According to an Associated Press survey, the number of university students receiving mental health treatment has grown 35 percent since 2014.

Unfortunately, anxiety and depression can strike at any time, whether or not a student has been previously diagnosed as needing treatment. Thanks to William & Mary's after-hours counseling service, ProtoCall, students have continuous access to support, including on nights and weekends when the Counseling Center is closed and when students are away from campus.

ProtoCall, a third-party service William & Mary contracts with, enables licensed professionals trained on the William & Mary campus and culture to respond quickly to student mental health needs at any time. Providing access to this level of support is one of the university's most effective intervention resources. Students who contact ProtoCall are then connected with the Counseling Center's on-call clinician or with on-campus follow-up counseling services as needed.

**More than 50%** of college students report feeling overwhelming anxiety

**75%** of lifetime cases of mental health conditions begin by age 24

**1-in-4** young adults (ages 18- 24) have a diagnosable mental illness

\* National Alliance of Mental Illness

### DURING THE 2018-19 ACADEMIC YEAR



**635**

ProtoCall calls placed



**37%**

increase in calls since program's 2015 launch



**Up to 84**

calls in one month

**"I felt like I was going to have a nervous breakdown. I didn't think I could wait until Monday to talk to someone and take action."**  
- W&M student who used ProtoCall over the weekend

**"Our goal is to do everything in our power to empower those students who need assistance to reach out."** - Kelly Crace, Ph.D., associate vice president for health and wellness

## YOUR SUPPORT WILL MAKE A DIFFERENCE



McLeod Tyler Wellness Center

**Every national indicator confirms that university student mental health needs are on the rise. You can help William & Mary stay ahead of this challenging trend.**

More than any other giving opportunities, your support of ProtoCall could have a very direct and critical impact on student lives.

This proven support service is already in place and working for our students. We need your help to ensure this vital resource remains available in perpetuity.

## HELP ENSURE PROTOCOLL WILL BE PERMANENTLY AVAILABLE

Currently made possible through the Parents Fund, ProtoCall's continued availability is not guaranteed and relies on annual donations.

Student fees and tuition dollars cannot be used to underwrite ProtoCall costs because Virginia law mandates that fees and tuition can only be used for Virginia providers, and this program relies on providers outside the state.

**William & Mary has prioritized the creation of a \$500,000 endowment to fully fund ProtoCall (or its successor service) in perpetuity.**

## PLEASE GIVE TO THE PROTOCOLL ENDOWMENT TODAY

**With your generous contribution, you will emphasize a message of care and community to all our students and have a tremendous impact on their health and wellness — at William & Mary and throughout their lives.**

### **TO LEARN MORE, CONTACT:**

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