



NAMI UW and The Bandanna Project

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**MENTAL
ILLNESS
AFFECTS
EVERYONE**

Burchell's Zebra
(*Equus quagga burchellii*)

Risk of mental health crises at **universities**

- There are more than 1,000 suicides on college campuses annually in the United States
- Before graduation, 1 in 10 students will have considered suicide
- Students aged 15-24 are in the highest risk group for a majority of mental illnesses, although 1 in 4 will not seek help or treatment
- In 2016...
 - 55% of students at UW-Madison reported experiencing overwhelming anxiety
 - 31% of students reported feeling so depressed it was difficult to function
 - 9% of students reported suicidal ideation

NAMI On-Campus

- Registered Student Organization at UW-Madison since 2010
- 3 pillars that guide what we do
 - **Education:** Biweekly general meetings, tabling and outreach, fliers, social media, fundraising
 - **Advocacy:** lobbying, walks, Instagram, Twitter, Facebook
 - **Support:** WiChat (peer support group), vessels for resources, annual stress relief event, The Bandanna Project
- Executive Board, Ambassadors
- Membership





THE
BANDANA
PROJECT

The Bandana Project

The Bandana Project is a program designed to spread awareness of resources for those with mental illness.

1. Lime green bandanas are distributed across campus and are attached to students' backpacks.
2. This indicates that they are a safe individual to approach with mental health-related issues and know where resources are
3. They hold a few resource cards with information on how to get themselves or someone else help and support in times of crisis

Starting out

- Inspiration from UW-River Falls
- Taken to NAMI Exec Board
 - Exists as its own initiative, but BP growth = NAMI goals!
- Meetings with UWPD and UHS
 - Partnered with UWPD, UHS, and NAMI
- Support from NAMI Wisconsin
- Suicide prevention and mental health awareness campaign
 - Removes what can be intimidating barriers

Resource cards

THE BANDANA PROJECT

UHS University Health Services
UNIVERSITY OF WISCONSIN-MADISON

NAMI On Campus
National Alliance on Mental Illness
UW-MADISON

Dean of Students Office
Help navigating and connecting to resources.
608-263-5700
UW-Madison Police Department
Welfare checks & crisis intervention.
608-264-2677

Suicide Prevention at UW-Madison
Help is always available.
Mental health resources for students.
University Health Services
Free, confidential mental health care.
608-265-5600 | uhs.wisc.edu

These lifelines provide free, confidential support 24/7 to people in distress or consultation for those supporting someone in distress.

University Health Services at UW-Madison
608-265-5600 — option 9

National Suicide Prevention Lifeline
800-273-8255

Veterans Suicide Prevention Lifeline
800-273-8255 — option 1

LGBTQ Suicide Prevention Lifeline
866-488-7386 — Text "HOPELINE" to 741-741

**If the situation is urgent or life threatening:
CALL 911**

When calling 911 for a mental health emergency:

- Say, "My (friend/loved one) needs help for a mental health emergency. I would like to request a Crisis Intervention Team (CIT) officer."
- Give your name, your friend/loved one's name, their location, and describe what's going on.
- You can ask the police to respond without lights or sirens. The 911 dispatcher may ask:
 - Are there any acts or threats of violence?
 - Are there any weapons involved?
 - Has there been a suicide attempt or has the person expressed suicidal thoughts/plans?

While you wait for assistance:

- Say, "You are not alone in this." Stay with your friend/loved one.
- Listen without judgment. Talking is always a positive step.
- It's not about saying exactly the right words. It's most important to show that you care.
- Make it clear that they are not in trouble.
- If they feel guilty or ashamed, say, "Everyone needs help sometimes. You have nothing to be embarrassed about. Accepting help is a sign of strength and maturity."

Amnesty Policy: When a student calls on behalf of an impaired individual, remains with that individual until assistance arrives, and fully cooperates with emergency responders, the caller will not be subject to disciplinary actions under the UW Nonacademic Misconduct Procedures, sanctions from the Division of University Housing, or citation by UW-Madison Police for his or her personal consumption of alcohol (e.g., underage drinking).

Resource cards



UHS, Dean of Students, and
UW-Madison Police Department
contact info

Resource cards

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University Health Services at UW–Madison

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Specific lifelines

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What to do in an emergency situation

Resource cards

What to do in a situation

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Other Campuses, High Schools, and Community Groups!



- UMN, ISU, Mankato, Itasca, Lacrosse, and Osh Kosh to name a few
 - Others in process!

Growth and raising awareness

- NAMI Exec and membership
- Social media campaigns and stickers
 - Contests, Humans of the Bandana Project, positive posts
- Residence Halls
 - Residence Life Coordinators → Housefellows → Floor Meetings
 - UWPD attends fall meetings as well
- SOAR with UWPD and UHS
- Tabling with UHS at various campus events

We expand our project by reaching out to:

- Student Org Meetings
- Graduate Student Outreach
- Lecture Halls
 - Program is also open to professors, faculty, and grad students
- Greek Life
 - Chapter meetings
- Student Athletes

The Bandana Project IS GROWING

We've distributed over

6,000 bandanas on the UW-Madison campus

since its creation in January of 2016!!!


Our sign-up process

The Bandana Project – Sign-up Sheet!

Step 1: Get a bandana/resource cards

Step 2: Save Lives

Different than
signing up for the
Bandana Project!



LAST NAME	WISC.EDU EMAIL	GRADUATION YEAR	Also interested in receiving info from the student org NAMI-UW (National Alliance on Mental Illness)? Y/N
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