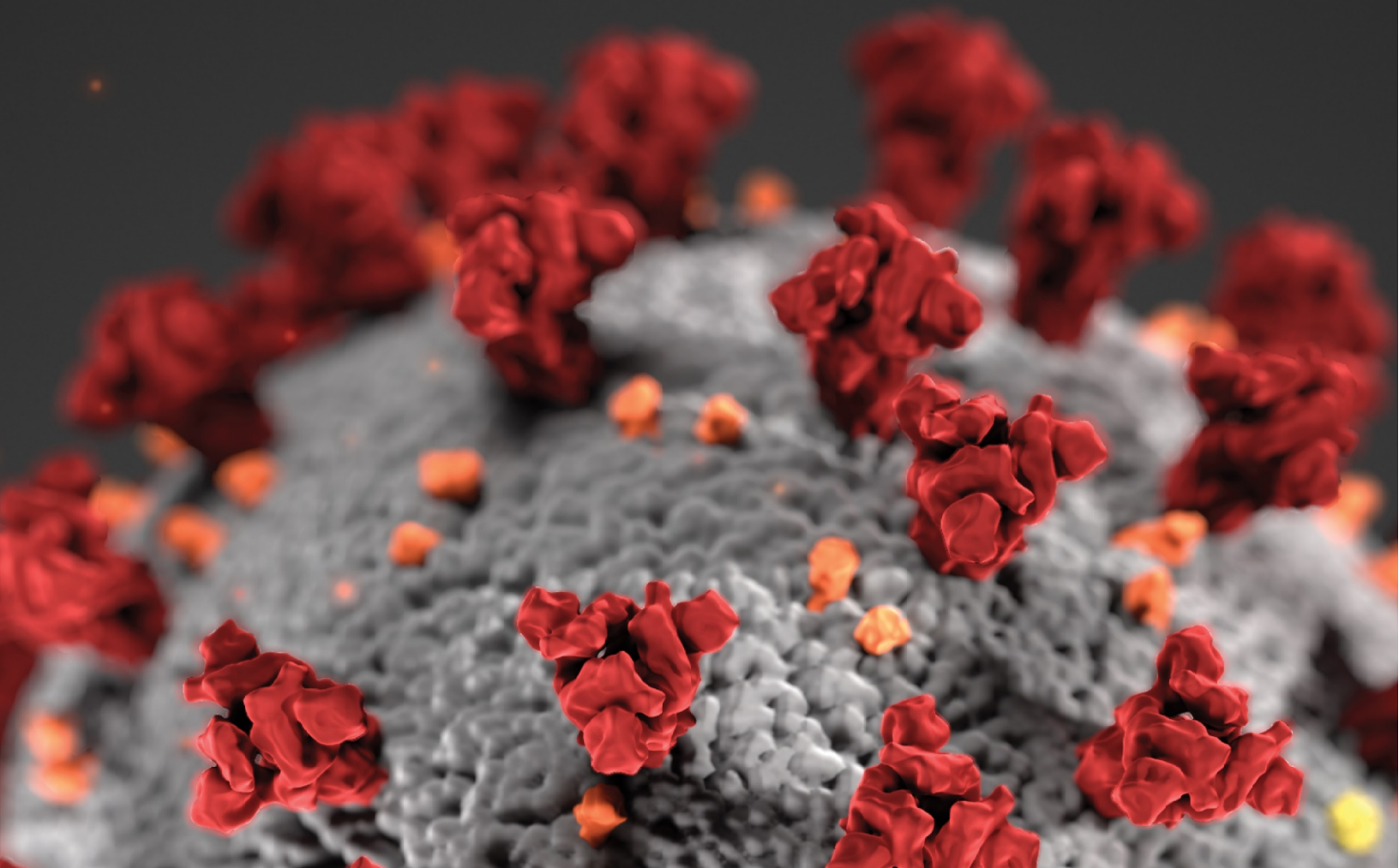


ACHA COVID-19 VIRTUAL SUMMIT

Planning for Now, Building
for the Future

July 28-29, 2020



AMERICAN
COLLEGE
HEALTH
ASSOCIATION

COVID-19: Planning for Now, Building for the Future

July 28-29, 2020
12:30 pm - 4:30 pm EDT

The American College Health Association is pleased to host our first ever virtual summit, **COVID-19: Planning for Now, Building for the Future**. As we prepare to resume academic instruction, now is the time to think creatively about keeping our students, faculty, and staff physically and mentally healthy and what campus health and well-being looks like on the other side of COVID-19.

Join ACHA, industry experts, and your college health colleagues to delve into the many topics that must be considered when preparing for the fall, complete with valuable, actionable takeaways. By attending the summit, you'll be able to:

- Collaborate with other institutions during breakout sessions.
- Work through real-life scenarios in tabletop drills with similar-sized institutions.
- Gain access to recordings of the event to reinforce what you've learned and view breakout sessions.



Keynote Speaker: Ezekiel J. Emanuel, MD, PhD

We're pleased to announce that our Keynote Speaker is **Ezekiel J. Emanuel, MD, PhD**. Dr. Emanuel is the Vice Provost for Global Initiatives, the Diane v.S. Levy and Robert M. Levy University Professor, Co-Director of the Health Transformation Institute, and on leave as Chair of the Department of Medical Ethics and Health Policy at the University of Pennsylvania. From January 2009 to January 2011, he served as special advisor for health policy to the director of the Office of Management and Budget in the White House. From 1997 to 2011, he was chair of the Department of Bioethics at the National Institutes of Health. He is also a breast oncologist.

Dr. Emanuel received his MD from Harvard Medical School and his PhD in political philosophy from Harvard University. After completing his internship and residency in internal medicine at Boston's Beth Israel Hospital and his oncology fellowship at the Dana-Farber Cancer Institute, he joined the faculty at Harvard Medical School. He has since been a visiting professor at UCLA, the Brin Professor at Johns Hopkins Medical School, the Kovitz Professor at Stanford Medical School and visiting professor at New York University Law School. Dr. Emanuel has written and edited 15 books and over 300 scientific articles. He is a regular guest on CNN and MSNBC, and often publishes pieces in the New York Times, The Atlantic, and the Washington Post.

Sponsors

Please join us in thanking the sponsors of the ACHA COVID-19 Virtual Summit! Their generous support and dedication to the college health and wellness field is greatly appreciated.



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Collaborating Organizations

Thank you to the following organizations who are collaborating with ACHA on this event.



The summit is powered by [ACE Engage](#), a new peer-to-peer online learning platform created by American Council on Education (ACE) experts to help solve higher education leaders' problems and transform higher education through collaborative, actionable strategies. ACE Engage is home to a community of leaders with a shared mission: to enhance student success and achieve institutional goals

Tuesday, July 28, 2020

12:30 pm – 12:35 pm

Welcome Remarks

Devin Jopp, EdD, CEO, American College Health Association

12:35 pm -12:50 pm

Keynote Address

Speaker: Ezekiel Emanuel, MD, PhD, Vice Provost for Global Initiatives, the Diane v.S. Levy and Robert M. Levy University Professor, Co-Director of the Health Transformation Institute, and on leave as Chair of the Department of Medical Ethics and Health Policy at the University of Pennsylvania

12:50 pm – 1:40 pm

COVID-19 Conversations with Presidents

This session will allow health and well-being professionals to hear directly from a variety of college presidents about their reopening decisions; how they're weighing competing needs of students, faculty, and staff; and what their biggest worries are for the 2020-2021 school year.

Speakers:

Elaine Maimon, PhD, MA, President, Governors State University (2007-2020)

Mark Mitsui, President, Portland Community College

Michael Sorrell, EdD, President, Paul Quinn College

Moderator: *Ted Mitchell, PhD, President, The American Council on Education*

1:40 pm – 2:20 pm

COVID-19 Primer

Speakers:

Hannah Kirking, MD, Centers for Disease Control and Prevention

Leigh E. Szucs, PhD, CHES, Centers for Disease Control and Prevention

2:20 pm – 2:30 pm

BREAK

2:30 pm – 3:30 pm
Breakout Sessions by Discipline

2A. Evidence-Informed Health Promotion Practice in a Virtual World

Many of our evidence-informed interventions and practices are grounded in a face-to-face model. Now that much of our work is transitioning to virtual practice, what guidance exists to help us make this transition? Presenters will share state of current guidance and pragmatic suggestions for practice.

After this session, attendees should be able to:

1. Describe how current evidence may apply to a virtual environment across the socio-ecological model.
2. Identify pragmatic suggestions for implementation.
3. Discuss how to apply evidence and pragmatic suggestions to support an engaged experience for students.

Speakers:

- James E. Lange, Ph.D., Director, Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery, The Ohio State University and Coordinator of AOD Initiatives, Well-Being & Health Promotion, San Diego State University
- David Arnold, Assistant Vice President of Health, Safety, and Well-being Initiatives, NASPA

Moderator: *David Anderson, PhD, Professor Emeritus of Education and Human Development, George Mason University*

2B. Maintaining the Student Health Services Mission in the Face of COVID-19

Every one of us has had a job/life that has been "All COVID-19, All the Time" for the past 4+ months. In this session, we will look at how to reclaim and reinvigorate your core student health services, counseling and health promotion/well-being mission while continuing to manage your COVID-19-driven response to the re-opening of your campus. In order to be successful, you will need to develop staff commitment, strategic partnerships and the realization that "You can't do everything, so what stays in and what gets sidelined for now?"

After this session, attendees should be able to:

1. Identify new roles for staff needed during the COVID-19 response and campus reopening.
2. Discuss ways to help staff fully embrace new roles in the COVID-19 response.

Speakers:

- Cynthia Burwell, EdD, RKT, MCHES, FACHA, Professor, Department of Health, Physical Education and Exercise Science, and Director, NSU Center of Excellence in Minority Health Disparities, Norfolk State University
- Joanne Clinch, MD, Clinical Director, Wake Forest University Student Health Service, Wake Forest University
- Tara Girard, RN, BSN, Director of Health and Wellness Center, Beloit College
- Guy Nicolette, MD, CAQSM, Executive Director and Assistant Vice Chancellor, University Health Services, University of California, Berkeley

Moderator: *Michael Huey, MD, FACHA, Former Associate Professor, Family and Preventive Medicine, Emory School of Medicine; Past President, ACHA*

2C. Planning for Now: College Mental Health Reopening Challenges

In this panel presentation, the panelists will highlight and list, from their vantage points, several of the major challenges for mental health services as campuses reopen in the Fall of 2020. Following the panelist presentations, the moderator will facilitate a discussion with the panel, highlighting and clarifying aspects of those presentations. In the final part of the program, attendees may submit questions or comments for consideration by the panel.

After this session, attendees should be able to:

1. Identify three major challenges for reopening campus mental health services in the COVID-19 environment.
2. Compare the degree of readiness and preparation on their campuses for the identified challenges and recommendations from the panelists.
3. Describe their next steps in preparing to reopen mental health services on their campuses.

Speakers:

- Sharon Mitchell, PhD, Senior Director, Student Wellness; and Director, Counseling Services, University at Buffalo; President, AUCCCD
- Diana Cusumano, LMHC, NCC, Director of Campus & Wellness Initiatives, The Jed Foundation (JED)

Moderator: *Jamie Davidson, PhD, FACHA, Associate Vice President for Student Wellness, University of Nevada, Las Vegas*

3:30 pm – 4:30 pm
Breakout Sessions by Discipline

3A. Using Rapid Data Collection to Address Equitable Wellbeing During COVID-19

Typical data collection and analysis methods are slower than needed to address the rapidly changing environment of the COVID-19 pandemic. College health professionals need practical and fast data collection tools to allow for data-driven decisions in managing an effective institutional response to the pandemic.

After this session, attendees should be able to:

1. Describe how to select and apply rapid qualitative and quantitative data collection methods.
2. Identify equity considerations in data collection, analysis, and use.
3. Identify strategies for data to inform current and future campus practices in addressing equitable wellbeing.

Speakers:

- Darby Roberts, PhD, Director, Division of Student Affairs, Texas A&M University
- Allison Smith, MPA, Assistant Director, Population Health, New York University; Co-Director, National College Depression Partnership

Moderator: *Michael McNeil, EdD, MS, Chief of Administration, Columbia Health, Columbia University*

3B. ACHA Health Services COVID-19 Checklist: A Guide to Planning Service Operations for Fall 2020

This presentation is to review use of the checklist, which has been developed as a companion document to the ACHA Guidelines, *Considerations for Reopening Institutions of Higher Education in the COVID-19 Era*. The checklist is not intended to be prescriptive but rather is intended to be used as a resource to assist student health service directors and service staff create a strategy that is consistent with current CDC recommendations and ACHA Guidelines. It can be tailored to meet the specific needs of each student health service (SHS) in addressing COVID-19.

After this session, attendees should be able to:

1. Describe trainings for staff.
2. List steps for creating a safe clinical environment.
3. Identify steps to assess potential COVID-19 patients.

Speaker:

- Anita Barkin, DrPH, MSN, NP-C, FACHA, Former Director of Student Health Services at Carnegie Mellon University; Former Deputy Director of North Central Public Health District in Georgia

Moderator: Gerri Taylor, MS, APRN-BC, FACHA, Former Associate Dean for Health, Counseling and Health Promotion and Director of the Health Center at Bentley University

3C. Honoring the Service of Clinicians, Faculty and Staff -- How Do We Care for Them Too?

The long-duration emergency of a worldwide coronavirus pandemic has challenged our ability to cope with uncertainty and danger. Those who work at universities have been challenged simultaneously at work and at home. Clinicians, faculty, and staff face fear of virus contagion to self and others and have been under extraordinary pressure to adjust to new ways to deliver class content and maintain relationships with students. We will review best practice approaches to supporting these individuals.

After this session, attendees should be able to:

1. Describe three unique challenges of the coronavirus pandemic.
2. List three evidence-based coping mechanisms for managing stress and anxiety.
3. Describe situations where asking for help can be critical for personal success.

Speakers:

- Craig Rooney, PhD, Program Director & Counseling Psychologist, Office of Clinician Well-Being, University of Missouri School of Medicine and University of Missouri Health Care
- Alex Sabo MD, Director of Medical Education/DIO & Program Director, Adult Psychiatry Residency Training, Berkshire Medical Center; Kripalu-Yoga, 500-hour Teacher; Associate Dean of Medical Education & Associate Professor of Psychiatry, UMass Medical School.

Moderator: Alan Lorenz MD, Physician, Rochester Institute of Technology; Current Chair, ACHA Mental Health Section

Wednesday, July 29, 2020

12:30 pm – 1:30 pm
Breakout Sessions (Collaborative)

4A. COVID-19 Health Communication Strategies

Effective health communication strategies will be critical for healthy campus operations during the fall 2020 semester. Presenters will share their approach to health communication strategies and provide examples including a COVID-19 social norms campaign. Presenters will give guidance for practitioners in how to apply health communication strategies to COVID-19 in varying contexts while staying grounded in theory.

After this session, attendees should be able to:

1. Discuss how to adapt health communication strategies to the constantly changing context of COVID-19.
2. Describe a social norms campaign and the steps required to create it.
3. Describe how this strategy can intersect with other health communication strategies.
4. Identify options for engaging students in development and delivery of messaging.

Speaker:

- Laura Beth Santacrose, MPH, Assistant Director, Skorton Center for Health Initiatives, Cornell Health
- Jennifer E. Austin, MPH, Director of Communications, Assistant Director of Administrative Services, Cornell Health

Moderator: Julie Edwards, MHA, Director, Health Promotion, The University of Chicago

4B. New Stresses and Developmental Issues in the COVID-19 Era

In this panel presentation, the panelists will review the pandemic stresses of isolation, aloneness and complex loss and how these stresses will likely lead to higher rates of mental disorders as well as having significant effects on a young person's developing identity. Following initial presentations, there will be a moderated discussion about the presentations and implications for campus needs and services as well as implications for identity development, both of which are central to the mission of IHE's.

After this session, attendees should be able to:

1. Identify three emotional consequences generated by COVID-19 precautions and culture as well as the probable developmental consequences that can be expected in the young adult college population.
2. Explain how the new COVID-19 stresses will translate into higher demands for college mental services.
3. Discuss how to more usefully dialogue with IHE senior leadership about reshaping and providing services to help mitigate the COVID-19 campus mental health consequences while holding fast to the mission of higher education.

Speakers:

- Christopher Corbett, PsyD, LP, Director of Counseling and Student Support Services, Savannah School of Art & Design, Chair Elect, HEMHA
- M. Gerard Fromm, PhD, ABPP, Distinguished Faculty Member, Erikson Institute for Education and Research, Erikson Institute of the Austen Riggs Center

Moderator: Bryant Ford, PhD, Associate Director, Counseling Center, Dartmouth College

4C. Dashboards and Measures for Success in Monitoring Campus Health

A dashboard of critical measures will allow you to monitor how well your health service and/or your campus is meeting the needs of students, faculty and staff after reopening. Using agreed upon metrics will allow you to identify needs, resources, trends and problem areas and will allow administrators to use data to make critical campus decisions. Measures can be compared to your goals, identified targets, or organizational standards. Using key metrics allows you to build on your strengths, monitor your performance, and to focus on needed improvements in a timely manner.

After this session, attendees should be able to:

1. Identify why measuring what you do is important.
2. Identify what measures are important to you and your campus.
3. Identify sources for your data.
4. Discuss uses for your data.

Speakers:

- James R. Jacobs, MD, PhD, Associate Vice Provost and Executive Director of Vaden Health Center, Stanford University
- Lindsey Mortenson, MD, UHS Medical Director, University of Michigan

Moderator: *Joel Schwartzkopf, PA-C, MPAS, MBA, Colorado State University Health Network*

1:30 pm – 2:30 pm
Breakout Sessions (Collaborative)

5A. The Intersection of Race, Justice and Health: How We Help Our Campuses Heal and Grow

Racism has historically impacted the health outcomes of Communities of Color (in particular Black communities) adversely. Recent events such as the disproportionate effects of COVID-19, the surge of police violence, and the subsequent #BlackLivesMatter protests have called to attention the need for college health professionals to examine the role campuses have in addressing these social justice issues. This discussion will focus on antiracist practices campuses can implement to be more inclusive and socially conscious.

After this session, attendees should be able to:

1. Describe the risk factors associated with racism on health outcomes.
2. Identify areas of opportunity in developing antiracist campus health practices.
3. Discuss the impact of current social justice issues on Communities of Color related to COVID-19, police violence, and national protests.

Speakers:

- Raphael Coleman, PhD, MPH, Director, Alice! Health Promotion, Columbia Health, Columbia University
- Kelechi Fluit, PhD, MA, Director of Outreach, Howard University
- Sinead Younge, PhD, Professor, Morehouse College

Moderator: *Micah Griffin, PhD, MS, MHA, Director of Health Programs, City University of New York- Kingsborough Community College*

5B. Telehealth/Telepsych Challenges for College Health

Telehealth has been a viable means of providing quality health and mental health care for some time. However, not until the 2020 pandemic forced campus health and counseling to shift almost entirely to telehealth, has it become a mainstay of practice in these settings. This presentation will help campuses navigate this new normal of telehealth by providing the most up to date information on telehealth rules and regulations and best practices as outlined in AAAHC accreditation.

After this session, attendees should be able to:

1. Describe the current federal telehealth policies and how they differ from before COVID-19.
2. Discuss the benefits related to telehealth/telepsych.
3. Identify the challenges related to the implementation of a telehealth/telepsych program.
4. Describe how the AAAHC standards apply to telehealth.

Speakers/moderator:

- Mei Wa Kwong, JD, Executive Director, Center for Connected Health Policy
- Joy Himmel, PsyD, LCPC, NCC, RN

Moderator: *Michael Deichen, MD, MPH, Associate Vice President of University of Central Florida Student Health Services*

5C. Student Concerns on COVID-19 Campus Life – Student Panel

The COVID-19 pandemic, the pivot to remote learning, abrupt campus restrictions and closures, and the economic fallout have impacted students financially, academically, socially, spiritually, mentally, and physically. This panel of students will describe the toll the pandemic has taken on their academics and their lives and will also discuss their concerns, needs, expectations, and aspirations for the upcoming fall.

After this session, attendees should be able to:

1. Describe the negative effects of the COVID-19 pandemic and the ensuing economic recession on student health and well-being.
2. Identify the expectations of students upon returning to campus.
3. Discuss the understanding and the likelihood of student adherence to public health prevention measures.

Speakers:

- Dominique Hall, senior, Arizona State University
- Zak Kindl, junior, Washington State University
- Emma McElwee, freshman, Northwestern University
- Andrea Nowakowski, senior, Indiana University
- Issy Rushton, senior, University of South Carolina
- Anya Owens, junior, North Carolina A&T University
- Brian Hall, senior, University of Central Florida

Moderator: *Alfiee M. Breland-Noble, PhD, MHSc, is Director of The AAKOMA (African American Knowledge Optimized for Mindfully-Healthy Adolescents) Project and Research Lab, and an Associate Professor of Psychiatry at Georgetown University Medical Center*

2:30 pm – 2:45 pm

BREAK

2:45 pm – 4:00 pm
Breakout Sessions (Tabletop)

6ABC. You've Prepared, Then Things Go Wrong: A "Live but Virtual" Tabletop Exercise

In this functional exercise (essentially a "tabletop exercise" for a virtual symposium), health and well-being leaders from different campuses will face an evolving scenario and "think out loud" as they deal with the crises and curveballs related to re-opening during COVID-19. Attendees can choose to attend a functional exercise for large (over 15,000 students), medium (5,000-15,000 students) or small (under 5,000 students) campuses.

After this session, attendees should be able to:

1. Discuss how to anticipate and prepare for unexpected events as students return to campus.
2. Identify critical thinking skills in responding to crisis events.
3. Explain that there may be different approaches to similar issues.
4. Identify specific issues related to their sized institution.

Speakers:

Large School (>15,000):

- Jake Baggott MLS, FACHA, Associate Vice Chancellor & Executive Director, University of Wisconsin-Madison
- Deborah Beck, MPA, EdD, FACHA, Executive Director of Student Health Services and Healthy Carolina, University of South Carolina
- Jamie Davidson, PhD, FACHA, Associate Vice President for Student Wellness, University of Nevada, Las Vegas
- Sarah Van Orman, MD, MMM, FACHA, Chief Health Officer, USC Student Health

Facilitator: *Lee Pearson DrPH, MS, Associate Dean for Operations and Accreditation, University of South Carolina*

Medium School (5-15,000):

- David Clark, PhD, Associate Vice President of Campus Life, Emory University
- Joanne Clinch, MD, Director of Health Services, Wake Forest University
- Sara Lee, MD, Executive Director, University Health and Counseling Services, Case Western Reserve University
- Mari Ross-Alexander, PhD, LPC-MHSP, Assistant Vice Chancellor for Health and Wellness, North Carolina Central University
- Sharon Rabinovitz, MD, Executive Director of Emory University Student Health Services

Facilitator: *Megan Koeth, MPA, MA, Director of Resiliency, Public Safety Administration, Case Western Reserve University*

Small School (<5,000):

- Andreea Baker, MSN, RN, Director of Student Wellness Center, Concordia University
- Peter Forkner, PhD, Director, Student Health, Counseling and Wellness, Bentley University
- Ilene Hofrenning, MSN, FNP-BC, Health Center Director and Nurse Practitioner, Framingham State University
- Annette Smiach, MSN, FNP-BC, CSN, Seton Hill University Health Services

Facilitator: *Gerri Taylor, MS, APRN-BC, FACHA, Former Associate Dean for Health, Counseling and Health Promotion and Director of the Health Center at Bentley University*

4:00 pm – 4:30 pm

Tabletop Exercise Summary Reports and Closing Remarks

Devin Jopp, EdD, CEO, American College Health Association, and Kim Webb, MEd, LPC, FACHA, Director, Relationship & Sexual Violence Prevention Center, Washington University in St. Louis; President, ACHA