



YEARplan13

Department:
Peer Support Line

Date Submitted:
Wednesday, July 10th 2013

Prepared by:
Krista Carlin

Date Revised:
Thursday, September 12th 2013

Administered by:
Anna D'Angela, VP Administration
vpadmin@msu.mcmaster.ca or 905.525.9140 ex. 23250

Date Approved:

MISSION an overview

The mission of the Peer Support Line is to address a current need for a mental health support system through operating a confidential phone line staffed by trained student volunteers known as Peer Listeners. A McMaster University student may call the Peer Support Line to speak to a Peer Listener about anything they may face. A Peer Listener will listen to the caller, provide emotional peer-based support and suggest helpful on-campus and off-campus resources when needed.

ROLES that individuals play

	Name of Individual	Role(s)
1.	Krista Carlin Part Time Manager	<ul style="list-style-type: none"> • Oversee the operation of the phone line • Supervise the volunteers, Volunteer Coordinator and Promotions Coordinator • Chair Advisory Committee Meetings • Present to the SRA and Executive Board
2.	Chantal Labonté Volunteer Coordinator	<ul style="list-style-type: none"> • Internal volunteer debriefing • Scheduling of volunteers • Support for Peer Listeners
3.	Naajiyah Karim Promotions Coordinator	<ul style="list-style-type: none"> • Run promotional campaigns • Supervise a Promotions Committee
4.	Peer Listeners	<ul style="list-style-type: none"> • Answer calls on the phone line

		<ul style="list-style-type: none"> • Participate in training
5.	Anna D'Angela VP Administration	<ul style="list-style-type: none"> • Supervision of the PTM
6.	Spencer Graham VP Education	<ul style="list-style-type: none"> • Voting Member of the Advisory Committee
7.	Jeffrey Ducet VP Finance	<ul style="list-style-type: none"> • Assistance with Budget
7.	Giuliana Guarna SRA Member	<ul style="list-style-type: none"> • Voting Member of the Advisory Committee
8.	Cathy O'Donnell Security Manager	<ul style="list-style-type: none"> • Voting Member of the Advisory Committee • Development of crisis protocol
9.	Kathy Patterson Student Wellness Manager	<ul style="list-style-type: none"> • Voting Member of the Advisory Committee • Development of training material • Facilitation of training
10.	Debra Earl SWC Mental Health Team Nurse	<ul style="list-style-type: none"> • External volunteer debriefing • Development of training material • Facilitation of training
11.	Debbie Nifakis SWC Associate Director, Psychologist	<ul style="list-style-type: none"> • External volunteer debriefing
12.	Melissa Fernandes Student Wellness Education Assistant	<ul style="list-style-type: none"> • Development of training material • Facilitation of training
13.	Pearl Mendonca Wellness Education Coordinator	<ul style="list-style-type: none"> • Development of training material • Facilitation of training
14.	Michael Wooder Student Life Development Coordinator	<ul style="list-style-type: none"> • PTM training • Development of the Peer Support Line logo • Assistance with PR
15.	Michael Scott MSU Social Media Coordinator	<ul style="list-style-type: none"> • Enhance the Promotions Coordinator's social media efforts
16.	Pauline Taggart Network Administrator	<ul style="list-style-type: none"> • Network help • Assistance with website updates
17.	Jess Bauman Administrative Assistant	<ul style="list-style-type: none"> • Documentation • Financial assistance
18.	Victoria Scott Administrative Assistant	<ul style="list-style-type: none"> • Keys • Work orders
19.	Marie Cerontola UTS	<ul style="list-style-type: none"> • Installing the phone lines • Phone maintenance when needed
20.	Facility Services	<ul style="list-style-type: none"> • Assistance with the Commons PSL space
21.	MUSC Administration	<ul style="list-style-type: none"> • Booking of meeting space in MUSC

OBJECTIVES step by step

Objective 1	Training Weekends
Description	Conduct two full weekends of training including; ice breakers and teambuilding, lecture-style delivery of relevant content, skills based exercises and an overview of logistics and conduct on the phone line.
Benefits	The training will benefit the Peer Listeners as they will be equipped to assess the appropriate responses to various types of phone calls (i.e. just listen, provide resource, contact security) The training weekend will benefit the MSU in terms of accountability as the phone line is being advertised as being staffed by trained volunteers.
Difficulties	Difficulties that I anticipate in the weeks leading up to the training weekends include decisions regarding topics to include in training, accommodating volunteers who are unable to attend and the ability to facilitate role playing due to an increase in the amount of volunteers. I hope to address the issue of topics by meeting with all of the SWC representatives to deliberate on which student issues are most important to have a comprehensive understanding of. I hope to advise volunteers that they must make their best effort to attend training weekends and if a conflict arises and nothing can be done, arrange to make up the training at an alternative time or ask the volunteer to resign from their position in order to maintain the integrity of the phone line. In order to accommodate increased volunteers, we will assess training locations and access additional rooms if necessary.
Long-term	After a full year of operation, a better understanding of relevant student issues that should be addressed during training weekends will occur. With a better understanding of the needs of students, training can be tailored accordingly.
How	<ul style="list-style-type: none"> • Continue to meet with representatives from Student Wellness Centre to discuss training topics, schedules and guest speakers. • Discuss options for breakfast and lunch with Twelve Eighty and Union Market. • Develop training presentations • Book guest speakers • Contact volunteers to confirm attendance • Decide upon icebreakers and team building activities
Partners	Student Wellness Centre Twelve Eighty Union Market

Objective 2	Welcome Week Promotion
Description	Implement a promotional campaign during Welcome Week including Clubsfest display, promotional product distribution and making student leaders aware of the service during mental health training of Welcome Week Reps.
Benefits	An important element of success of the Peer Support Line is to be recognized as a service available for the benefit of all students. Welcome Week is a valuable time to begin a promotional campaign as it will have an impact on incoming students and student leaders.

Difficulties	A difficulty that I anticipate is that a variety of other organizations that will also be promoting during this time frame and that the message will “get lost”. I hope to address this by continuing the promotional campaign into September. Promotions would continue through to the launch event on September 16 th and beyond.
Long-term	Establishing presence on campus during all Welcome Weeks in the future through promotional campaigns will help to ingrain the Peer Support Line into the culture of McMaster. As the student body progresses through their academic career, awareness will build upon itself as students in every year have heard about PSL in their orientation week.
How	<ul style="list-style-type: none"> • Work with the promotions coordinator, Michael Wooder and Underground to develop a logo to be approved by the Executive Board • Decide upon a variety of promotional products to give to students during Welcome Week • Create a display that can be set up at Clubsfest
Partners	Underground External product companies MSU Social Media Coordinator

Objective 3	Launch Event
Description	Hightened promotional activity during the week of September 16 th to advertise the full service launch of the phone line on the evening of September 16 th .
Benefits	This event will benefit the MSU as it is another opportunity to make McMaster students aware of the service.
Difficulties	Advertising without the help of our volunteer base who are encouraged to remain anonymous whenever possible. I hope to address this by asking the Maroons to distribute rave cards and speak with as many students as possible. Additionally, individuals who expressed interested in becoming involved in the Peer Support Line but missed the Peer Listener application deadline will be taking on a role of promotions volunteer.
Long-term	If this event is successful, it could be an annual event that could also include other MSU services and act as an opportunity to showcase all the services that the MSU has to offer.
How	Contact the Maroons Contact MUSC Admin to book space Create promotional rave cards
Partners	Maroons Underground MUSC Admin MSU Social Media Coordinator

Objective 4	Exam Promotional Campaign
Description	Promotional campaign during the period leading up to fall exams and winter exams.
Benefits	The McMaster community will benefit from this campaign as it will serve as a

	reminder of the peer support service that our department provides during a stressful time of year.
Difficulties	I anticipate that this time of year will be a difficult time to promote directly to students. To accommodate this difficulty, this promotional campaign would be social media heavy.
Long-term	If this is a successful strategy, a similar approach could be taken during midterm season. Additionally, this could be an annual social media campaign.
How	<ul style="list-style-type: none"> • Develop exam related social media content • Distribute content via own channels • Distribute content via MSU channels
Partners	MSU Social Media Coordinator

Objective 5	Volunteer Campaign
Description	Attract new volunteers to the Peer Support Line through promotion in a variety of outlets.
Benefits	This will benefit the MSU as more student volunteers will become involved and it will benefit McMaster students, as they will be ensured that engaged peers are staffing the phone line.
Difficulties	It was difficult to attract volunteers during second semester due to the launch of the pilot project. I hope to address this by focusing our promotional efforts on volunteers during both January and February.
Long-term	If this event is successful, it could be an event that happens annually that could also be used as a venue for other MSU services to advertise.
How	<ul style="list-style-type: none"> • Utilize the MSU job portal • Arrange to speak to classes with relevant course content i.e. Abnormal Psychology • Social media promotion
Partners	Student Wellness Centre MSU Social Media Coordinator

Objective 5	Comprehensive Resource Manual
Description	Continual revision of the current Resource Manual in addition to updating the hardcopy binder to a digital copy.
Benefits	This will benefit both the volunteers and the callers who will have a greater pool of relevant resources to work with. Furthermore, a digitalized copy will help volunteers use a search function to efficiently locate resource information.
Difficulties	Gathering information of relevant resources will be challenging as it will be time consuming. Additionally it will be difficult to determine which resources are most relevant for a student population. .
Long-term	With a comprehensive resource manual, future volunteers will be able to enhance their ability to suggest relevant resources to students.
How	<ul style="list-style-type: none"> • Discussion with other support services on campus regarding resources they refer to

	<ul style="list-style-type: none"> • Discussion with the Wellness Education staff in the Student Wellness Centre
Partners	Student Wellness Centre Various representatives from on-campus and off-campus resources

GOALS to strive for

List 3 things that you would like to have prepared for the beginning of September

- 1) A fully functional space including office furniture, phone lines and computers
- 2) Promotional products for Welcome Week
- 3) A comprehensive PDF version of the Resource Manual

List 3 things you would like to have completed during the fall term (1st)

- 1) A launch event
- 2) Exam Campaign
- 3) Discuss discontinuing the line during Winter Break

List 3 things you would like to have completed during the winter term (2nd)

- 1) Volunteer Campaign
- 2) Interview new volunteers
- 3) Train new volunteers

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

A highlight of the Peer Support Line that I would hope to experience would be to run the service as effectively as possible, allowing for a solid foundation for years to come. As this is the first year as an established service, my intention for this year is to become known by incoming first year students and student leaders during Welcome Week, and by other members of the McMaster community during the various promotional campaigns throughout the school year. In terms of operations, I would like to have a comprehensive resource manual, a well-established crisis protocol and to have a volunteer scheduling system in place. A further highlight would be to retain Peer Listeners who enjoyed their volunteer experience. I hope that the entire year can be viewed as a highlight because the Peer Support Line is a positive step towards helping to address the emotional and mental health needs of a wide variety of McMaster students.

MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> - Create logo - Order WW promotional products - Solidify plans for training - Installation of phone lines and computers, setting up the office space - August training weekend
-------------------------	--

September	-Welcome Week Promo -September training -Launch Event/Launch -Operation of the line
October	-Operation of the line
November	-Operation of the line -Exam Campaign
December	-Operation of the line -Winter Break
January	-Volunteer Campaign -Operation of the line
February	-Volunteer Campaign -Interview new volunteers -Operation of the line
March	-Interview new volunteers -Train volunteers - Exam Campaign -Operation of the line
April	-Operation of the line - Transition report
Weekly	-Schedule volunteers for shifts -volunteer debriefing and call logging

COLLABORATION within the MSU

a) A beneficial collaboration would be to connect with the QSCC and SHEC to create a support services promotional campaign. As services that offer similar service but in different context, a combined promotional effort may extend the reach of all 3 services.

b) COPE: A Student Mental Health Initiative is a club that has a recognized presence on campus. Collaborating with COPE would be an opportunity for the Peer Support Line to align with a campus group who advocates for student mental health.

FINAL COMMENTS leave nothing out

As this is the first year of this service, I anticipate that a variety of adjustments will need to be made throughout the year. I would really like help conceptualizing where the MSU would like to see this service in the future. Any feedback regarding the Peer Support Line would be greatly appreciated in order to ensure an effective transition report come April.