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**The First National HBCU**

**Mental Health Awareness Day,**

on February 23, 2010, was a

great success! For event

archives and more

information, visit

[www.hbcucfe.net](http://www.hbcucfe.net)

date to  
remember

March 14 – 17

LEM Behavioral Health  
Policy Academy



## *HBCU-CFE: THE JOURNEY CONTINUES*

Year one of the HBCU-CFE was a success! The Center awarded 31 substance abuse and mental health mini-grants; hosted a substance abuse workforce development technical assistance workshop; co-hosted a Behavioral Health Summit and first Dr. Lonnie E. Mitchell Behavioral Health Policy Academy; launched a mental health media campaign; and expanded a substance abuse/mental health network.

Also, in year one, the HBCU-CFE developed a website ([www.hbcucfe.net](http://www.hbcucfe.net)) with invaluable substance abuse and mental health resources, including grant funding opportunities, upcoming conference announcements, and a student corner with internship and employment opportunities. Also on this site is a list of publications, including "Peer Educators in Mental Health: Getting Involved on Your Campus," "Promoting Behavioral Health on Historically Black Colleges and Universities Campuses": A Blueprint for Success," and student orientation kits and other products.

Year two is underway and one of the most exciting new programs is the Certification Academy that will launch in the spring of 2010. The goal of the Academy is to increase the number of addiction counselors and substance abuse professionals overall and specifically increase the number of minorities in these roles.

The goals of HBCU-CFE are:

- 1) to foster the development of programs and to facilitate the exchange of substance abuse and mental health information;
- 2) to provide culturally appropriate substance abuse and mental health resources to HBCUs; and
- 3) to promote the development of a diverse workforce by exposing students to opportunities such as internships, mentoring and leadership training.

More specifically, HBCU-CFE will:

- Target all 103 HBCUs and provide ongoing technical assistance and on-site and distance learning opportunities;
- Support up to 25 Substance Abuse Treatment Workforce Development mini-grants annually and up to 20 Mental Health mini-grants annually on HBCU campuses; and
- Provide assistance for the Dr. Lonnie E. Mitchell Behavioral Health Policy Academy.

# HBCU-CFE | NEWS



## ANNOUNCING...

### THE HBCU SUBSTANCE ABUSE CERTIFICATION ACADEMY

A new substance abuse certification academy is being planned to assist with preparation and provide technical assistance to faculty and staff who are interested in sitting for local examination boards to become certified as addiction counselors and/or substance abuse prevention professionals.

Please view our website for additional information or contact:

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## The HBCU-CFE Joins With FAMU and Mississippi State to Discuss Effective Outreach to African American Students on College Campuses

More than 350 college students, staff members and experts assembled at George Washington University's School of Law on November 13 and 14, 2009 for the Active Minds' Sixth National Mental Health on Campus Conference.

Active Minds is a student-run, student-focused mental health advocacy organization. The group is active on more than 235 campuses with thousands of student leaders and advocates working to raise awareness and promote mental health, Active Minds implements programming that decreases stigma, brings awareness, and ultimately creates a positive environment for the discussion of mental health issues.

During the joint session, HBCU-CFE Project Co-Director Dr. Eugene Herrington and Program Manager Shironda White facilitated a conversation between student presenters at Florida A&M University and Mississippi State University, addressing effective outreach strategies to African American students on college campuses.

This session provided an open discussion of key strategies to reach minority populations with mental health education. Topics discussed included the underutilization of counseling center resources by ethnic and cultural minorities, forming partnerships and designing programming to counteract that trend, and the importance of cooperation between student groups, college administrators and other key stakeholders.



### *Dr. Lonnie E. Mitchell Behavioral Health Policy Academy* March 14-17, 2010 | Orlando, FL

The Second Annual Dr. Lonnie E. Mitchell Behavioral Health Policy Academy is supported by the Substance Abuse and Mental Health Services Administration's (SAMHSA's) Center for Substance Abuse Treatment (CSAT) and Center for Mental Health Services (CMHS). With a focus on developing a workforce that can address the behavioral health needs of the American public, the Policy Academy seeks to: build collaborative frameworks to address emerging trends in behavioral health; implement visions for eliminating health disparities; explore key policy areas to grow and sustain the HBCU network; and promote awareness of workforce opportunities, health care policies, and other issues that impact student health and careers. SAMHSA will bring mini-grant teams from 17 HBCUs together for this three-day event.

## CONGRATULATIONS TO THE 2009-2010 HBCU-CFE MINI-GRANT RECIPIENTS!

### SUBSTANCE ABUSE TREATMENT MINI-GRANTS

Alabama State University\*  
Florida A&M University\*  
Morgan State University  
University of Maryland  
Eastern Shore\*

Coppin State University\*  
Grambling State University\*  
North Carolina A&T State University\*  
Virginia University of Lynchburg

Delaware State University  
Howard University\*  
Tennessee State University  
Xavier University\*

### MENTAL HEALTH MINI-GRANTS

Central State University  
Edward Waters College  
Hampton University  
Oakwood University\*  
Shaw University\*  
Tougaloo College  
Virginia Union University

Cheyney University of Pennsylvania  
Elizabeth City State University\*  
Jarvis Christian College  
Rust College\*  
St. Paul's College  
University of Arkansas at Pine Bluff  
Winston-Salem State University

Clark Atlanta University  
Fisk University\*  
Meharry Medical College\*  
Savannah State University  
Texas Southern University\*  
University of Eastern Shore

#### \*Policy Academy Teams

The HBCU-CFE issued a Request for Applications (RFA) on July 20, 2009, for fiscal year (FY) 2010 mini-grant awards focusing on mental health promotion activities on HBCU campuses and/or promotion of workforce development in substance abuse treatment.

The Substance Abuse Treatment Workforce Development RFA seeks to fund small pilot projects that will provide opportunities for more students to obtain practical experience in the addictions field. Twelve Substance Abuse Treatment Mini-Grants were awarded funding up to \$10,000 per institution for student internships.

The Mental Health RFA seeks to fund small pilot projects focusing on addressing student mental health needs, including, but not limited to, the development of suicide prevention programs, stigma reduction, culturally appropriate responses to trauma, and student leadership. Twenty Mental Health Mini-Grants were awarded funding up to \$10,000 per institution.

#### OUR TEAM

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## **HBCU Mental Health Promotion Public Service Announcement (PSA) Campaign**

The HBCU Mental Health Promotion Campaign was launched on September 23, 2009. HBCUs who participated in this teleconference event, heard from Christopher Cathcart and Terrie Williams, both media experts and nationally known authors, who discussed student development of mental health promotion campaigns on HBCU campuses.

The purpose of the HBCU Mental Health Promotion PSA was to increase public knowledge and student awareness about mental health issues and to foster a more supportive and informed environment on HBCU campuses and in the community.

HBCU students were invited to showcase their talent and creativity by submitting a print, audio or video PSA on the promotion of positive mental health.

The HBCU Mental Health Promotion PSA Campaign was a great success. HBCU-CFE is very pleased with the contest entries received and would like to thank all of the participants for their extraordinary submissions and for sharing their talent and creativity.

Congratulations to our winners!

**FIRST PLACE:** *"HELP! Is not a bad 4 letter word,"* submitted by Savannah State University. Congratulations to team members: Jacqueline Awe, Monika Hayes, Tiffany Polite, Venus Singh and Tequilla Pittman.

**SECOND PLACE:** *"Extreme Makeover-Lifestyle Edition,"* submitted by Tougaloo College. Congratulations to team members: Rosie Jimerson Harper, Mary Hawkins, Gilda Robinson, Xiomara Bell and Brettney Beverly.

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