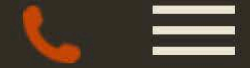


We create behavioral health  
and wellbeing solutions  
through design and technology

# MAN THERAPY



WELCOME TO

# MAN THERAPY

It's a physical for your feelings, but you get to keep your pants on.

# MARKETING ASSETS



30 Second PSA

**Sometimes life's dog takes a dump on your lawn.**

Clean it up at [mantherapy.org](http://mantherapy.org)

- 

**Man Therapy® Manly Mental Health Tips: Breathing**  
Richard Mahogany
- 

**Man Therapy® Manly Mental Health Tips: Yoga**  
Richard Mahogany
- 

**Man Therapy® Manly Mental Health Tips: Cooking**  
Richard Mahogany

**Therapy from the creators of pork chops and fighter jets.**

[mantherapy.org](http://mantherapy.org)

*It's a physical for your feelings, but you get to*

**KEEP YOUR PANTS ON.**



**mantherapy.org**  
Therapy. The way a man does it.

# IMPACT

## **MANTHERAPY.ORG**

*ALL TIME RESULTS: JULY 9, 2012 - OCTOBER 5, 2020*



Website Visits:  
**1,206,079**



Average Time/Visit:  
**03:50**



Head Inspection:  
**419,274**



Crisis Line Clicks:  
**37,369**



# CURRENT PARTNERS



PERSONALIZING WELL-BEING  
FOR EVERY STUDENT



# The YOU Well-Being Model





# YOU<sup>®</sup> at COLLEGE

**YOU at COLLEGE** 🔍 👤 Help in Crisis 👤

- 🏠 Home
- 🗨️ Explore
- ✔️ Self Checks
- 🎯 Goals

---

- 📍 Campus Resources
- 🔖 Bookmarks

☆ Featured

**Science-Based Strategies to Cope with Coronavirus Anxiety**  
STRESS & ANXIETY, MENTAL HEALTH

**Square Breathing to Beat Stress**

**Tips for attending remote office hours**

**Why food is like medicine**  
FITNESS & NUTRITION

**Campus Experiential Learning Center**  
ACADEMICS & GRADES

**YOU at COLLEGE** 🔍 ☰

**What do you want to explore?**

🔍 Search

☆ Featured Topics

Sleep

COVID-19

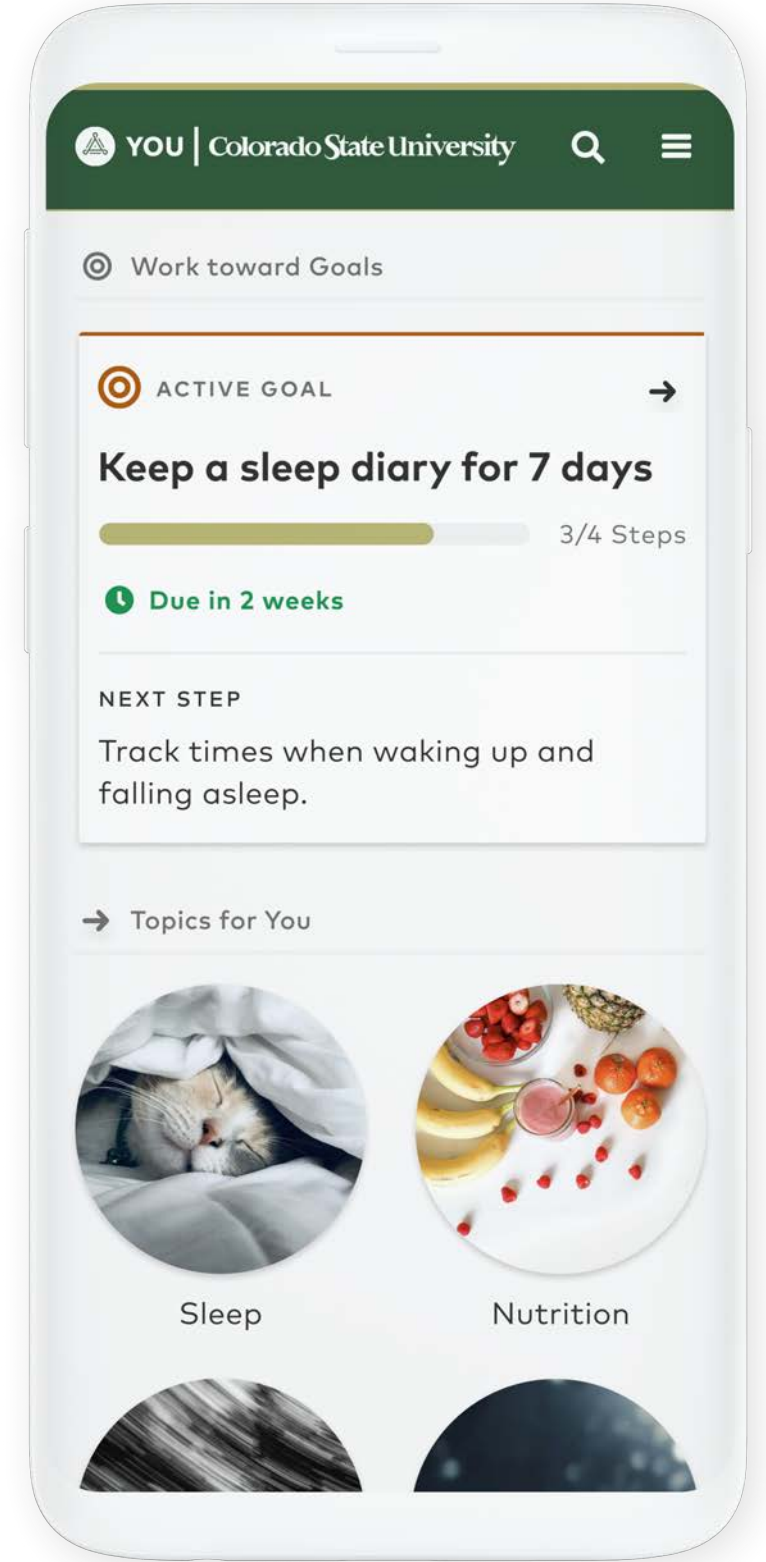
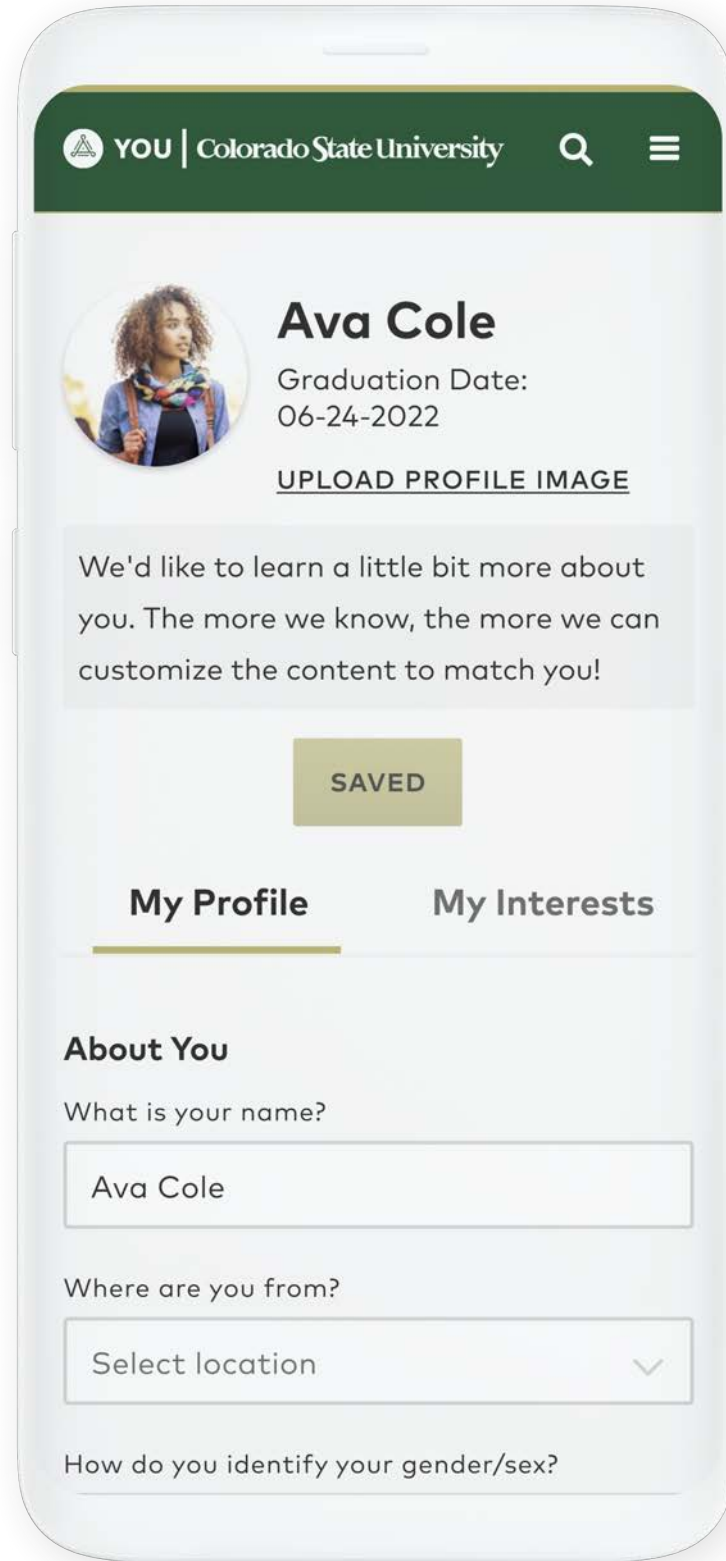
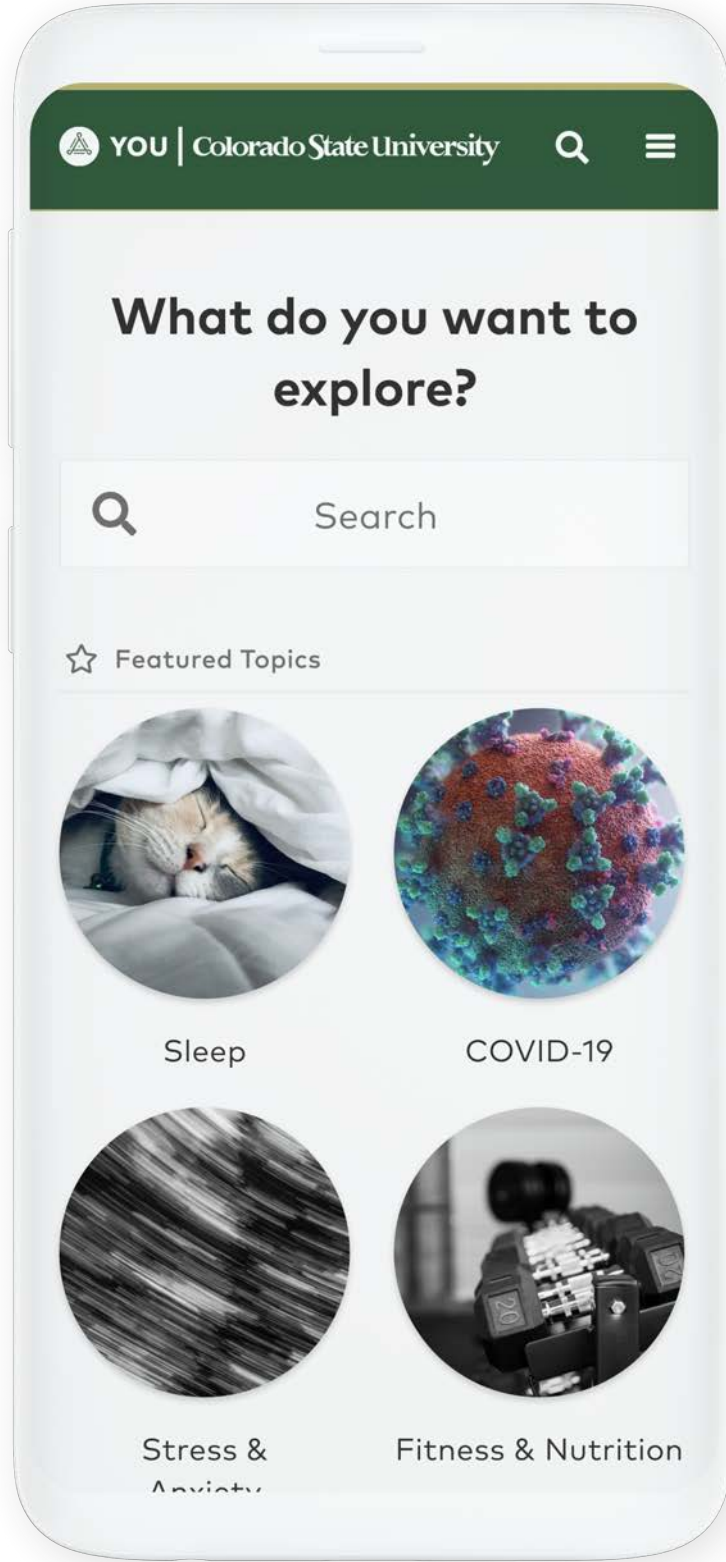
Stress & Anxiety

Fitness & Nutrition





# YOU<sup>®</sup> at COLLEGE





# YOU<sup>®</sup> at COLLEGE

View:  Logins & Content  Reality Checks  Goals  All Statistics

DOWNLOAD CSV

Begin 04/26/2020



End 10/25/2020



APPLY FILTERS

CLEAR ALL FILTERS

Total Logins ?

---

24870

User Registrations ?

Student	Faculty
5652	557

Most Frequented Cards ?

1) Clubs & Organizations	188
2) I Used to Romanticize Stress, Here's Why I Stopped	107
3) Difficulty Sleeping	96
4) Difficulty Concentrating	96
5) Getting started on YOU Quick	94

User Type

- STUDENT
- FACULTY / STAFF

Gender

- MALE, MAN OR MASCULINE
- FEMALE, WOMAN OR FEMININE
- TRANSGENDER
- INTERSEX
- NONCONFORMING / GENDERQUEER /

Avg. Time on Site ?

---

00:03:19

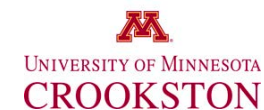
Frequency of Events ?

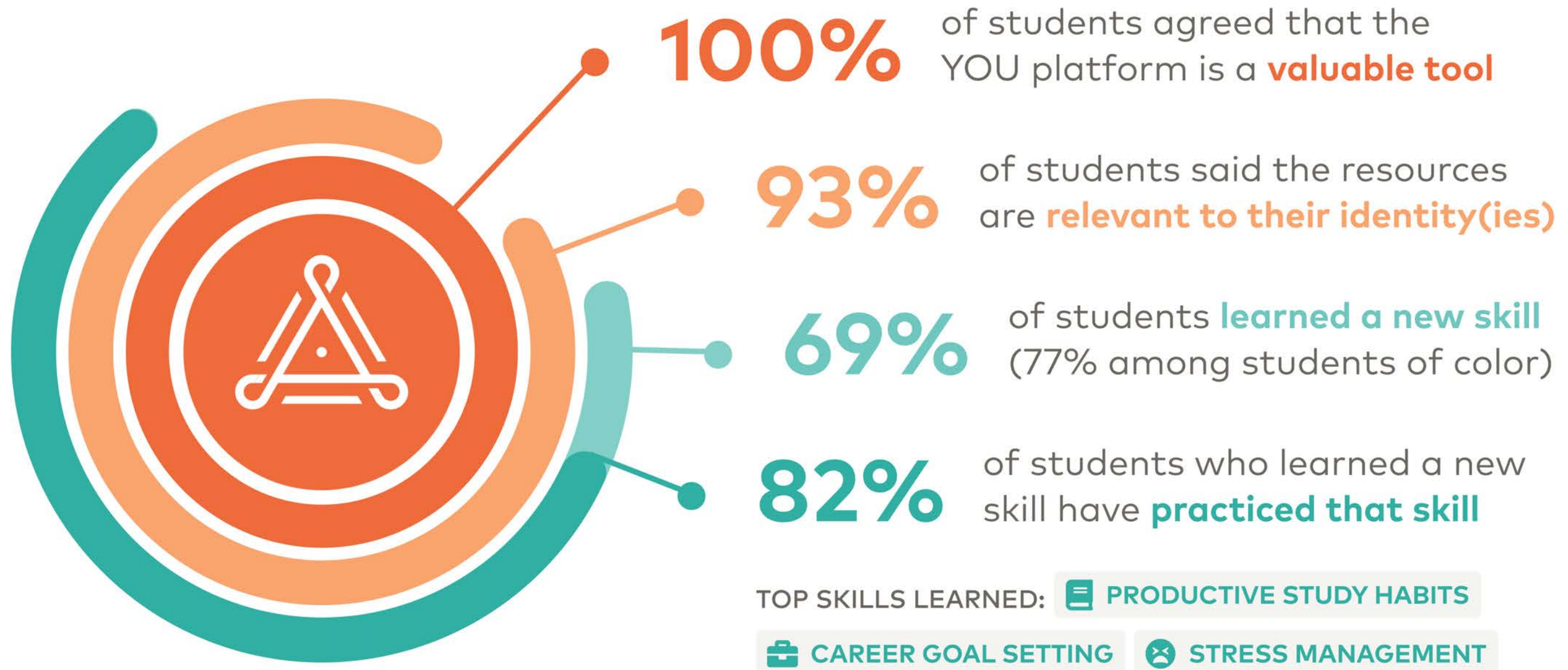
1) SSO-Login	19574
2) SSO-Login-New-Registration	7229
3) Take-Reality-Check	5410
4) SSO-Update-Preferred-Email	4136
5) Add-Gaol	2389

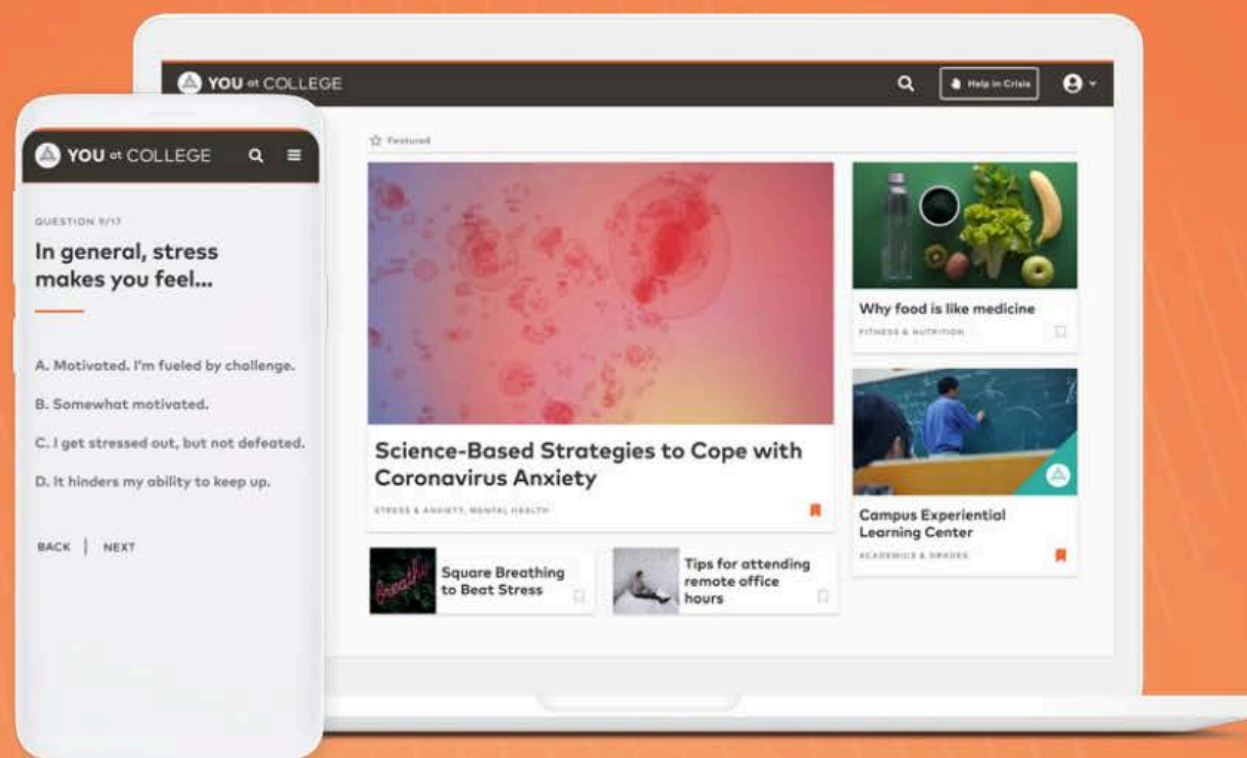
Search Keywords ?

1)	856
2) email	70
3) International	45
4) silver	32
5) silvercloud	30

# The Value of our Ever-Growing Campus Network







# Launching with impact and efficacy in the Cal State System

PUBLISHED OCTOBER 2020

[youatcollege.com/contact](https://youatcollege.com/contact) [inquiries@gritdigitalhealth.com](mailto:inquiries@gritdigitalhealth.com)

IN PARTNERSHIP WITH:



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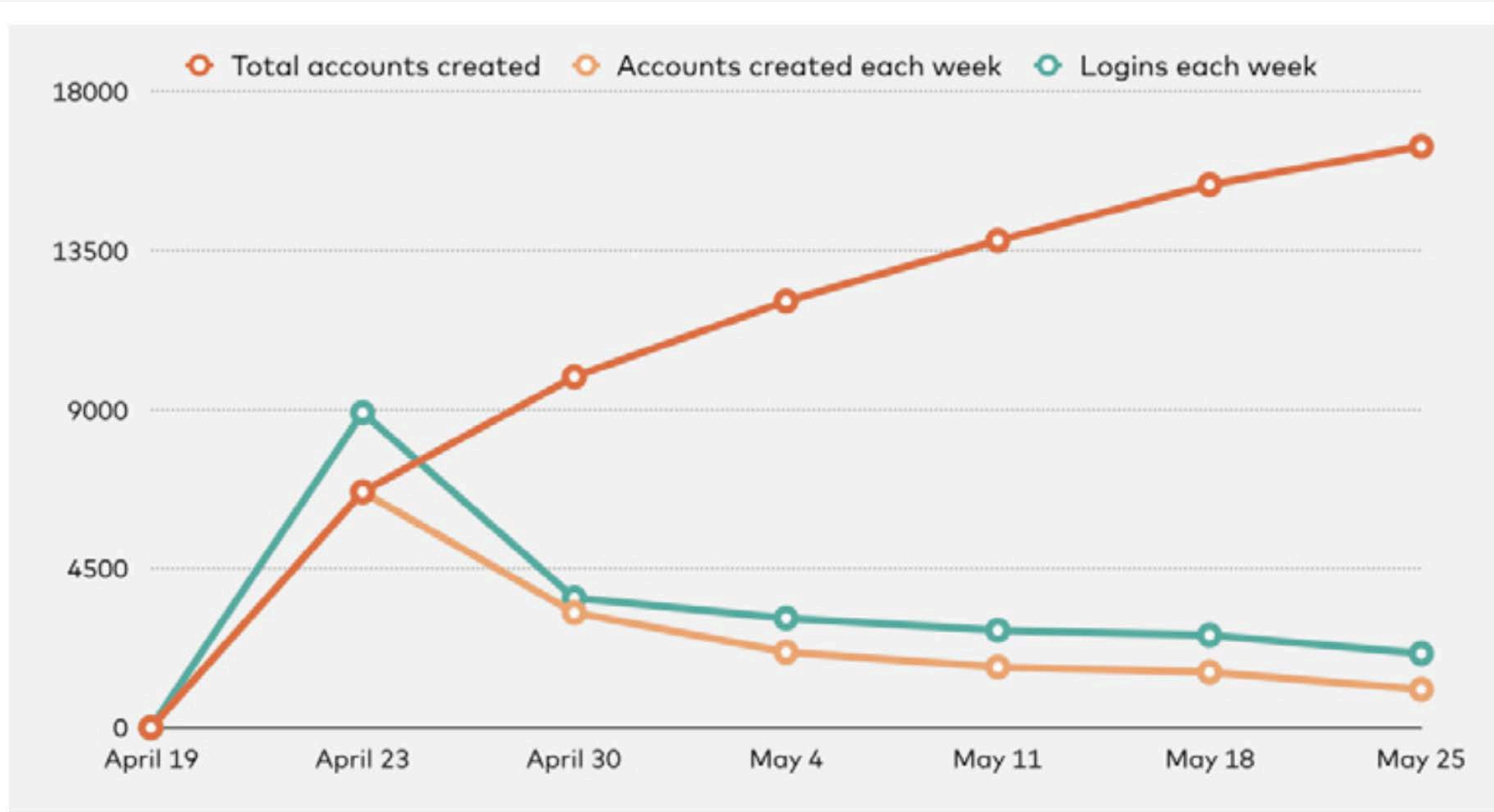
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CSULB ACCOUNT CREATION AND ACTIVITY, SPRING 2020



# YOU<sup>®</sup> at Work

**YOU<sup>®</sup> at AGENCY** Help in Crisis

- Home
- Explore
- Self Checks
- Goals
- Bookmarks
- About YOU<sup>®</sup>

**Featured**

**Maximizing Client-Agency Relationships**  
There are bound to be bumps in the road. This is a relationship, right?

**Square Breathing to Beat Stress**

**10 Ways to Avoid Creative Burnout**

**Why food is like medicine**  
fitness & nutrition

**Sympathy vs. Empathy**  
RELATIONSHIPS & MAKING FRIENDS

Self Checks VIEW ALL

**YOU<sup>®</sup> at AGENCY**

**Succeed** Thrive Matter

**POLL**

**Do you feel in control of your work-life balance?**

Not really	51%
Got it in check	19%
For the most part	23%
No, I'm totally overwhelmed	9%

Curious about work-life balance?  
[See all resources on this topic.](#)

[TAKE THE FULL SELF CHECK →](#)

**10 Ways to Avoid Creative Burnout**

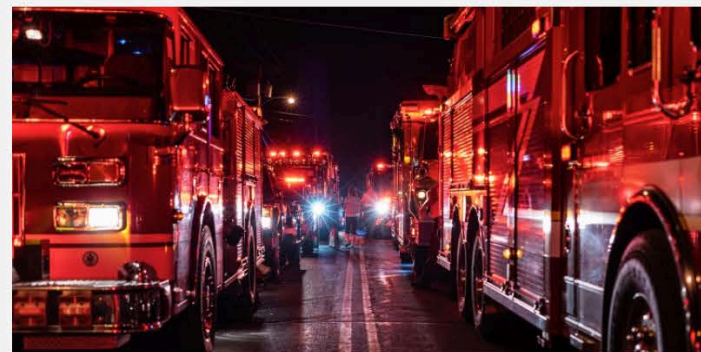
## Tactical Performance

### Featured Story



### One Tree Learning Institute

Everyone deserves the chance to live a happy, healthy, and whole life....



Successful Leadership Resources



Are You a Tactical Athlete?





**YOU<sup>®</sup>**

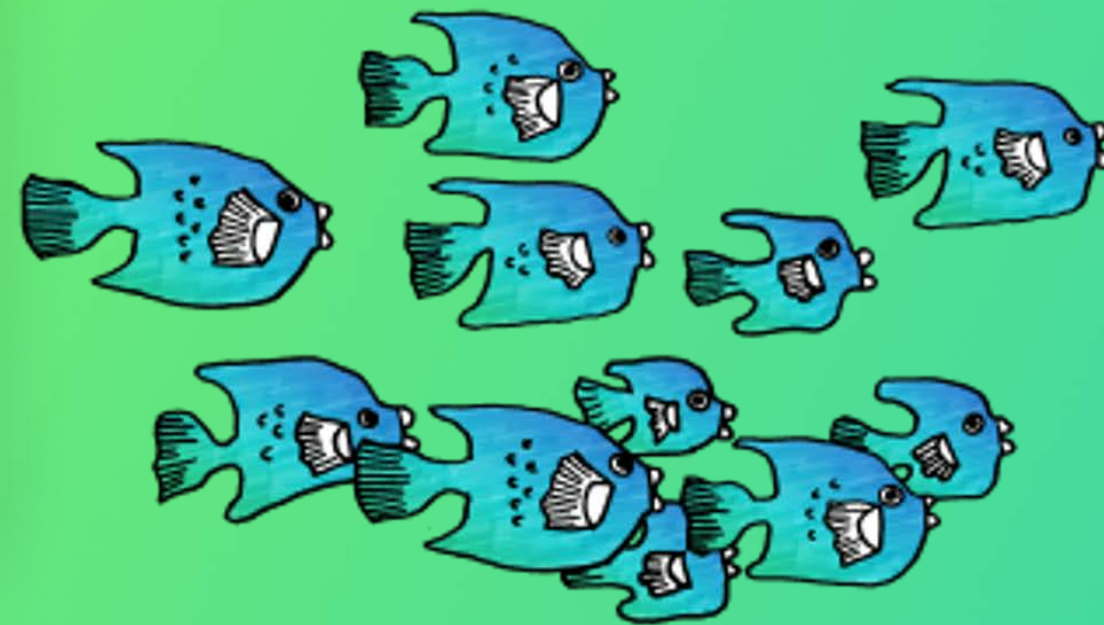
## **Replicable Insights**

- ✔ **Comprehensive Well-being**
- ✔ **Upstream Approach**
- ✔ **Engaging UX/UI**
- ✔ **Confidential/Anonymous**
- ✔ **Personalized**

*nod*

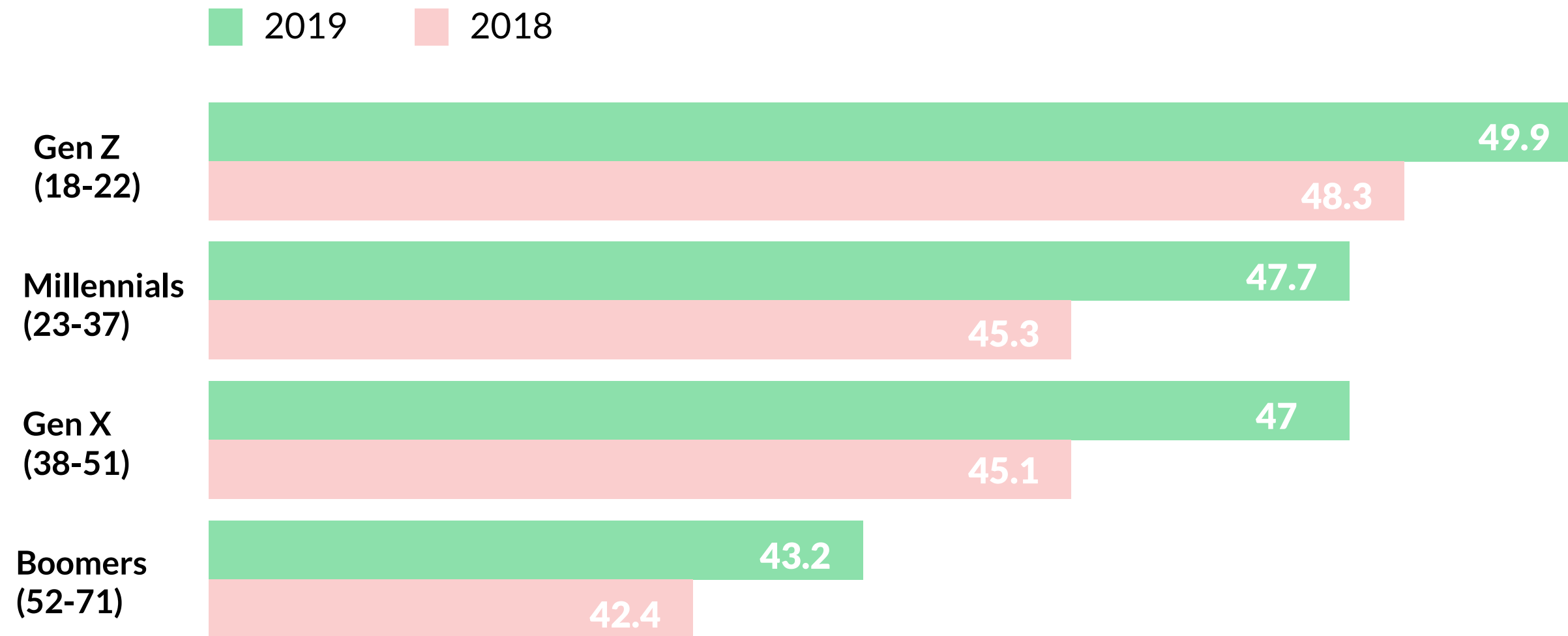


An effective mobile intervention for addressing student loneliness and depression

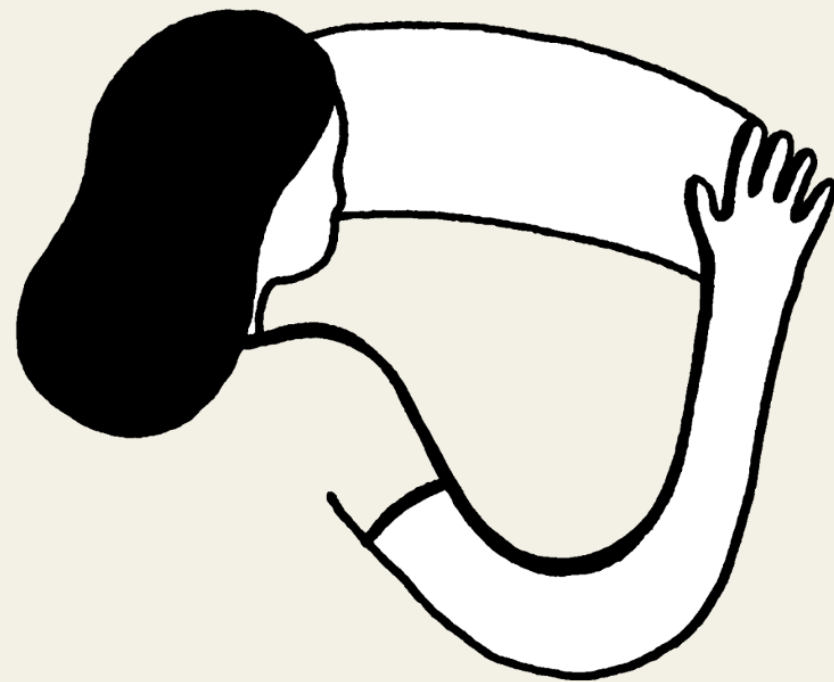


## Generations 2018 vs. 2019

All generations experienced significant increases in loneliness over the last year, but younger generations remain more lonely



# COVID impact on students



91%

Report increased stress and anxiety

80%

Report feeling more lonely

63%

Report finding it hard to stay connected with others

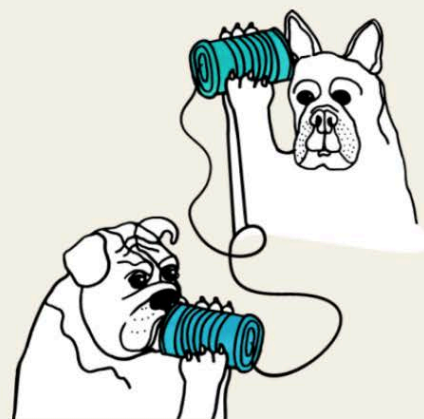
# Lonely youth are at heightened risk for...

- Anxiety <sup>1</sup> and depression <sup>2</sup>
- Poor sleep quality <sup>3</sup>
- Drug and alcohol use <sup>4,5</sup>
- Susceptibility to illness <sup>6</sup>
- Self-harm behaviors and suicidality <sup>7,8</sup>
- Dropout <sup>9</sup>

(1 Ebesutani et al., 2015; 2 Ladd & Ettekal, 2013; 3 Pressman et al., 2005; 4 Rokach, 2002; 5 Kuerbis et al., 2018; 6 Pressman et al., 2005; 7 Junker et al., 2017; 8. Schinka et al., 2012; 9. Nicpon et al., 2006)



nod



## Understanding how using Nod impacts college student loneliness and well-being

Researchers at Hopelab and the University of Oregon carried out a pilot randomized controlled trial to understand how using Nod impacts college students' loneliness and wellbeing. Researchers recruited 221 students entering their first year of college. Students were randomly assigned to either the treatment group—who received Nod immediately—or the control group, who were entered onto a waitlist to receive access to Nod after a 4-week delay.



Loneliness and Social Isolation mHealth for Wellness, Behavior Change and Prevention

Mobile Health in Psychiatry

Article

Cited By (0)

Tweetations (1)

Metrics

Original Paper

## Smartphone App to Address Loneliness Among College Students: Pilot Randomized Controlled Trial

Emma Bruehlman-Senecal<sup>1</sup>, PhD ; Cayce J Hook<sup>1</sup>, PhD ; Jennifer H Pfeifer<sup>2</sup>, PhD ;

Caroline FitzGerald<sup>1</sup>, MSc ; Brittany Davis<sup>2</sup> ; Kevin L Delucchi<sup>3</sup>, PhD ; Jana Haritatos<sup>1</sup>, PhD ;

Danielle E Ramo<sup>1</sup>, PhD 

<sup>1</sup>Hopelab, San Francisco, CA, United States

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United States

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# Primary Outcomes



Depression  
Loneliness

# Secondary Outcomes



Sleep Quality  
Campus Belonging  
Social Support  
Intention of Returning



**THANK YOU**

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[NATHAAN@GRITDIGITALHEALTH.COM](mailto:NATHAAN@GRITDIGITALHEALTH.COM)