BACKGROUND

The Rise of mHealth Interventions
Mobile health (mHealth) has been shown to improve both physical and behavioral wellness in patients. It lowers the need for physical interactions with physicians, gathers data without being overly intrusive, and encourages self-management among patients. It also increases access to mental health information and is cost-effective for people with low income.

Mental Health in Students
For many, college is a stressful time period where students are responsible for a rigorous academic load and supporting themselves independently. Many factors can significantly impact mental health and stress levels, such as financial situations, gender, race/ethnicity, nutrition habits, and proximity to campus.

What is Cope Notes?
Cope Notes is an SMS-based mHealth intervention that delivers daily positive text messages at random times to subscribers. It aims to improve mental and emotional wellness while encouraging help-seeking skills.

Research Goals
- Understand user experiences with a SMS-based mental health intervention
- Inspire innovative ways to reinforce positive behavioral patterns through culturally competent intervention/treatment programs on student campuses
- Learn how these findings can be applied to other SMS-based interventions for those enrolled in higher education in need of mental support

METHODS

- Mixed-methods study with a concurrent design
- Participants were students who had been subscribed to Cope Notes for at least 30 days (N = 61)
- Students were qualitatively interviewed and transcribed data was coded through Atlas.ti
- Post interview quantitative surveys were administered through Qualtrics survey and analyzed with SPSS

RESULTS

Quantitative Survey Findings

![User Message Rating](chart)

Overarching Qualitative Themes (cont.)

3. Subscriber Suggested Changes
   - Message Variability
   - Customized Delivery

4. Impact on Stigma & Help Seeking Skills
   - Stigma Reduction
   - Normalizing Help-Seeking

5. Alternative mHealth Resource Comparison
   - Headspace / Three Good Things / ASMR

6. Cultural Sensitivity
   - Culturally Appropriate Content

7. Perceptions of Ubiquitous Sensing
   - Privacy Concerns

CONCLUSION

Discussion
Cope Notes is reported as "useful" to students due to the ease of delivery strategy in a lifestyle seen as "really busy" and "isolating."

Limitations
- Insufficient data collection
- Limited generalizability

Future Directions
- Significance of Big 5 Personality Traits/Characteristics
- Improving Cope Notes
- Companion App
- Expansion into other areas of mHealth

REFERENCES


ACKNOWLEDGEMENTS

Cope Notes: Understanding Student Experiences with SMS based Behavioral Health Interventions
Jana LeBert, Kristin Kosylyk, Ph.D., CRC
Florida Mental Health Institute, University of South Florida; Howard University
Participant Demographics
Race: 67% White, 16% Asian, 16% Middle Eastern
Gender: 33% Male, 67% Female
Access to Support: 67% had seen a mental health professional, 33% had not
Diagnosis: 83% had been diagnosed with a mental illness, 17% had not

Qualitative Interview Quotes
1. Likes & Benefits:
   “reminds me that there is a social support and social circle outside of... your cubicle in [a] library”
2. Dislikes & Limitations:
   “some texts came too early or... when I was already in bed”
   “I'm not sure I would pay $10 a month for it”
3. Subscriber Suggested Changes:
   “ensure that there is that mix of interactive texts versus non interactive texts”
4. Impact on Stigma & Help Seeking Skills
   “normalizing some of these extremes of feelings that people may be experiencing”
   “people picking something more light, like CN, before trying... medical attention”
5. Alternative mHealth Resource Comparison
   “with Cope Notes I got a different text message every time... [Early Alert] get the same check in every week”
6. Cultural Sensitivity
   “don't think I've ever had a problem with any of the notes at all”
7. Perceptions of Ubiquitous Sensing
   “If someone's stressed out, I think a great thing is to have someone to just give them... nugget of wisdom”

Quantitative Survey Findings
We administered a quantitative survey with the statements below which asked CN users to mark Cope Notes on a variety of criteria using a 7 Point Likert scale, where 7 was marked as strongly agree.
1. Cope Notes messages were relevant to my life as a whole, regardless of when they were received.
2. Cope Notes messages came at a relevant time in my life.
3. Cope Notes messages were not relevant to my life at all.
4. I think of Cope Notes messages often, and remembering them helps me face new situations.
5. Cope Notes Messages provoked a positive feeling.
6. Cope Notes messages provoked a negative feeling
7. I fully understood the sentiment behind Cope Notes messages.
8. Cope Note messages helped me view myself or my situation differently.
9. Cope Notes messages helped me deal with or relieve pressure or stress.
10. I have shared Cope Notes messages with others or posted them on a social networking site.