



CASE STUDY

SPRING 2023 PILOT PROGRAM

ABOUT

Launched in 2022, nDUR is the leader in wellness support exclusively for NCAA athletes. The nDUR peer community provides a safe, supportive and judgement-free space that fosters meaningful connections among student-athletes. where they can listen to each other, and openly share their stories, experiences, struggles, and successes.

THE CHALLENGE

Today's "on-the-go" GenZ student athletes are not always fully supported by traditional mental health counseling services, whether in person or virtual.

STRATEGY & OBJECTIVES

The nDUR pilot was designed to show that non-traditional holistic support serves the needs of student athletes, and can immediately enhance and amplify current support programs on campuses.



85% of all student athletes turn to their peers first for support.





What Student Athletes are Saying About nDUR



As a student-athlete, it is difficult to reach out for help. Having access to the NDUR community of student-athletes going through something similar makes me feel safe to talk about my own struggles. Knowing that I am not alone in this fight is comforting & reassuring.



I am constantly surrounded by student athletes, and we are all going through similar experiences. It is important and beneficial to connect with them so we can support one another. Often times, when struggling with something, we tend to think we are alone in these struggles, but with the convenient access to my peers on NDUR, I see immediately that is in fact not true. I have gained the most from talking with and listening to my peers. The app helps encourage these connections so that peer support can be apart of an every day life routine.



For me, having the ability to hop on my phone on the way to practice and feel the support of other athletes before practice and games puts me in the best mental mindset to succeed both as a player and off the field. nDUR has been transformational in my transition from high school to college life.



In losing my best friend, teammate, and co-captain to suicide I learned about the power of connecting and talking with others who have gone through similar experiences and challenges. NDUR provides me that reassuring network of support.



As a student-athlete who struggled with severe anxiety and depression, and dealt with numerous injuries over my college soccer career, it has been incredibly helpful being able to connect with other student-athletes who have shared similar experiences and personal stories within the nDUR community . I am grateful to be part of such a supportive group of individuals who have helped me in many ways with my my mental health and wellness.

NDUR provides instant access in every athletes back pocket.

KEY RESULTS

SATISFACTION: 85% say NDUR is a VERY HELPFUL resource

TOOLS & RESOURCES: 91% say peer conversations are most valuable

ADOPTION: 87% recommended NDUR to a friend

ENGAGEMENT: 71% used NDUR daily/several times per week

Over 100 NCAA athletes representing a cross-campus community of 20 schools including 9 athletic conferences, participated in our pilot program.



KEY FINDINGS

The pilot program validated the tremendous benefit in providing athletes easy and readily available access to a cross-campus community of their peers. And, why NDUR should be Included in every college's model to best serve student athletes' mental health wellness needs.

www.ndurforathletes.health