

Meeting a Community in Crisis: How Counslr Deployed Immediate Mental Health Support to Brown University Students and Staff



When Tragedy Struck

On December 13, 2025, a shooting occurred at Brown University. In the immediate aftermath, students and staff needed accessible mental health support, but existing resources often involve barriers like referrals, in-person visits, scheduling constraints, or cost.

Immediate Counslr Deployment

Within 48 hours, Counslr deployed free, unlimited mental health support to all Brown students and staff by reaching out directly to student organizations. Students and staff accessed support using their @brown.edu email addresses, with peer-to-peer distribution driving adoption.

Results

~1 in 3

of sessions were held to discuss trauma/PTSD.

100%

of users were first-time help seekers.

100%

User satisfaction with sessions.

Key Takeaways

- **Immediate crisis needs met:** 100% satisfaction rate and high trauma-focused usage validate the deployment's effectiveness.
- **Gap in existing service utilization:** 100% of users were seeking mental health support for the first time.
- **Strong demand for accessible support:** Students and staff proactively sought out the service after peer-to-peer outreach.