The University of Florida’s U Matter We Care campaign formally began in Fall 2011.

The U Matter, We Care initiative serves as a recognizable umbrella for care related programs and resources for those in distress.

Centralized website, telephone number to triage and refer UF students and employees in need.

Slogans: “Over 50,000 students and not 1 to spare”
“Over 24,000 employees and not 1 to spare”
The underlying philosophy of the *U Matter, We Care* initiative is that UF community members care about each other and proactively reach out to help when needed.

*U Matter, We Care* extends UF’s caring culture by educating our community about signs and symptoms of distress, and providing those in distress the appropriate resources.
Who can help those students in distress?

Counseling and Wellness Center  
(352) 392-1575 ~ www.counseling.ufl.edu/cwc

Dean of Students Office  
(352) 392-1261 ~ www.dso.ufl.edu

Housing and Residence Education  
(352) 392-2161 ~ www.housing.ufl.edu

University Police Department  
(352) 392-1111 ~ www.police.ufl.edu

International Center  
(352) 392-5323 ~ www.ufic.ufl.edu
Who can help those employees in distress?

**Employee Assistance Program**
(352) 392-5787 ~ eap.ufl.edu

**Human Resource Services Employee Relations***
(352) 392-1072 ~ hr.ufl.edu/emp_relations

**Office of Victim Services***
(352) 392-5648 ~ police.ufl.edu/ovs/vap.asp

**University Police Department**
(352) 392-1111 ~ www.police.ufl.edu

*After office hours, call
(352) 392-1111