



Outreach and Awareness Committee Agenda: Tuesday, April 21, 2020 1:00 PM – 2:30 PM

Committee Members: Ryan Price, Tia Barnes, Meghan Crane, Jill Baker, Laura Rose Misaras

Committee Members not in Attendance: Shanda Hochstetler, Tara Crisculo, Angie Butler, Susan Keys, Nicholas Parr, Donna Harrell, Liz Thorne

Staff: Jennifer Fraga

Staff not in Attendance: Annette Marcus, Linda Hockman

Guests: Olive Thomas, Katie Gravidahl, Christina, & Kristen Baker – all public health students from PSU

Join my meeting from your computer, tablet or smartphone:

<https://www.gotomeet.me/AnnetteMarcus/allianceoutreach>

Join the conference call: [+1 \(646\) 749-3117](tel:+16467493117) Access Code: 897-117-949

Time	Topic/Who	How / Update on Action Items	Notes / Attachments
1:00	Welcome Approve Previous Minutes Update Action Items	Round Robin	Notes from March Committee Meeting were approved by Committee members. Students from PSU are attending the meeting for a school assignment.
1:10	Review Media Packet Progress	Discuss what happened at the small group meeting and action items that came from this	Jenn reviewed the small workgroup that happened with Lines for Life and the progress of the one-pager. What was created so far was shared. Meghan brought up Breaking the Silence and that she thinks things have been

			<p>delayed due to COVID-19 and could potentially happen in September.</p> <p>Jenn will come up with a basic format of what this one-pager could be with basic information</p> <p>One-pager discussion notes: The Oregon Alliance to Prevent Suicide advocates for effective policy and creates a connected field to end youth suicide.</p> <p>The Alliance is comprised of community, family members, those with lived experience, subject matter experts, professionals, youth, young adults, stakeholders.</p> <p>Rest of one-pager:</p> <ul style="list-style-type: none">- Using AFSP Packet as source material, not content but the outline of how things flow<ul style="list-style-type: none">o Data points that support what the alliance does and how the alliance is accomplishing themo FAQ section at the bottom like AFSP's top 10 messages and how we fit into the bigger picture
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			<ul style="list-style-type: none">- Talking Points people can use that are linked to the Alliance's mission statement, values<ul style="list-style-type: none">o What we do- Depending on the content will determine what goes where- Less is better – if we had one document that fits the material- Having a Living document is important to keep in mind so it can easily be re-formatted to what the Alliance is doing- Jill shared that the main point of the Alliance is to provide guidance and feedback on the YSIPP to OHA<ul style="list-style-type: none">o Break this down into how this fits into the Alliance's work<ul style="list-style-type: none">□ How can we fit this into just a couple sentences to share what the YSIPP is to community members□ Update of the YSIPP will hopefully be formatted in a way that is easy to share- As the Adult plan comes around and how the Alliance figures out the role they want to play in that<ul style="list-style-type: none">o Try to anticipate where our role will stretch and grow
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			- I agree that I really liked on the AFSP story flyer how its has the "Top 10 suicide prevention messages" adding something like that to yours would be good.
1:40	Outreach Processes	Review Processes Created for Alliance and Status	Jenn will check with Linda on this.
1:45	Progress on SMART Goals	Strategic Priority 1: Connecting the Field - Update Strategic Priority 2: Supports for working with media *Review sample documents submitted by Ryan Discussion-Make recommendations to executive committee re: setting communication policy / procedures for Alliance.	Draft Alliance Media Policy AFSP Story Sample Action Steps: Jenn create simple one-pager to send out before next meeting Jenn email John Seeley about data & eval agenda item Tia will look for HOP tip sheets for committee members
2:10	Adjourn		

<p>Action Items from Previous Meetings in Red.</p> <p>Progress on Action Items are in Blue.</p>	<p>Action: Annette and Nicholas to explore ways to support Meghan and an online mechanism for housing listserv postings.</p> <p>Action: Explore in-service on talking with the media. Reach out to OHA (Meghan and Jill).</p>
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Ryan recruited Tara Crisculolo to join this committee. She brings communications expertise from AFSP. Now works with Girls Inc. in Portland. Continue to discuss next steps.

ACTION: Outreach to coalitions.

Developing a survey to assess current needs and strengths. Annette has begun presentations to coalitions.

Action: Incorporate feedback from committee into Outreach Power Point. Develop PowerPoint and process for onboarding new attendees/members to Alliance.

PowerPoint for onboarding developed and piloted at December 2019 Quarterly. Finalizing outreach packet for coalitions.



Outreach and Awareness Committee SMART Goals

YSIPP Alignment Element: Objective 1.1 Integrate and coordinate suicide prevention activities across multiple sectors.

Strategic Priority	Action Steps	Who (Specific names added for tasks)	Deadline Goal	Measurable	Strategic Priority
Foster a more connected, and thus effective, suicide prevention field in Oregon by connecting and collaborating with regional coalitions.	Complete a scan to identify coalitions in the state and post on website.	UO/AOCMHP	Sept. 30, 2019	Posted on website	Complete Added new information for Yamhill and
	Finalize outreach material about the Alliance for use with coalitions.	UO/AOCMHP	Nov 1, 2019	Materials developed	Draft materials being reviewed by committee In Progress: -PowerPoint was created by Annette and is used at county presentations Next Steps: -Complete one-pager
	Develop and conduct a basic needs assessment to discover coalition's interests and needs	UO/AOCMHP	March 30, 2020	Documentation of Needs Assessment Results and Number of Contacts	In Progress: -Needs development of needs assessment -Data & Eval committee being re-established, Jenn will

					email John to add to their agenda
	Connect in person, by webinar or phone with 15 Coalitions	AOCMHP w Alliance Members	June 30, 2020	Number of contacts	<p>12/16/19- Presentations set with Lane County, Union County, Washington County Coalitions. Met with Yamhill County suicide prevention coordinator. Interview scheduled Jackson County Suicide Prevention Coalition.</p> <p>In Progress: -Two webinars have happened (Jenn will look at who participated in person vs. webinar) -Annette had others scheduled for in-person but COVID</p>



	Map interests and needs of coalitions	AOCMHP/UCO w/ Committee Members	June 30, 2020	Interests/Needs Inventory	Not started: -need to have the needs assessment
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YSIPP Alignment Element: Goal 2 Implement research-informed communication efforts designed prevent suicide by changing knowledge, attitudes, and behaviors.

Objective 2.1 Develop and evaluate communication efforts designed to reach defined segments of the population.

Strategic Priority	Action Steps	Who (Specific names added for tasks)	Deadline Goal	Measurable	Notes
<p>Develop sample press releases based on the hope, help and healing framework, and a panel of subject matter experts to respond to legislative, media and other requests about suicide intervention / prevention.</p>	<p>Create 3 sample press releases with key messaging to be reviewed by the Executive Committee.</p>	<p>AOCMHP w/ Committee Members</p>	<p>January 15, 2020 - Executive Review. Finalize March 30 2020</p>	<p>Press Releases on file</p>	<p>Meant to be executive committee approved messaging.</p> <p><i>Unknown status</i></p> <p>This could be a good opportunity to work with L4L as a starting point if not already started</p> <p>OHA was creating a training on how OHA can support collaboration → check on in the future</p>

	<p>Collect 3 to 6 personal stories that illustrate an element of “Hope, Help and Healing” to be included in press and other outreach materials</p>	<p>AOCMHP / Committee Members</p>	<p>March 1, 2020</p>	<p>Personal stories collected and disseminated</p>	<p>Not started Next step: -who to ask for stories and how to gather -get more information on what the purpose is → youth stories? -when soliciting stories, safe messaging and autonomy of how they share their story and the consequences of sharing their story publicly <i>-HOP Curriculum (Honest, Open, Proud)</i></p> <p>(Jenn proposal for social media presence for next meeting)</p>
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	<p>Identify members or affiliates of Alliance to serve as subject matter experts to respond to media calls or serve on panels (e.g. policy experts, evaluation experts, people w/lived experience)</p>	<p>Consult with OHA, Exec and Committee Members</p>	<p>March 1, 2020</p>	<p>Names and Area of Expertise for Panel Members</p>	<p>Not started -find out who to ask and identify areas we know we want covered</p>
	<p>Provide panel members with Alliance communication materials</p>	<p>AOCMHP</p>	<p>April 1, 2020</p>	<p>Materials distributed to media panel members</p>	<p>Not started</p>