



Outreach and Awareness Committee Agenda

Tuesday, January 21, 2020 1 – 2:30 p.m

Committee Members: Angie Butler, Tara Crisculo, Brad Sargent, **Jill Baker**, Nicholas Parr, **Meghan Crane**, Ryan Price, **Laura Rose Misaras**, **Tia Barnes**, Kristi Nix, Kimberlee Jones, **Donna Harrell**, **Shanda Hochstetler** Staff: **Annette Marcus**, **Jennifer Fraga**; **Linda Hockman**, Consultant

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Time	Topic/Who	How/Update on Action Items	Notes/Attachments
1:00	Welcome Approve previous minutes and Update Action Items	<p>Round robin</p> <p>Action: Annette and Nicholas to explore ways to support Meghan and an online mechanism for housing listserv postings. Progress: Not completed</p> <p>Action: Develop regular update about the Alliance to be integrated into the Public Health Youth Suicide listserv. Annette and Jen will send Meghan language to introduce the Alliance by end of month.</p> <p>Action: Explore in-service on talking with the media. Reach out to OHA (Meghan and Jill). 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.</p> <p>ACTION: Outreach to coalitions. Progress: Developing a survey to assess current needs and strengths. Annette has begun presentations to coalitions.</p> <p>Action: Incorporate feedback from committee into Outreach Power Point. Develop PowerPoint and process for onboarding new attendees/members to Alliance. Progress: PowerPoint for</p>	<p>Ryan Price, Chair, was unable to attend; Annette Marcus facilitated meeting.</p> <p>Committee members introduced themselves.</p> <p>Jill Baker introduced Shanda Hochstetler; Shandra recently joined OHA as co-Youth Suicide Prevention Coordinator. Jill and Shandra are in the process of looking at how the job responsibilities will be shared. Both are assigned full time to Youth Suicide Prevention.</p> <p>Action Steps – update: Annette requested that an Alliance update be included in the PH listserv; Meghan agreed and supported this as a way to share information about the Alliance. The listserv goes out about every 2 weeks.</p> <p>Action: Annette and Jen will send information to Meghan.</p> <p>Update on Outreach to coalitions and media materials for Alliance (see Strategic Priorities update).</p>

		<p>onboarding developed and piloted at December 2019 Quarterly. Finalizing outreach packet for coalitions.</p>	
1:20	Progress on SMART Goals	<p>Strategic Priority 1: Connecting the Field - Update</p> <p>Strategic Priority 2: Supports for working with media *Review sample documents submitted by Ryan</p> <p>Discussion-Make recommendations to executive committee re: setting communication policy/procedures for Alliance. Address:</p> <ul style="list-style-type: none"> • 	<p>Strategic Priority 1 - Update:</p> <p>Outreach to Coalitions: Discussed the possibility of doing a webinar for coalitions about the Alliance and our work. There are 18 coalitions statewide, the goal is to reach out to all coalitions before June 30th and hosting a webinar is an additional tool for reaching that goal. The outreach packet is in place and the PowerPoint presentation is being fine tuned. Purpose of webinar is to connect coalitions across the state and inform participants about the Alliance and its work. <u>Discussion:</u> It was suggested that the first webinar provide an overview of the Alliance, its structure and purpose of connecting with coalitions. In a second webinar, focus on what is happening at the statewide level and policy work.</p> <p>Action: Committee approved staff move forward with hosting outreach webinar.</p> <p>Strategic Priority 2 – Update</p> <p>Annette reviewed materials related to a media response kit. Proposed elements include: elevator speech (brief talking points); canned messages; FAQs; statistics; how to get involved; story bank; boiler plate press release; glossary of terms/cultural responsiveness; and, subject matter experts.</p> <p>Donna shared Lines for Life is going to have a second Breaking the Silence initiative. Annette asked how this can be connected more closely with the work of the Alliance, including getting people engaged. The next push is during the second week in April. Lines for Life provides guidance to media so that there are many thoughtful conversations. They are working on getting stories and</p>

			<p>are looking for stories from diverse communities. Are there materials from the Breaking the Silence initiative that the Alliance can incorporate into their media response kit? Donna offered to assist the Alliance with media response kit and host a meeting to explore options for kit. Tia volunteered Youth ERA to help with graphic design.</p> <p>Laura Rose shared that highlighting the work of the Alliance actually contributes to our message of hope and noted we have missed opportunities to highlight successes in the past. Laura Rose is impressed with the press packets put out by Veterans; she will send committee member the link to view the packet.</p> <p>Jill: Consider strategically broadcasting successes to ensure that the hope, help and healing narrative is broadly embraced.</p> <p>Action: Tia, Jenn, Annette, Laura Rose and Linda to meet with Donna at Lines for Life to work on packet.</p> <p>Action: Develop a celebration of successes and press release for March meeting. Be sure to include how lived experience voices and perspective have informed policies and priorities. Jill Baker will lead an ad hoc workgroup on the celebration and take to Executive Committee February meeting for review/input/approval.</p> <p>Action: Annette to draft a policy and procedure re: media response for Executive Committee review/approval.</p>
2:30	Adjourn		

Outreach and Awareness Committee

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

Strategic Priority	Action Steps	Who (Specific names will be added as tasks assigned)	Completed By	Measurable	Progress Notes
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
	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	



Connect in person, by webinar or phone with 15 Coalitions	AOCMHP w Alliance Members	June 30, 2020	Number of contacts	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.
Map interests and needs of coalitions	AOCMHP/UO w Committee Members	June 30, 2020	Interests/Needs Inventory	

Outreach and Awareness YSIPP Alignment

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 will be added as tasks assigned)	Completed By	Measurable	Progress Notes
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	Create 3 sample press releases with key messaging to be reviewed by the Executive Committee.	AOCMHP w/ committee members	January 15, 2020 - Executive Review. Finalize March 30 2020	Press Releases on file	

<p>suicide intervention/prevention.</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>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>Provide panel members with Alliance communication materials</p>	<p>AOCMHP</p>	<p>April 1, 2020</p>	<p>Materials distributed to media panel members</p>	

