



Outreach and Awareness Committee Agenda: Tuesday, June 16, 2020 1:00 PM – 2:00 PM

Committee Members: Ryan Price (Chair), Angie Butler, Olivia Nilsson, Shanda Hochstetler, Tia Barnes

Committee Members not in Attendance: Jill Baker, Laura Rose Misaras, Liz Thorne, Meghan Crane, Nicholas Parr, Susan Keys

Staff: Annette Marcus, Jennifer Fraga, Kris Bifulco

Staff not in Attendance: Linda Hockman

Guests: None

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 Review April, May Minutes	May meeting minutes approved
1:10	Review Media Packet Progress	Review and provide feedback on one-pager draft	Notes on one-pager Who we are section: add youth Make a front & back one-page document Youth Era will do graphic designing Add <i>website</i> and contact information

			<p>Front page: who we are, what we do, quotes</p> <p>Back page: YSIPP, what we have accomplished, what we hope to do</p> <p>Call to Action: how to get involved; get involved with local coalition / learn more about Alliance OR sign-up to get connected to the Alliance</p> <p>Next steps: Jenn send as a word doc to Tia who will then work her graphic designing magic; this will then be moved to Executive Committee to approve</p>
1:40	Upcoming Regional Coalition Webinar	Discuss feedback, what to discuss in next Webinar	Not discussed
1:50	Outreach Processes	Review and Provide Feedback on Processes Created for Alliance and Status	Not discussed
1:40	Progress on SMART Goals	<p>Strategic Priority 1: Connecting the Field - Update</p> <p>Strategic Priority 2: Supports for working with media</p> <p>Tia - HOP tip sheets for committee members for SP 2.</p>	<p>SMART Goal 2: What is the purpose of the stories? Spreading awareness? Change structures?</p> <p>YYEA has youth with lived experience. Olivia is open to asking them who would be interested in sharing their stories on different topics.</p>

			<p>Start in one area, have a stepped process. Area to start in – Workforce legislative testimonies.</p> <p>Create an internal checklist so we don't forget to ask</p>
1:55	Discuss Potential Agenda Items for Next Meeting	Round table	<p>Action items:</p> <p>Asking youth for stories related to behavioral health CEUs on suicide prevention</p> <p>Look at materials created by Annette & Laura Rose</p> <p>One-pager to be sent to Tia for graphic design</p> <p>Next agenda items:</p> <p>Have a discussion on connecting with local coalitions – should the Alliance have a formal relationship with them? Affiliations? Official members? Radical inclusion, being explicitly anti-racist; modeling diversity, equity, and inclusion in our membership</p>
2:00	Adjourn		



<p>Action Items from Previous Meetings in Red. 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> <p>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. 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.</p> <p>PowerPoint for onboarding developed and piloted at December 2019 Quarterly. Finalizing outreach packet for coalitions.</p>
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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:</p> <ul style="list-style-type: none"> -Two webinars have happened (Jenn will look at who participated in person vs. webinar) -Annette had others scheduled for in-person but COVID



	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> (Jenn proposal for social media presence for next meeting)</p>
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	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)	Consult with OHA, Exec and Committee Members	March 1, 2020	Names and Area of Expertise for Panel Members	Not started -find out who to ask and identify areas we know we want covered
	Provide panel members with Alliance communication materials	AOCMHP	April 1, 2020	Materials distributed to media panel members	Not started