



**Outreach and Awareness Committee Agenda: Tuesday, March 17, 2020 1:00 PM – 2:30 PM**

**Committee Members in Attendance:** Ryan Price, Tia Barnes, Tara Crisculo, Olivia Nilsson, Mandy Davis, Laura Rose Misaras

**Committee Members Not in Attendance:** Meghan Crane, Jammie Gardner Farish, Susan Keys, Nicholas Parr, Angie Butler, Donna Harrell, Jill Baker, Shanda Hochstetler, Liz Thorne

**Staff in Attendance:** Annette Marcus, Jennifer Fraga

**Staff Not in Attendance:** Linda Hockman

**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
	Welcome Approve Previous Minutes Update Action Items	Discuss current reality with COVID-19 Explore messaging from the Alliance	<p>Introductions all round.</p> <p>Celebrating our Successes: 40 Advocates attended to learn about advocacy, and we had meetings throughout the afternoon with legislators and focused our work on gaining allies for moving policy work forward. We will be designing a policy framework to guide our policy outreach efforts and Outreach and Awareness should have input into this process. There was a very strong youth presence at the advocacy day.</p> <p>Draft of One-Pager if Ready and look at revamping the website</p>

From Wednesday onward Lines for Life is set up to complete shifts. There has been fewer contacts.

Mandy-Annette asks how we should support our partners and field. She works at Trauma Informed Oregon. They are focused on how to think about COVID-19. They developed some written guidance and frame regarding how to think about this work in a trauma informed way. Mandy has been thinking about the impacts of having neuro-diverse and all children at home with parents which will be tremendously stressful. All materials themes are about physical distancing, not social distancing. Call out to all sectors regarding ways to connect. She is going to open office hours for people can Zoom. Run frequently asked questions. Right now we are talking about acute distress right now but need to consider how to address the accumulation of trauma. Let's look at the long-term Trauma Response. How do we survive and thrive long-term together?

**Tia** this is a great opportunity for us to push out Trauma Informed Oregon's materials.

**Ryan**-notes that Mandy pointed out that she is more worried about ongoing connection right now than resources existing. Maybe we should put together a resource guide in short order. A list of things people can use. Perhaps multiple lists. AFSP is thinking about a quick webinar to support social connections and go live to connect. Get ahead and acknowledge what it might really feel like for people over time as they live in this new

			<p>reality. Find a way to help people understand how differently this will feel to each person than voluntarily be at home. We are in a shared space of this crisis that might mitigate some of the loneliness and social disconnection.</p> <p>Share theme of “block level” resiliency. How do we reach out to our neighbors.</p> <p>Annette asks the group for some help in thinking through the “space” or audience for our outreach work.</p> <p>Mandy thinks phasing information out so that it is not overwhelming.</p> <p>Laura Rose – WARM line is expanding. There’s a lot of activity and asks for peer support. Peergalaxy.com/calendar is place where these are being collected</p> <p>Message needs to be that the Alliance is not ignoring COVID-19, teach people about technology, engage folks in this process and recognize the expertise we hold around dealing with trauma and crisis. What needs or questions do you have?</p> <p>Laura Rose reminds us that the focus of the Alliance is to support youth and young adults. How can they find support or relief as they are stuck at home. Highlight gun safety. What are the resources and touch points for youth?</p>
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			<p>Tia-put out a statement regarding what we are working on about COVID 19 and resources from Youth ERA and Youth Line. Youth ERA is expanding the utilization of their online resources and highlight the strengths, creativity, and resilience that young people are showing in coping with this. Perhaps reach out to Alliance members and coalitions which highlights our role as a connector and ask if Alliance can help elevate these things.</p> <p>Ask about specific concerns or issues that arise. Also, remind people what they can do for their mental health and “permission” to shift the regulations they have regularly held.</p> <p>OFSN sent out an announcement as did Oregon Coalition on Sexual and Domestic Violence.</p> <p>Olivia is thinking about the students who don’t have supports online. Be sure students have that list of connections.</p> <p>Tia will work up some language regarding the online resources that are available for youth. Olivia shared that aside from the YouthLine, outreach has been in schools.</p>
	Review Media Packet Progress	Discuss what happened at the small group meeting and action items that came from this	.
	Outreach Processes	Review Processes Created for Alliance	



	Progress on SMART Goals	<p>Strategic Priority 1: Connecting the Field - Update</p> <p>Strategic Priority 2: Supports for working with media</p> <p>*Review sample documents submitted by Ryan</p> <p>Discussion-Make recommendations to executive committee re: setting communication policy / procedures for Alliance.</p>	Draft Alliance Media Policy AFSP
2:30	Adjourn		

<p>Action Items from Previous Meetings in <b>Red</b>.</p> <p>Progress on Action Items are in <b>Blue</b>.</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). 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><b>ACTION: Outreach to coalitions.</b></p> <p>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
<b>Foster a more connected, and thus effective, suicide prevention field in Oregon by connecting and collaborating with regional coalitions.</b>	Complete a scan to identify coalitions in the state and post on website.	UO/AOCMHP	Sept. 30, 2019	Posted on website	Complete <b>Added new information for Yamhill and</b>
	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	
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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	Strategic Priority
<b>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.</b>	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	
	Collect 3 to 6 personal stories that illustrate an element of "Hope, Help and Healing" to be included in press and other outreach materials	AOCMHP / Committee Members	March 1, 2020	<b>Personal stories collected and disseminated</b>	
	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,	Consult with OHA, Exec and Committee Members	March 1, 2020	Names and Area of Expertise for Panel Members	



	evaluation experts, people w/lived experience)				
	Provide panel members with Alliance communication materials	AOCMHP	April 1, 2020	Materials distributed to media panel members	