

Outreach and Awareness Committee
August 20, 2019

Meeting Notes

Attendance: Meeting Was Virtual

In Attendance: Ryan Price, Christabell Drague, Megan Crane, Tia Barnes, Kathy Wake (Kenny-Guyer’s rep), Nicholas Parr, Kimberlee Jones, Laura Rose , Misaras

Staff: Annette Marcus, Linda Hockman

Time	Topic	What	Notes
1:00	Welcome/Introductions Setting the Stage	Every committee to set one to two strategic priorities for FY 19-20	Materials: Agenda, Communication Workplan, Brainstorm Hubs, Outreach Material to Hubs
1:10	Progress on Action Steps from Last Meeting	<p>Action: Outreach and Awareness Committee to discuss further to clarify committee’s work in the area of Culturally and Developmentally Appropriate Practices.</p> <p>Action: Share document re approach for outreach to communication hubs</p> <p>Action: Feedback on the Theory of Change</p>	<p>One of the primary action steps of the communication plan is to connect the suicide prevention field across the state via communication hubs. Where we are now: reviewed approach to connecting to coalitions (handout); earlier scan of coalitions is being updated and is in progress; an outreach packet of materials has been completed (handout) and is available to use when connecting with coalitions.</p> <p>Discussion: what are some current avenues for connecting the field: -GLS grants (Megan) – how does GLS relate to Alliance efforts re: connecting the field? Must contact each county to bring in; suggested that links to coalition websites be added to outreach packet. Ex. Polk Co. has Mid-Valley Coalition and Marion Co. joining.</p> <p>Next steps: develop meaningful relationship and connection between Alliance and coalitions. -Clear with contact person that it is ok to post on Alliance website.</p>

			<p>-Be sure coalitions know about statewide events. How? Post on Oregon Suicide Prevention Website, link on Alliance website.</p> <p>Discussion – how are the websites different? OR Suicide Prevention site (Public Health and Lines for Life) resources and appeal statewide; the Alliance site is more narrow and focus is on Alliance, and does not want to duplicate the Suicide Prevention site. Laura Rose – Lines for Life is working on an ap (for youth social media) with Youth ERA; Youth ERA has a campaign re: suicide prevention. Kimberlee suggested adding aps that have been vetted to the Alliance website.</p>
1:20	Strategic Priorities FY 19-20	<ul style="list-style-type: none"> - Hope, Health and Healing - Theory of Change - 	<p>Discussion – how to make it a more connected field, taking it to another level?</p> <ul style="list-style-type: none"> - Host a call with coalition leads, facilitate outreach - Id where each of us have a relationship with different coalitions, tap into their work. - Nicholas – take a public health approach to building connections; grassroots efforts best, long term lasting results. To develop and implement systematic approach statewide takes time – <p>Action: develop a coalition building framework, structure to be part of next 5-yr YSIPP.</p> <ul style="list-style-type: none"> - Meghan – we know communities want a community of practice. Question is, is there capacity for Alliance to take this on? - Ryan – we’re on the right track but won’t know where we’re going until we try <p>Annette reminded group that all committees have an outreach component, does O & A want to vet all items? Megan, someone should be watching for continuity of message; maybe just have O & A members always see what is going out.</p>

			<p>Ryan asked for the committee to identify an action plan to move priorities forward:</p> <p>Action Pan:</p> <ul style="list-style-type: none"> - Annette needs help with outreach to coalitions; Ryan, Megan and Laura Rose volunteered. - Have outreach materials ready to go and in a central place, power point to get the statewide conversation going - Small group to explore coalition building/grassroots approach; Nicholas to start the process with Annette and the
2:40	Assess the Availability of Culturally/Developmentally Appropriate Practices		<p>Role of committee members – we need to diversify committee membership and broaden our understanding of what is happening statewide.</p> <p>Next step – recruit new members to O & A ; work with UO to gather information what is happening statewide</p>