



Outreach and Awareness Committee Agenda Tuesday, December 18, 2019 1:00 PM – 2:30 PM

Committee Members In Attendance: Angie Butler, Brad Sargent, Jill Baker, Nicholas Parr, Meghan Crane, Ryan Price, Laura Roe Misaras, Tia Barnes, Kristi Nix, Kimberlee Jones, Annette Marcus (Staff), Linda Hockman (consultant)

Please join my meeting from your computer, tablet or smartphone. <https://global.gotomeeting.com/join/679749677>

Join the conference call: 888-585-9008,,384-165-840# Host: 3434330

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: Annette and Meghan will work together on what and when to send out information to the PH listserv. Ongoing</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 Nicholas and Annette to meet about how U of O would like to participate in re: outreach to coalitions. Progress: Meeting set this week.</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 onboarding developed and piloted at December 2019 Quarterly. Finalizing outreach packet for coalitions.</p>	<p>Minutes November Meeting-Reviewed and approved. Onboarding PowerPoint (attached)</p> <p>Reviewed Minutes and Action Items. Updates on action items are in blue.</p> <p>Reviewed PowerPoint for orientation to the Alliance. Edits suggested and incorporated into the PowerPoint.</p>
1:20	Guidance re Approval Process	<p>Discussion-Make recommendations to executive committee re: setting communication policy/procedures for Alliance. Address:</p> <ul style="list-style-type: none"> Talking to media 	<p>Set meeting with Lines for Life communications director on January 21, 2020 to learn more about their media campaign last year. Tia, Laura Rose, Ryan, Annette and</p>



		<ul style="list-style-type: none"> • Posting materials on website • Communications to members • Communication to full Alliance list • Other? 	Linda will attend. Goal is to discuss core messaging regarding the Alliance and discuss how to align with Lines for Life suicide prevention statewide media campaigns.
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
	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	UO/AOCMHP	March 30, 2020	Documentation of Needs Assessment Results and Number of Contacts	



coalition's interests and needs				
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/JO 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	Create 3 sample press releases with key messaging to be reviewed by the	AOCMHP w/ committee members	January 15, 2020 - Executive Review.	Press Releases on file	

<p>experts to respond to legislative, media and other requests about suicide intervention/prevention.</p>	<p>Executive Committee.</p>		<p>Finalize March 30 2020</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>	



	Provide panel members with Alliance communication materials	AOCMHP	April 1, 2020	Materials distributed to media panel members	
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