



Outreach and Awareness Committee Agenda

Tuesday, November 19, 2019 1 – 2:30 p.m Alissa Keny

Committee Members: 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)

Go-to-meeting: <https://global.gotomeeting.com/join/679749677> Join the conference call: 888-585-9008 384-165-840# Host: 3434330

Time	Topic/Who	How	Notes/Attachments
1:00	Welcome Approve previous minutes	<p>Round robin</p> <p>Review Action Items from last meeting</p> <p>Action: Prior to October 15th meeting, committee members to submit potential questions for the basic needs assessment to Annette. Annette to draft survey. 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: Annette and Linda will draft SMART Goals and route to committee members for feedback; adopt at the October 15th meeting. Completed</p>	<p>Ryan was unable to attend today and would like to have a co-chair to chair meetings when he's not available.</p> <p>Annette acknowledged it will be a small group today and suggested outreach to increase membership in the committee. Meghan agreed, adding it will be important to bring any new members up to speed on committee work. This is part of a larger effort for onboarding. Jill suggested we think about recruiting individuals who may have content expertise.</p> <p>Jill and Annette met with OHA communication team. Public Health may be available to provide in service on media contact/public speaking. Action: Jill and Meghan will coordinate on who might be available to do an in-service.</p> <p>Discussion: Who is empowered to speak to media on behalf of the Alliance? Staff, Chair, others? In addition to knowledge/expertise, one challenge is having someone readily available. ACTION: Annette will take this issue to the executive committee for direction on speaking with media.</p>
1:10	SMART Goals	Update on Progress	<p>SMART GOALS (see below the table)</p> <p>Obj. 1.1: Outreach to coalitions – Annette visited Baker and La Grande Counties and notes that while there may</p>

			<p>not be a specific suicide prevention coalition, there are suicide prevention workgroups embedded within other standing groups. This layer is important in understanding rural areas and how they collaborate. Annette circulated a doodle poll re: setting up calls with coalitions. Survey questions will include a lethal means question.</p> <p>ACTION Nicholas and Annette to meet about how U of O would like to participate in re: outreach to coalitions.</p>
1:30	Review PowerPoint (Attached)	Annette present Feedback from group	<p>Annette reviewed the PowerPoint and asked for feedback. She noted it is high level general information about the Alliance; the purpose is outreach to the coalitions (basic information about the Alliance) and may be used in other settings such as orientation for onboarding new members to the Alliance.</p> <p>Feedback: Statistics – include? Yes, keep high level; balance is to keep presentation within time allowed, provide high level overview and avoid statistics becoming the focal point. Key Points – add points about policy work and leadership (Jill will share a one-pager she developed about the YSIPP when it is ready for release; this doc might be helpful for outreach). David emailed concern that elements of presentation indicate Alliance is credited with work AOCMPH is doing. Nicholas helped frame it – characterize Alliance as supporting partners; the context when describing Alliance work is it has various and different roles within its work. Speak to partnering and partnerships. Additions: how to get involved and more about committee work.</p> <p>Action: Annette to revise PowerPoint and bring back to committee for final review.</p>



			Public Health listserv: Meghan offered to include a request in the spring to help identify additional coalitions. Discussion: the articles/links/information Meghan pulls together for the listserv are informative and useful, is there a way to house what is shared on listserv in one online location. Action: Annette and Nicholas to explore ways to support Meghan and an online mechanism for housing listserv postings.
1:50	Guidance re Approval Process	Discussion	Tabled
2:15	Set next agenda		
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	Complete a scan to identify coalitions in the state and post on website.	UO/AOCMHP	Sept. 30, 2019	Posted on website	Complete



and collaborating with regional coalitions.	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	
	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 suicide intervention/prevention.	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	Personal stories collected and disseminated	
	Identify members or affiliates of Alliance to serve as subject matter experts to respond to media calls or serve on panels (e.g.	Consult with OHA, Exec and Committee Members	March 1, 2020	Names and Area of Expertise for Panel Members	



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