



Outreach and Awareness Committee Agenda

Tuesday, October 15, 2019 1 – 2:30 p.m

Committee Members (Attending in Bold)

Attending: Ryan Price, Angie Butler, Meghan Crane, Laura Rose Misaras, Tia Barnes, Mavis Gallo, Nicholas Parr

Staff/Consultants: Annette Marcus, Linda Hockman,

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. Survey discussed w UO lab and being finalized this week.</p> <p>Action: Annette and Megan will work together on what and when to send out information to the PH listserv. Follow up still needed.</p> <p>Action: Annette and Linda will draft SMART Goals and route to committee members for feedback; adopt at the October 15th meeting. Done</p> <p>Action: Annette will update committee on progress of website and give a live demo of an outreach presentation including outreach materials and facilitated conversation re: survey of basic needs/interest at October meeting At October meeting reviewed</p>	<p>Tia Barnes-Chief Program Officer at YouthERA, provides oversight of all direct service work, creative director and headed up all communication relations and graphic design.</p> <p>Ryan Price, Area Director AFSP Oregon and Idaho, just completed 13 walks across two states. As he started the work he was aware of the fragmentation of efforts across the state and is passionate about creating the connected field for shared resources etc.</p> <p>Angie Butler, OHA HSD behavioral health specialist and tribal liaison and also mental health promotion and tribal mental health investments (10 of these) and also school based mental health funding. Also interested in connecting efforts.</p> <p>Meghan Crane, Zero Suicide Program Coordinator in Public Health, oversees SAMSHA Garret Lee Smith funding. Interested having been at a county level before and wanting to connect folks to learn from one another. How can the Alliance serve in this role.</p> <p>Laura Rose Misaras, Chairs Oregon Consumer Advisory Council and serves on Children’s System Advisory Council and wants to inform the inclusion of people who are coping with ideation, attempts and coping with a loss.</p>

		<p>PowerPoint and will send to members for any additional feedback.</p>	<p>Linda Hockman, providing consulting to the Alliance. Interest in this group is implantation of the communication plan (she co-wrote the plan), particularly the key focus of connecting the field across the state and leveraging resources in ways that strengthen suicide prevention efforts at the community level.</p> <p>Mavis Gallo, UO Suicide Prevention Lab.</p> <p>Annette updated attendance: Kimberlee Jones - unable to continue with committee due to other commitments Kristi Nix, Pediatrician - unable to attend on a regular basis; Annette will connect with her through OR Pediatric Society meetings Jill Baker - will attend when she can Brad Sargent – represented veterans; unable to attend meetings at the currently scheduled time Nicholas Parr – will continue to help with measurement and evaluation; will attend when he can</p> <p>It was suggested that Basic Rights Oregon send a representative</p>
<p>1:10</p>	<p>SMART GOALS –</p>	<p>Review with group Determine timelines, milestones and responsible parties.</p>	<p>SMART GOALS (see below the table)</p> <p>Reviewed the goals. Nicholas gave overview of the assessment UO conducted with the coalition in Clackamas County. Developed a questionnaire translated into 4 languages (English, Russian, Vietnamese and Spanish). Distributed to members of the coalition---it then was shared out broadly with other members of the community. Had 200 responses to the survey. Questions focused on barriers and needs, people’s roles,</p>

			<p>populations they encountered, what training they had and awareness of training opportunities. Nicholas analyzed responses and developed a summary document that presented the findings. Now that they have this data, they are taking a look at what to do with this information. Among other issues, a number of the needs identified were structural in nature.</p> <p>Meghan notes that being clear about why/how we are connecting with the coalitions. A phone interview should be no more than 30 minutes. Contacts, how do they communicate, what is their structure, how do they fit into the county structure and what are the priorities. Ask how the Alliance can support your work. Are you aware of the YSIPP. How would you like to be involved or inform the process? How often do you meet/where? How do they want to receive information about the Alliance. Be clear about purpose and goal of Alliance connecting with coalition; most important is to engage, getting information is secondary.</p> <p>Nicholas – it’s helpful to have some structure around the kind of responses in a qualitative interview. For example, we could refer to an established set of developmental stages for coalitions. Or would you find it helpful to participate in a community of practice – meetings, conference call, emails? Other? Give a buffet of options. It can be helpful to frame this around program improvement/help with implementation of the YSIPP.</p> <p>Laura Rose-also a question around events. Would it be beneficial if they could get together at an annual event— is there a specific need for this?</p> <p>Ryan: View this initial connection as real listening sessions and learning about how we can help/support them. It’s important to learn about whether/how they</p>
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			<p>see themselves in the YSIPP. This is a relationship building process.</p> <p>Action: Coalition list is now on Alliance website, continue to update/refine.</p> <p>Action: Annette will contact coalitions before November committee meeting and begin to gather needs assessment information. Annette to work with Nicholas on survey for a more structured needs assessment.</p> <p>Discussion of 2nd Priority:</p> <p>Ryan-at AFSP there are talking points that are standard for staff to respond to these questions; however, also designated people who speak to specific issues. For example, AFSP had key experts respond to 13 Reasons Why. Is there someone who can give us consultation on this?</p> <p>Angie-points out that this should be addressed in the by-laws. For example, set parameters as to who can respond to press.</p> <p>Ryan agreed. Suggested that O & A committee send recommendations to by-laws workgroup.</p> <p>Laura Rose-we also need a basic press kit that covers background about the Alliance, its accomplishments, composition of membership, how and who to contact, etc.</p> <p>Meghan – maybe the OHA communication team could be a resource to us.</p> <p>Action: Meghan will follow up with Jill about a consultation with OHA communication team re:</p>
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			<p>responding to press requests and arrange meeting with OHA communication team and Ryan and Annette.</p> <p>Laura Rose—also explore when it makes sense for Alliance to issue a statement vs. OHA and/or also when we might want to coordinate statements. Develop a clear division of scope.</p> <p>Ryan—maybe one of our roles could be sharing out some basic communications tools with the coalitions</p>
1:50	<p>Sample Materials and Presentation</p> <p>Contact with media</p>	<p>Annette present</p> <p>Feedback from group</p>	<p>PowerPoint Attached</p> <p>Annette gave an overview of the PowerPoint to be used with outreach to coalitions and asked for feedback. Annette acknowledged that Alliance materials in general need to be refined to be sensitive to youth audience. Tia will work with Annette on what would be helpful.</p> <p>Meghan – suggested that for the initial outreach, data may not be needed. Most coalitions will already have county level data. Skip state data due to time constraints. Good idea to ground in the YSIPP but speak to Alliance work in terms of Hope, Health, and Healing instead of the YSIPP strategic directions. She also reminded Annette to confirm with coalition leader that it is ok to post information on the Alliance website, best to only include email address not phone number.</p> <p>Action: Annette to send the PowerPoint to committee members and asked that they send comments/suggestions back within one week.</p>
2:15	<p>Committee Description</p>	<p>Review/Revise if needed</p>	<p>Current Definition: The Outreach and Awareness Committee is responsible for action items in the Youth Suicide Prevention and Intervention Plan that have to do with messaging about suicide prevention, communication</p>



			<p>among people and organizations working in the field of youth suicide prevention, intervention and postvention and publicity about suicide issues.</p> <p>It was suggested that this be updated to highlight the role the Alliance plays in connecting the field. Action: Annette send new definition to committee members for feedback. Receive feedback by October 25 and then submit new definition to the executive committee.</p>
2:25	Public Comment		None
2:30	Adjourn		Next meeting Tuesday Nov. 19 at 1 p.m.

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 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	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	

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



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