



Outreach and Awareness Committee
 Agenda and Notes
 September 17, 2019 (Virtual Meeting)

Attendance: Ryan Price, Meghan Crane, Nicholas Parr, Laura Rose Misaras, Kimberlee Jones, 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	Confirming our strategic priorities and discussion of our SMART goals or this year began during the breakout session at the September quarterly meeting. Today's committee meeting will focus on wrapping up the SMART goals for FY2019-20.
1:10	Strategic Priorities FY 19-20	Summary of discussion on SMART goals at the Quarterly meeting	<p>The committee has two primary goals: 1) fostering a more and better-connected suicide prevention field; and 2) continue to develop the Alliance website. During the breakout discussed strategies to:</p> <ul style="list-style-type: none"> - Build connections: need specific resources to support the work of the communication hubs. - Shorter term goal – come up with ways to respond to news stories; send to Executive Committee for review/approval - Conduct an analysis of areas that do not have coalitions to better understand what it would take to foster coalition development. Consider how best to approach, one strategy would be coalition to coalition, highlight coalitions doing well and draw on their experience.
1:20	SMART Goals for FY2019020	Development of SMART goals	<p>Discussion - Strategies for a better-connected field:</p> <ul style="list-style-type: none"> - Initial outreach – deliver presentation to currently known coalitions about Alliance; contact can be either face-to-face or by phone. <i>Outreach packet and powerpoint are completed.</i> - Nicholas: Community of Practice is a starting point. As we engage coalitions, go in with something that is an added value for them (website, tools, resources). See the Alliance as useful and how Alliance can support their work.

Time	Topic	What	Notes
			<ul style="list-style-type: none"> - Be thoughtful about who we are connecting with, SMART goal to identify what networks we want to engage. For example, GLS grant network, AFSP, NAMI – all or some? The question for all these groups is how do all these fit together? - Approach – general needs assessment during point of contact. Ask coalitions: what would be most helpful/supportive for your work? What would it take for you to join a community of practice? This would help us identify common themes and develop resources that work for them. - Frame outreach as Alliance is a support, connecting and pooling resources to better serve local suicide prevention efforts. - We need to clarify membership/affiliate status so we can be clear when do outreach; state in presentations; how about using Partners instead of affiliate, better reflects our approach. - A webinar/webcast is another option for outreach. - Structure of outreach presentation – keep it to 30 minutes; allow for a facilitated discussion re: local needs. Ask coalitions what they need – materials such as resources and tools or guidelines on coalition building/maintenance. Other?
	Strategic Priorities FY 19-20	Proposed SMART goals	<p>Goal 1: Develop a framework for outreach to suicide prevention coalitions to foster a more connected suicide prevention field in Oregon.</p> <p>Goal 2: Create a messaging framework and distribution approach for the Alliance to be responsive to legislative, media and general request for information.</p>
		Next Steps	<p>Action: At October 15th committee meeting Annette to give a live demo of an outreach presentation including outreach materials and facilitated conversation re: survey of basic needs/interest.</p>



Time	Topic	What	Notes
			<p>Action: Prior to October 15th meeting, committee members to submit potential questions for the basic needs assessment to Annette. Annette to draft survey.</p> <p>Action: Annette and Megan will work together on what and when to send out information to the PH listserv.</p> <p>Action: Annette and Linda will draft SMART Goals and route to committee members for feedback; adopt at the October 15th meeting.</p> <p>Action: Annette will update committee on progress of website.</p>
		Agenda items for October 15, 2019 committee meeting	<ul style="list-style-type: none"> - Finalize SMART goals and confirm timelines - Outreach Presentation - Update on Media Outreach – American Association of Suicidology, April 22 – 25, 2020, Portland
2:15	Adjourn		