

## Oregon Alliance to Prevent Suicide Outreach and Awareness Committee Meeting

September 12, 2018  
9:00 AM – 10:30 AM

Lines for Life, 5100 SW Macadam Ave #400, Portland

### Attendees

David Westbrook, Chair  
Representative Alysa Keny-Guyer  
Tia Barnes  
Annette Marcus  
Linda Hockman

### Conference Call Line

Beth Byrnes  
Megan Crane  
Christabelle Dagoo  
Doug Gouge  
Ann Kirkwood  
Laurarose Misaras  
Nicholas Parr

### Agenda

Meeting Outcome: Reach agreement on submitting the Communication Plan to the Alliance Executive Committee and full membership for approval.

1. Welcome – David Westbrook, Chair, Outcomes and Awareness Committee  
Davis welcomed participants and thanked those who helped with the development of the Communication Plan (Plan). He thanked Beth, Nicholas, and Ann for reading and providing feedback on the Plan. Annette acknowledged David for reading and providing feedback as well. David acknowledged the hard work that has gone into the Plan and looks forward to the presentation and participant feedback today.
2. Introductions – David asked attendees and those on the conference call to introduce themselves.
3. Background on Communication Plan development – Linda Hockman, Consultant

Linda thanked members of the Communications Workgroup and those in the field who contributed to Plan development by providing information, raising important questions and issues, identifying key strategies, establishing goals and informing actions steps, and, giving thoughtful feedback on drafts of the plan. These efforts resulted in a plan that is centered on a coordinated and systematic communication strategy that connects youth suicide prevention and intervention efforts across the state.

Linda highlighted the Communications Workgroup's direction for the Plan:

The Communications Plan Should....

- Be based on both best practices and innovation
- Recommend to adopt, adapt or develop messaging tailored for Oregon
- Describe how a rollout would be implemented over time
- Identify types of media to be used including electronic and social media
- Identify costs for elements for future implementation funding
- Leverage groups to assist with planning and implementation

The organizing framework for the Plan has two primary components:

1. YSIPP Strategic Direction 1 – Healthy and Empowered Individuals, Families and Communities, Goals 2 & 3:

Goal 2. Implement research-informed communication efforts designed to prevent suicide by changing knowledge, attitudes and behaviors.

Goal 3. Increase knowledge of the factors that offer protection from suicidal behaviors and promote wellness and recovery.

2. Framework for Successful Messaging – National Action Alliance for Suicide Prevention is a resource for messaging about suicide to develop content that is strategic, safe, positive, and makes use of relevant guidelines and best practices.

The following key take-aways from the work of the Communications Workgroup reflected in the Plan are:

- **Connect:** there is a high need for the field to be more well-connected; the Communication Plan activities are designed to support existing efforts, increase understanding of those efforts and enhance coordination across the state.
- **Build:** Build allies and champions to secure the future of the suicide prevention movement through partnerships and relationships. (Annette noted this is important, however, in the spirit of full transparency this one-year plan does not address developing allies and champions.)
- **Disseminate:** Need a systematic dissemination of information and a pool of resources to facilitate consistent messaging specific to Oregon communities.
- **Show:** Show how our work is connected to our suicide prevention strategic vision..

4. Overview of Communication Plan – Annette Marcus, Statewide Suicide Prevention Liaison

Annette reminded attendees that this is an ambitious one-year Communication Plan not a full public health campaign. Embedded throughout is the belief that it is crucial to support Oregon's youth and families by:

- a. Promoting a sense of **hope** and highlighting resilience.
- b. Normalizing **help-seeking** behaviors and supporting individuals and systems to provide help.
- c. Engaging individuals and communities in the **healing** process after an attempt or suicide.

The Communications Workgroup and input from the field identified challenges, needs, opportunities and strengths, which informed goals, objectives and action steps. The Plan includes a section on recommendations and budgeting considerations, something we may want to discuss at future meetings.

5. Review Goals and Activities – Annette

**Goal A** – Develop a communication strategy that fosters a more well-connected and effective youth suicide prevention and intervention field in Oregon.

Action steps to achieve this goal include completing a scan to identify regional coalitions. Christabelle Dragoo, U of O Intern, has drafted the scan and started the process. The

information from the scan will begin the development of “Communication Hubs”, the approach that will be used for broad dissemination and collaboration on a statewide level.

**Goal B** – Develop an online presence for the Oregon Alliance to Prevent Suicide.

This goal is about developing a website for the Alliance. The Alliance will collaborate with Public Health, Lines for Life and U of O to align efforts related to online dissemination of suicide prevention and intervention information and in the development of communication materials and messaging relevant to YSIPP priorities. This is the first deliverable in the Communication Plan and feedback from today’s meeting will help achieve the October launch date.

The website is currently under construction. Christabelle Dragoo provided an excellent walk-through of the conceptual rendering. Feedback included from attendees included:

- It would be helpful to have a small media kit including press statements for emergent and crisis situations; this would be a useful tool/resource statewide.
- Post a calendar of meetings and events ASAP
- Have a current list of Alliance members and organizations online.
- Suggested three top areas: 1) media (develop a relationship with media, have a point person readily available – online search might be cumbersome/take to long); 2) policy – information to support what we can do to reduce suicide rate (must be easy to access information); and, 3) language - have information in multiple languages

Timeline for implementation:

- Landing page ready – Oct. 2018 launch
- Community of Practice (back-end with login) – February 2019
- Full site implemented – June 2019

Christabelle asked attendees for feedback on:

- Are there key things missing?
  - Alliance logo on all pages/branding opportunity
  - Calendar of statewide activities (communication hubs to provide information)
  - Plain text for logo
  - Tab for “get involved” – two levels: how to join us and how to get involved.
- What do you like about the model of the site?
  - Potential for interaction among Alliance members
  - Visually appealing – layout is great
  - Headed in the right direction – many good ideas and options
  - Very important website, good way to get information about Alliance out statewide; people don’t know about the Alliance now, this will increase understanding
  - On front page include how Alliance is connected to OHA/etc.; how it fits together and how funded
  - Make it prominent on front page how “county to county” sharing is possible through the website
- Is anyone interested in helping with site development? If so, email Annette.
  - Tia Barnes, Laura Rose, and Beth Burns volunteered

Annette thanked Christabelle and U of O for their work on this project and then continued her presentation on goals.

**Goal C.** Establish an approach to participate in national initiatives such as suicide prevention and intervention campaigns.

The first objective for this goal focuses on aligning communication materials with national research and messaging campaigns as well as assessing how Alliance members and Communication Hubs are engaged with campaigns that align with the YSIPP. For example, national campaigns such as Suicide Prevention Walks and Mental Health Awareness.

The second objective is to establish a communication response team whose members would be available to OHA and the media during an emergent or crisis situation. Annette asked for volunteers to help put this together; David and Tia offered to help. It was suggested having a point person to get this information out to media and legislature.

**Goal D.** Build a nimble and effective communication strategy to respond to and promote policy change in alignment with the YSIPP.

The Alliance Executive Committee will work on this one. There are meeting this month to start the process and discuss the Alliance policy agenda for 2019. The next step will be to develop related materials.

**Goal E.** Measure impact and utilization of activities.

Nicholas provided an overview of how U of O Evaluation Group in conjunction with the Alliance Outreach and Awareness and Data Committees will work together to design an evaluation plan. The focus will be metrics on utilization of the website with more intensive information gathering from community to measure if the website and communication hubs are resulting in a more well connected suicide prevention and intervention field. Metrics will also be used to track utilization of posted documents/resources.

6. Recommendation to Submit Communication Plan to Executive Committee and Full Membership for Approval

David called the question to move the Communication Plan forward to the Executive Committee and full Alliance membership for approval. Comment: implementation needs to be sensitive to language needs and cultural competency. Attendees unanimously agreed to move the Plan forward for approval.

7. Next Steps

- Forward to executive committee for approval - September
- Present to full Alliance membership for acceptance - October
- Implement, implement!
- Review work plan quarterly with Outreach and Awareness Committee to monitor and adjust if needed

8. Representative Alyssa Keny-Guyer shared that her Child Abuse Prevention Committee will be meeting this month to discuss child abuse identification and reporting in the school setting. Discussions will center on gaps in available tools for the school community, keeping students safe, and the need for resources (school nurses, counselors, and improved funding for intervention centers).

9. Adjourn – David adjourned the meeting at 10:30