



## Outreach and Awareness Committee Meeting Agenda Tuesday, June 18, 2019

### Agenda and Notes

Attendance:

Ryan Price, Kimberlee Jones, Laura Rose Misaras, Tia Barns, Annette Marcus, Linda Hockman

Time	Agenda Item:	Topics	Materials/Notes
1:30	Welcome	Announcements	<p>New funds approved: \$4 million for school based mental health services plus \$6 million for suicide prevention.</p> <p>Recruit new members – it’s time to add to the membership.</p>
1:30	Review and Discuss Communication Action Plan	<p>Prioritize Action Steps for this committee</p> <ul style="list-style-type: none"> <li>- Goal A-Well-Connected Field</li> <li>-Goal B- Developing On-Line Presence</li> <li>-Goal C- National Initiatives</li> <li>-Goal D - Policy</li> </ul>	<p>Communication Workplan Circulated Communication Plan initially a 1-year scope; has been expanded to cover 2 years; Annette reviewed workplan. Highlights of discussion: <u>Goal A</u> – clarifying O &amp; A Committee’s role with coalitions: <b>Action: Annette and Linda will generate a separate doc with the brainstormed ideas.</b></p> <p><u>Goal B -Website</u> has been launched; continuing improvements underway; list of coalitions posted; and, resource docs to be posted this summer. <u>Social Media</u> - the Alliance’s lane is policy not to provide services to youth via social media, that is being done through other orgs. <b>Actions: Annette will continue to work with U of O to clarify type of scan happening around the state. Kimberlee suggested templates for safe messaging for use on social media.</b></p> <p><u>Goal C</u> – Ryan suggested Alliance connect locals to national resources via Alliance website; Annette suggested leveraging existing resources rather than creating new one.</p>

			Goal D – Annette will be posting testimony and a summary of policy progress to the website and creating a document for the Alliance quarterly meeting.
2:15	How to Organize Messaging	<ul style="list-style-type: none"> <li>- Hope, Health and Healing</li> <li>- Logic Model</li> </ul>	U of O helping with logic model, draft will be shared at the June Alliance meeting. Ryan like the idea of organizing ideas/work this way to help both better understand our direction and share information with others. <b>Annette will send draft to members for review, feedback due to Annette by Monday, 6/23.</b> Annette thanked Laura Rose for her feedback on “Help”. Her feedback changed language in Communication Plan: “Safe to ask for help. Right help is available”
2:40	Website	Progress Report Scheduling a Presentation	Annette asked members to take a look at website. <b>Agenda item for next meeting: presentation on website.</b> <a href="http://www.oregonalliancetopreventsuicide.org">www.oregonalliancetopreventsuicide.org</a>
		Culturally and Developmentally Appropriate Practices	YSIPP indicated we need to assess availability of culturally and developmentally appropriate practices across systems. Discussion of ways to do this: standardized ways to ask coalitions how they handle this to gain better understanding of approaches statewide; Tia shared YouthERA’s approach is to hire staff who reflect population served but no specific program per se. Diversify Alliance membership (move forward to Executive Committee). <b>Action: Outreach and Awareness Committee to discuss further to clarify what is committee’s work on this area.</b>
2:50	Set Regular Meeting Time	Options for Monthly Meeting	3 <sup>rd</sup> Tuesday, 1 – 3:30 2 <sup>nd</sup> Thursday, 2:30 – 4:00