

**Oregon Youth Suicide Intervention and Prevention Plan**  
**Outreach/Awareness Committee Objectives, Actions and Measures**  
**5/1/2017**

YSIPP Objective	Suicide Prevention Alliance Action	Performance Measure/ Data Source New or Existing?	Responsible Committee	Timeline
<b>Strategic direction 1: Healthy and empowered individuals, families and communities</b>				
<b>Goal 2. Implement research-informed communication efforts designed to prevent suicide by changing knowledge, attitudes and behaviors.</b>				
<b><i>Objective 2.1: Develop, implement and evaluate communication efforts designed to reach defined segments of the population.</i></b>				
<p><b>2.1.a.</b> OHA will identify communication needs, review available local, state and national resources, and collaborate with stakeholders to prepare a communication plan to promote statewide safe suicide prevention messages.</p>	<ul style="list-style-type: none"> <li>• Recommend that OHA initiates a Communications Directors workgroup to: 1) Prepare a communication plan for news stories, online resources, key messages, etc. to promote statewide safe suicide prevention messages; 2) Review existing marketing tools and content (targeted to adults and youth); 3) Customize these tools for Oregon with the assistance of the Adhoc consulting committee in messaging and contributing positive personal stories.</li> <li>• Connect Pilot -cost out for statewide implementation recommendation.</li> <li>• Cost out Summit and plan for second annual event.</li> <li>• Recommend to School Safety Task Force and each ESD in the state to take steps to ensure that students are connected with crisis resources when necessary, and that the School Safety Task Force and ESDs and include the contact information for and appropriate youth crisis 24-hour service, operated by an American Association of Suicidology certified crisis center, on all students' identification cards, grades 6-12.</li> </ul>		Outreach/ Awareness	June 2017

YSIPP Objective	Suicide Prevention Alliance Action	Performance Measure/ Data Source New or Existing?	Responsible Committee	Timeline
<b>Strategic direction 1: Healthy and empowered individuals, families and communities</b>				
<b>Objective 2.3: Increase communication efforts conducted online that promote positive messages and support safe crisis intervention strategies.</b>				
<p><b>2.3.a.</b> OHA will collaborate with stakeholders (Lines for Life, Youth MOVE, ReachOut, etc.) to produce a youth informed strategic plan for online and text-based communication that leverages state-specific and national resources for the creation of best practice, online community spaces, safe messaging and crisis intervention, incorporating methods for training youth and young adults in service delivery.</p>	<ul style="list-style-type: none"> <li>• Recommend that OHA support Shift, the joint collaborative project providing youth with a strategic communication portal to connect to resources with funding and programmatic recommendations.</li> <li>• Committee members working on Shift (<i>a collaborative initiative to increase help seeking behavior and to promote mental health and prevent mental illnesses through early intervention by providing safe, online, youth-facilitated community spaces, messaging and crisis intervention</i>) will provide a budget and summary to fully implement the project.</li> </ul>		Outreach/ Awareness	September 2017
<b>Goal 3. Increase knowledge of the factors that offer protection from suicidal behaviors and promote wellness and recovery.</b>				
<b>Objective 3.1: Reduce the prejudice and discrimination associated with suicidal behaviors, mental and substance use disorders and help-seeking.</b>				
<p><b>3.1.a.</b> Marketing tools for adult audiences will emphasize behavioral health is critical to overall health, that treatment works, and will encourage adults to build positive social connections with children, youth and young adults. Tools will be consistent with recommended best practices and principles.</p>	<ul style="list-style-type: none"> <li>• Review existing marketing tools and content</li> <li>• Assign task of building tools and content to Communication Directors workgroup.</li> </ul>		Outreach/ Awareness	January 2017 (Start)

YSIPP Objective	Suicide Prevention Alliance Action	Performance Measure/ Data Source New or Existing?	Responsible Committee	Timeline
<b>Strategic direction 1: Healthy and empowered individuals, families and communities</b>				
<b>Objective 3.2: Promote the understanding that recovery from mental and substance use disorders is possible for all.</b>				
<p><b>3.2.a.</b> OHA will incorporate positive personal stories from suicide attempt and loss survivors and people living with behavioral health disorders into communication messages to illustrate a full, productive life is possible for all.</p>	<ul style="list-style-type: none"> <li>Committee members research ongoing support resources/ groups in Oregon and create a catalog of support groups.</li> </ul>		Outreach/ Awareness	January 2017 (Beginning)