



Outreach and Awareness Committee Meeting Agenda

Thursday December 20 2018 Time: 8:30 a.m. – 10 a.m.

Call In: 888-585-9008 Code: 384-165-840# (Host-3434330)

Time	Agenda Item: Communication Plan	Discussion Lead	Notes	Materials
8:30	Welcome and Introductions	Ryan	<p>Welcome our new chair Ryan, Meghan, Doug, Christabelle, David, Tia, Laura Rose, Kimberlee</p> <p>Ryan introduced himself as the new chair. Focus on building the infrastructure and tasks of the committee. David thanks Ryan for coming on board. Both expressed a sense of optimism about how suicide prevention in Oregon.</p>	Communication Plan Attached
8:40	Minutes	Ryan	<p>Review Minutes and Action Items Minutes Approved</p>	Committee Minutes September 2018
8:50	Goal A: Well-Connected Field	Annette	<p>Update on activities, scan of the field and discuss process for reaching out to coalitions</p> <p>Update on the statewide scan of regional coalitions. Focus was identifying who to contact, what population they serve.</p> <p>Christabelle gave an overview of the scan process. Create map of state on website that will also give contact and location of their local regional scan. What are the next steps: 1) Validate the contacts by a) email and phone follow up to invite them to work more closely with the Alliance. Develop an MOU and think through an online community of practice with an opportunity to share successes. Also give information to the local sites from the Alliance.</p> <p>Christabelle expressed appreciation to Meghan for all of her support.</p>	<p>Action: Annette and Ryan create a draft mini-presentation about the Alliance that any member could use. Also work with Christabelle on how to collect data and then pilot the process with a smaller number of stakeholders.</p>

		<p>Meghan thinks it's an appropriate role for members of the committee to divvy up reaching out to the sites. What is the best way to keep them engaged?</p> <p>David notes that in terms of engagement, the question from the regional sites will be "what can the Alliance do for us?"</p> <p>Is an MOU necessary? May scare people off early on. Ryan notes that in his interactions with coalitions, they often feel disconnected and the Alliance could be a resource for that. Ultimately, may need an MOU in order to get some of the data from the coalitions. If we can make connecting to the Alliance easy for them and build a framework for reporting. Doug notes that when working locally there was a real lack of awareness around this. Doug wonders if in the future we could think through how to support the local coalitions with some kind of funding. How do we draw them into the broader vision.</p> <p>What's the strategy for reaching out?</p> <p>Laura Rose wonders if the Suicide Prevention Conference is an opportunity to connect. She mentioned tagging technology. She also would like to see a way for people to see events across the state, including social media. Doug emphasizes the importance of us getting in the room together.</p> <p>Annette wondered if we could get Alliance members to volunteer to attend regional meetings and present about the Alliance.</p> <p>Kimberlee notes that there are multiple opportunities to invite others to the table—and not just the same group that we all intend to hang out with.</p> <p>Meghan—it's key to be very clear about what the Alliance can provide and a way to collect the information/data about this piece of work. What is a realistic lift to ask of folks? Trying to gather the information in a way that is digestible is key.</p> <p>Ryan-consider if there is an opportunity to connect with the various</p> <p>*Alliance a point of connection around legislative issues</p>	
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9:10	Goal B: Developing an Online Presence	Annette	<p>Discuss website, proposal for “making the case” documents.</p> <p>Website launched in October. The first phase is complete. The website is live and you can get links to YSIPP, annual report, information about the committees.</p> <p>Phase 2: Refining the website with our developer, Connor. We want the page to be specific enough and to meet our audience. We have been working on where information should be from a user perspective. It will be moving to a different platform where we will be able to easily change things.</p> <p>Phase 3: Develop the back end of the website. This will be an online community of practice framework to connect for Alliance members, committee members.....and possibly for regional coalitions. There will be committee hubs: All meeting minutes, agenda and internal communication among committee members.</p> <p>Ryan thanks Christabelle for all of her work on it.</p>	
9:30	Goal C: National Initiatives	Ryan	<p>How do we position ourselves to support national events such as Suicide Prevention Month.</p> <p>Parking Lot</p>	
9:50	Goal D: Policy	Annette/Ryan	<p>Update on legislative items</p> <p>Review of the advocacy piece</p> <p>AFSP’s Advocacy Day—Feb. 19th AFSP organizes state advocacy days. It’s a platform to bring volunteer advocates from across the state and highlight specific legislation. AFSP is working to bring as many advocates as possible to Salem on Feb 19th. The goal is to make the issue of suicide “personal” for members of the legislature. Ryan notes that the champions have really been legislators who understand personally the urgency of the issue of suicide. AFSP is committed to aligning with the Alliance. “Suicide prevention is important to our community because.....” Ryan will send out information. If you are an organization that would be willing to partner on this, reach out to Ryan.</p> <p>Ryan notes that the advocacy day is not the only work we need to do to support legislation.</p> <p>Kimberlee’ s</p>	<p>Action: Consider putting the Alliance logo on the materials. Annette and Ryan work together on the packets.</p>
10:10	Goal E: Evaluation	Annette	<p>Update on Evaluation Plan</p> <p>Parking Lot</p>	



10:15	Next Agenda, Calendaring	Ryan/Annette	Ryan supports idea of quarterly meetings, if we do a good job of connecting and communicating between meetings.	
10:30	Adjourn			

Staff: Annette Marcus (Alliance), Emily Morrisey (YYEA)