



## **Outreach and Awareness Committee Agenda: Tuesday, August 18, 2020 1:00 PM – 2:30 PM**

Committee Members: Chair Ryan Price, Co-Chair Laura Rose Misaras, Angie Butler, Shanda Hochstetler, Tia Barnes

Committee Members not in Attendance: Jammie Gardner Farish, Jill Baker, Liz Thorne, Meghan Crane

Staff: Annette Marcus (Alliance), Jennifer Fraga (Alliance)

Staff not in Attendance: Linda Hockman (Consultant)

Guests: Andrea Childreth (The Lemonade Project)

**Join my meeting from your computer, tablet or smartphone:**

<https://www.gotomeet.me/AnnetteMarcus/allianceoutreach>

**Join the conference call: [+1 \(646\) 749-3117](tel:+16467493117) Access Code: 897-117-949**



Time	Topic/Who	How / Update on Action Items	Notes / Attachments
1:00	Welcome Approve Previous Minutes Update Action Items	Round Robin	
1:10	Review Media Packet Progress	Discuss what happened at the small group meeting and action items that came from this	<p>Shanda let us know that OHA is also doing a press release before SP Week; will be talking about the L4L positions (SP and wellness). Later in September, OHA will be doing another release on the school suicide prevention line. When we know about the LGBTQ+ Mini-Grants award recipients, there should also be press releases. This doesn't change the discussion about the Alliance doing press releases but just so we are aware of other efforts happening.</p> <p>Goal of the press release is to highlight work of suicide prevention in September and also introduce the Alliance. We are also hoping that we help build capacity for local coalitions who may not have the bandwidth to do this in their own area so this could be a starting point for them.</p> <p>Have "did you know words can..." section be the beginning of the document to really catch people's attention and flip the release around.</p>

			<p>Position Alliance as a voice of authority on the topic which leads others to lean on the Alliance as someone to go to when they need input.</p> <p>Have a disclaimer in the release that says “if you are experiencing SI, call this number”</p> <p>See notes on some edits on document.</p> <p>Campaign in 2019 on safe reporting. While we don’t want to repeat this, it would be good to review this. (CONNECT postvention language?)</p> <p>Hope is to have press release out the first weekend of September or just a bit before that due to Labor Day Weekend.</p> <p><b>Jenn will send this out to the group for feedback with a due date for feedback August 21<sup>st</sup>. Jenn will upload this to Google Drive so everyone can see the feedback today.</b></p>
1:20	Membership Review	Review member recommendations from Alliance staff and provide feedback / input	<p>Member vs. Voting Member:</p> <ul style="list-style-type: none"> <li>-Voting members agree that they will come to quarterly meetings, attend when votes will take place, consistent attendance. They agree to specific expectations for members.</li> <li>-General members are anyone. All Alliance Committee and Quarterly Meetings are open</li> </ul>

			<p>meetings for the public to attend. These general members aren't bound to any expectations but it is really hoped that they attend regularly if they commit to being part of a specific committee.</p> <p>-Partners of the Alliance is a long-term idea for people who want to be associated with the Alliance but aren't voting members.</p> <p><b>Angie is interested in talking with Annette about tribal representation for the Alliance.</b></p> <p>Add something about a "parking lot" to the new member orientation for when discussions are being derailed.</p> <p>How the agendas are created could be discussed with members / committee attendees.</p>
1:40	YSIPP 2.0 Input / SMART Goal Review	<p>Participate in focus group with U of O Lab to provide input on new YSIPP</p> <p>Strategic Priority 1: Connecting the Field - Update</p> <p>Strategic Priority 2: Supports for working with media</p> <p>*Review sample documents submitted by Ryan</p>	<p>Draft Alliance Media Policy</p> <p>AFSP Story Sample</p> <p>Who do you think it is important for U of O to reach out to?</p> <p>-young mothers in high school</p> <p>- consumers (let Laura Rose know when there are dates and she can broadcast it on Peer Galaxy)</p>

		<p>Discussion-Make recommendations to executive committee re: setting communication policy / procedures for Alliance.</p>	<p>Laura Rose voiced concern about the tight turnaround for YSIPP 2.0.</p> <p>The plan is to produce YSIPP 2.0 in June 2021 but this is not to negate the concern over a tight turnaround.</p> <p>Laura Rose mentioned accessibility and making sure that this is thought about when gathering feedback for YSIPP 2.0 for those who may not be able to attend in person.</p> <p><b>Annette will reach out to Tia, Ryan, Angie, and Laura Rose about this Committee.</b></p>
2:30	Adjourn / Agenda Items for Next Month		

<p><b>Action Items from Previous Meetings in Red.</b>          Progress on Action Items are in <b>Blue</b>.</p>	
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**Outreach and Awareness Committee SMART Goals**

**YSIPP Alignment Element: Objective 1.1 Integrate and coordinate suicide prevention activities across multiple sectors**

Strategic Priority	Action Steps	Who (Specific names added for tasks)	Deadline Goal	Measurable	Strategic Priority
<b>Foster a more connected, and thus effective, suicide prevention field in Oregon by connecting and collaborating with regional coalitions.</b>	Complete a scan to identify coalitions in the state and post on website.	UO/AOCMHP	<b>Sept. 30, 2019</b>	Posted on website	<b>Complete Added new information for Yamhill and</b>
	Finalize outreach material about the Alliance for use with coalitions.	UO/AOCMHP	<b>Nov. 1., 2019</b>	Materials developed	Draft materials being reviewed by committee
	Develop and conduct a basic needs assessment to discover coalition's interests and needs	UO/AOCMHP	March 30, 2020	Documentat ion of Needs Assessment Results and Number of Contacts	



	Connect in person, by webinar or phone with 15 Coalitions	AOCMHP w Alliance Members	June 30, 2020	Number of contacts	12/16/19- Presentations set with Lane County, Union County, Washington County Coalitions. Met with Yamhill County suicide prevention coordinator. Interview scheduled Jackson County Suicide Prevention Coalition.
	Map interests and needs of coalitions	AOCMHP/UO w Committee Members	June 30, 2020	Interests/Needs Inventory	

**YSIPP Alignment Element: Goal 2 Implement research-informed communication efforts designed prevent suicide by changing knowledge, attitudes and behaviors.**  
**Objective 2.1 Develop and evaluate communication efforts designed to reach defined segments of the population.**

Strategic Priority	Action Steps	Who (Specific names added for tasks)	Deadline Goal	Measurable	Strategic Priority
Develop sample press releases based on the hope, help and healing framework, and a	Create 3 sample press releases with key messaging to be reviewed by the	AOCMHP w/ Committee Members	January 15, 2020 - Executive Review. Finalize	Press Releases on file	

<p><b>panel of subject matter experts to respond to legislative, media and other requests about suicide intervention / prevention.</b></p>	<p><b>Executive Committee.</b></p>		<p>March 30 2020</p>		
	<p>Collect 3 to 6 personal stories that illustrate an element of “Hope, Help and Healing” to be included in press and other outreach materials</p>	<p>AOCMHP / Committee Members</p>	<p>March 1, 2020</p>	<p><b>Personal stories collected and disseminated</b></p>	
	<p>Identify members or affiliates of Alliance to serve as subject matter experts to respond to media calls or serve on panels (e.g. policy experts, evaluation experts, people</p>	<p>Consult with OHA, Exec and Committee Members</p>	<p>March 1, 2020</p>	<p>Names and Area of Expertise for Panel Members</p>	





	w/lived experience)				
	Provide panel members with Alliance communication materials	AOCMHP	April 1, 2020	Materials distributed to media panel members	