



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

Committee Members: Ryan Price, Tia Barnes, Meghan Crane, Jammie Gardner Farish, Laura Rose Misaras, Angie Butler, Donna Harrell, Jill Baker, Shanda Hochstetler, Liz Thorne

Staff: Annette Marcus, Linda Hockman, Jennifer Fraga

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	
1:20	Membership Review	Review member recommendations from Alliance staff and provide feedback / input	
1:40	YSIPP 2.0 Input / SMART Goal Review	Participate in focus group with U of O Lab to provide input on new YSIPP Strategic Priority 1: Connecting the Field - Update Strategic Priority 2: Supports for working with media *Review sample documents submitted by Ryan Discussion-Make recommendations to executive committee re: setting communication policy / procedures for Alliance.	Draft Alliance Media Policy AFSP Story Sample
2:30	Adjourn		



Action Items from Previous Meetings in **Red**.

Progress on Action Items are in **Blue**.

Action: Annette and Nicholas to explore ways to support Meghan and an online mechanism for housing listserv postings.

Action: Explore in-service on talking with the media. Reach out to OHA (Meghan and Jill).

Ryan recruited Tara Crisculolo to join this committee. She brings communications expertise from AFSP. Now works with Girls Inc. in Portland. Continue to discuss next steps.

ACTION: Outreach to coalitions.

Developing a survey to assess current needs and strengths. Annette has begun presentations to coalitions.

Action: Incorporate feedback from committee into Outreach Power Point. Develop PowerPoint and process for onboarding new attendees/members to Alliance.

PowerPoint for onboarding developed and piloted at December 2019 Quarterly. Finalizing outreach packet for coalitions.



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
Foster a more connected, and thus effective, suicide prevention field in Oregon by connecting and collaborating with regional coalitions.	Complete a scan to identify coalitions in the state and post on website.	UO/AOCMHP	Sept. 30, 2019	Posted on website	Complete Added new information for Yamhill and
	Finalize outreach material about the Alliance for use with coalitions.	UO/AOCMHP	Nov. 1., 2019	Materials developed	Draft materials being reviewed by committee
	Develop and conduct a basic needs assessment to discover	UO/AOCMHP	March 30, 2020	Documentat ion of Needs Assessment Results and	



	coalition's interests and needs			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/UC 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
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<p>Develop sample press releases based on the hope, help and healing framework, and a panel of subject matter experts to respond to legislative, media and other requests about suicide intervention / prevention.</p>	<p>Create 3 sample press releases with key messaging to be reviewed by the Executive Committee.</p>	<p>AOCMHP w/ Committee Members</p>	<p>January 15, 2020 - Executive Review. Finalize March 30 2020</p>	<p>Press Releases on file</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>Personal stories collected and disseminated</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</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>	

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