



Outreach and Awareness Committee Agenda: Tuesday, July 21, 2020 1:00 PM – 2:30 PM

Committee Members in Attendance: Ryan Price, Shanda Hochstetler

Committee Members not in Attendance: Tia Barnes, Meghan Crane, Jammie Gardner Farish, Laura Rose Misaras, Angie Butler, Donna Harrell, Jill Baker, Olivia Nilsson

Staff: Annette Marcus, 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	Committee Membership		<p>Regional Coalition Membership? -We have identified who the coalitions are and have done introductions and a couple Webinars -Next, ask leaders of Coalitions for representation from their group. Do they have members in mind that would be a good fit? A specific ask for these engaged Coalitions</p> <p>Youth do written applications to join Alliance. Should have one for adults for equality and this would list member expectations as well.</p> <p>Floated the idea of having a Membership Advisory Group / Workgroup that would be a temporary thing until membership begins again in September. Membership recommendations need to be made before September meeting.</p>

			<p>If we see ourselves as a connector for the field, sharing what is already happening in the community for September Prevention month. If we have a voting member suggest an event should be shared, we can do so. This would give incentives to Coalitions to join.</p> <p>Webinar in August highlighting what Coalitions are doing in September.</p> <p>Next step after reaching out to Coalitions around the state per our SMART Goals is to work on needs assessments. Deeper work with them and see how we can support them.</p> <p>AFSP Theme for September event – Together we fight suicide</p> <p>Title the August webinar “Together we Fight Suicide.” If people want to know what is going on in the state, attend this webinar.</p> <p>Task: Pull together data from this year for August webinar</p>
--	--	--	--

			<p>One-pager from OHA on data that shares the story</p> <p>August activities – some individuals have agreed to be a panel / subject matter experts; Annette wants to have a webinar on safe messaging for those who have agreed to be part of that panel and to talk about shared talking points</p> <ul style="list-style-type: none">-Julie Scholz, OPS-Kirk Wolfe-Sandy Bumpus <p>Will ask Iden Campbell too</p> <p>There are some youth interested as well</p> <p>Finding out where the work is currently being done in BIPOC communities and supporting that where allowed / it makes sense. What work is already being done and how can we amplify it and put our resources behind it?</p> <p>SMART Goal – amplifying work that is already being done and helping where we can; identifying tools / resources for communities of color to use in conversations.</p>
--	--	--	---

			<p>Sharpening up SMART Goals for next year and send out email to list for active members to participate</p> <p>AFSP Research – study looking at school re-entry for youth who present for thoughts of suicide / attempt; will be used to share the work</p> <p>Quarterly Newsletter? Updates, links, minutes. Report after the Quarterly Meeting that includes the Quarterly minutes and other things</p>
1:40	Outreach Processes	Review Processes Created for Alliance and Status	
2:00	Progress on SMART Goals	<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>Discussion-Make recommendations to executive committee re: setting communication policy / procedures for Alliance.</p>	<p>Draft Alliance Media Policy</p> <p>AFSP Story Sample</p>
2:30	Adjourn		



<p>Action Items from Previous Meetings in Red. Progress on Action Items are in Blue.</p>	<p>Action: Annette and Nicholas to explore ways to support Meghan and an online mechanism for housing listserv postings.</p> <p>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.</p> <p>ACTION: Outreach to coalitions. Developing a survey to assess current needs and strengths. Annette has begun presentations to coalitions.</p> <p>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.</p>
--	--

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 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/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
Develop sample press releases based on the hope, help and healing framework, and a panel of subject matter experts to respond to	Create 3 sample press releases with key messaging to be reviewed by the Executive Committee.	AOCMHP w/ Committee Members	January 15, 2020 - Executive Review. Finalize March 30 2020	Press Releases on file	

legislative, media and other requests about suicide intervention / prevention.	Collect 3 to 6 personal stories that illustrate an element of “Hope, Help and Healing” to be included in press and other outreach materials	AOCMHP / Committee Members	March 1, 2020	Personal stories collected and disseminated	
	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 w/lived experience)	Consult with OHA, Exec and Committee Members	March 1, 2020	Names and Area of Expertise for Panel Members	
	Provide panel members with Alliance communication materials	AOCMHP	April 1, 2020	Materials distributed to media panel members	

--	--	--	--	--	--