



Outreach and Awareness Committee Agenda: Tuesday, September 15, 2020 1:00 PM – 2:30 PM

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

Committee Members not in Attendance:

Staff: Annette Marcus (Alliance), Jenn Fraga (Alliance), Linda Hockman (Consultant)

Staff not in Attendance:

Guests:

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	
1:05	Overview of Committee Scope / Committee Description	<p>What is it that this Committee is here to accomplish?</p> <p>A - Advising on Communication and Messaging B - Branding C - Connecting the Field M - Membership O - Orientation</p>	<p>The Outreach and Awareness Committee is responsible for action items in the Youth Suicide Prevention and Intervention Plan that have to do with to messaging about suicide prevention and publicity about suicide issues. The committee has issued a one-year communication plan to be completed in June 2019. This focuses on making recommendations to the Oregon Health Authority to reduce suicide by using traditional and social media. They hope to reach youth, parents, teachers, clergy, community advocates, and others with this plan.</p>
1:10	Review YSIPP and SMART Goals	What goals are in the YSIPP that pertain to this committee?	
1:20	Membership Review		
2:15	Agenda Items for Next Month		
2:30	Adjourn		

<p>Action Items from Previous Meetings in Red. Progress on Action Items are in Blue.</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
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/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>panel of subject matter experts to respond to legislative, media and other requests about suicide intervention / prevention.</p>	<p>Executive Committee.</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>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 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	