



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

Committee Members: Chair Ryan Price, Angie Butler, Sarah Rea, Shanda Hochstetler, Tia Barnes

Committee Members not in Attendance: Co-Chair Laura Rose Misaras, Jill Baker, Liz Thorne, Meghan Crane

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

Staff not in Attendance: Linda Hockman (Consultant)

Guests: Crystal Larson (Lines for Life), Nick Clark (Youth Era)

**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	<p>Crystal joined the meeting today. She is the QPR statewide coordinator that works within Lines for Life.</p> <p>Nick Clark joined the meeting today and works with Youth Era as a Wraparound Coordinator.</p> <p>Annette provided a quick overview of this Committee for the new attendees.</p>
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>Shanda talked about press releases from OHA for Suicide Prevention Month. The first one was a joint release with Lines for Life and released at the beginning of September which was focused on the school suicide prevention and wellness program. This received a lot of good engagement. Jill Baker did a handful of interviews around this release.</p> <p>The press release can be found by going <a href="https://www.oregon.gov/oha/ERD/Pages/OHA-partners-Oregon-Department-Education-Lines-for-Life-launch-Suicide-Prevention-Wellness-Program-school-districts.aspx">here</a>.  <a href="https://www.oregon.gov/oha/ERD/Pages/OHA-partners-Oregon-Department-Education-Lines-for-Life-launch-Suicide-Prevention-Wellness-Program-school-districts.aspx">https://www.oregon.gov/oha/ERD/Pages/OHA-partners-Oregon-Department-Education-Lines-for-Life-launch-Suicide-Prevention-Wellness-Program-school-districts.aspx</a></p> <p>The hope was to follow-up with a press release around the LGBTQ+ Mini-Grants. The direction from the communications team said that there</p>

			<p>wasn't room from that due to the Oregon fires. This release has been put on hold and pivoted to asking the Alliance to hold and release the information. Timing of releasing this announcement will be important to consider due to all that is happening in Oregon. Shanda said that releasing this even three weeks from now would still be relevant as the work that these mini-grants are supporting is a long-term project.</p> <p>OHA will not be putting out any more releases this month due to all that is happening.</p> <p><i>Annette said that drafting a press release for the LGBTQ+ mini-grants and having OHA review it would be a good next step.</i></p>
1:10	Review YSIPP and SMART Goals	What goals are in the YSIPP that pertain to this committee?	<p>Are there other items that should be added as focus areas for the upcoming year (through June 2021)?</p> <ul style="list-style-type: none"> <li>-How can this Committee be most helpful to the Alliance? Is it the same as when this Committee first started two years ago?</li> <li><i>-Move forward on existing goals, review timelines, new goal around support and recruit membership for upcoming year</i></li> </ul> <p>Website development and maintenance should have been a SMART Goal. Maintenance can</p>

			<p>be added as a task going forward under communication.</p> <p>Shanda said that it would be a good idea to keep an eye on the <a href="https://www.oregonsuicideprevention.org/">https://www.oregonsuicideprevention.org/</a> website to reduce duplication and so websites can point to each other when needed (example: Alliance website has list of Regional Suicide Prevention Coalitions and the prevention website has a list of suicide prevention resources.) <b>Jenn will look through the suicide prevention website and see what can be linked on the Alliance website. Define what a Coalition is on the page for RSPCs.</b></p>
1:20	Membership Review		Not discussed
2:15	Agenda Items for Next Month		Not discussed
2:19	Adjourn		



**Alliance 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	Sept. 30, 2019	Posted on website	Complete <b>Added new information for Yamhill and</b>
	Finalize outreach material about the Alliance for use with coalitions.	UO/AOCMHP	Nov. 1., 2019	Materials developed	Update materials that were developed
	Develop and conduct a basic needs assessment to discover coalition's interests and needs	UO/AOCMHP	March 30, 2020	Documentation 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	
<b>YSIPP Alignment Element: Goal 2 Implement research-informed communication efforts designed prevent suicide by changing knowledge, attitudes and behaviors.</b> <b>Objective 2.1 Develop and evaluate communication efforts designed to reach defined segments of the population.</b>					
<b>Strategic Priority</b>	<b>Action Steps</b>	<b>Who</b> (Specific names added for tasks)	<b>Deadline Goal</b>	<b>Measurable</b>	<b>Strategic Priority</b>

<p><b>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.</b></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><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</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	