

Attachment 1

New Committee SMART Goals

STRATEGIC PRIORITY: Connect and collaborate with regional coalitions

YSIPP Objective*	DEADLINE	TASK #	ACTION STEP
1.1	6.30.21	Task 1	Annually update the scan of regional coalitions and information on the Alliance website.
1.1	11.01.2019 <u>Ongoing</u>	Task 2	Conduct webinars twice quarterly with regional coalitions and other key stakeholders to share best practices, progress on statewide suicide prevention policy work and learn about local needs and concerns.
1.1	6.30.21 and annually	Task 3	Update outreach and other branding materials for the Alliance
1.1	01.31.21	Task 4	Collaborate with UO Suicide Prevention Lab to identify 1 - 3 regional coalitions to participate in needs assessment and possible TA to build local capacity to respond effectively to suicide.
1.1	06.30.2021	Task 5	Map interests and needs of coalitions in collaboration with UO Suicide Prevention Lab

STRATEGIC PRIORITY: Develop sample press releases based on hope, help, and healing framework, and a panel of subject matter experts to respond to legislative, media, and other requests about suicide intervention / prevention

YSIPP Objective*	DEADLINE	TASK #	ACTION STEP
2.1	Ongoing	Task 1	Write press releases as needed to highlight new Alliance activities or policy priorities; disseminate press releases and other materials developed by OHA, Lines for Life, AFSP, <u>ODE</u> , <u>media list</u> or other key suicide prevention organizations on Alliance listserv
2.1	Ongoing	Task 2	Build on partnership with Healthy Transitions and YYEA, to highlight stories of hope, help and healing on the Alliance website and in outreach materials as appropriate.
<u>2.1</u>	<u>October 2021?</u>	<u>Task 3</u>	<u>Identify content of training for subject matter expert panel</u>
<u>2.1</u>	<u>December 2021?</u>	<u>Task 4</u>	<u>Work with subject matter expert panel, expand if needed, and provide training on media response and safe messaging. Existing subject matter experts for the panel as of October 2020 include: Kirk Wolfe, Julie Scholz, David Westbrook.</u>

Formatted Table

Commented [JF1]: Recruit AOCMHP director for subject matter expert panel

STRATEGIC PRIORITY: Support, recruit and retain Alliance membership to align with SB707 and represent BIPOC and frontier communities

YSIPP Objective*	DEADLINE	TASK #	ACTION STEP
	07.30.20	Task 1	Research consultants to work with Alliance on being explicitly anti-racist and inclusive
	12.01.20	Task 2	Form workgroup (from exec and O and A) to interview potential consultants and determine scope of work.
	1.31.21	Task 3	Make recommendations to executive committee regarding specific areas of expertise or cultural perspective needed and process for recruiting and supporting new members. <u>Gender equity, such as young males, and tribal communities are examples of cultural perspectives to consider in recruiting and supporting.</u>
	1.31.21 and ongoing	Task 4	Before the following quarterly meeting, review satisfaction surveys conducted at each quarterly meeting (starting Dec. 2020 meeting) and as necessary, forward feedback to executive.

Commented [JF2]: Connecting with law enforcement and juvenile justice system (OYA)

Commented [JF3]: Staff will build up processes around applications and things so it is a standardized process for people going forward.

Commented [JF4]: Annette suggested that we hold on this work for now so we can meet and work with the diversity consultant

Commented [JF5]: Annette pointed out that we are missing a few SB 707 required people that need to be represented on the Alliance as official members. She would like for us to track this going forward.

Commented [JF6]: Gordon encouraged the group and the Alliance as a whole to recruit and look at gender equity as boys have a very high rate of death by suicide. The Alliance is creating a boys / men advisory group and Annette asked if that should be added under this priority

Old Committee SMART Goals

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
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	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/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
<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</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>

suicide intervention / prevention.	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)	Consult with OHA, Exec and Committee Members	March 1, 2020	Names and Area of Expertise for Panel Members
-------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------	---------------	-----------------------------------------------

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

