

Alliance
Outreach & Awareness Committee Meeting

Tuesday, November 17, 2020

1:00 PM – 2:30 PM

<https://www.gotomeet.me/AnnetteMarcus/allianceoutreach>

Join the conference call: 646.749.3117, Access Code: 897-117-949

Committee Members in Attendance: Co-Chair Laura Rose Misaras, Chair Ryan Price, Mark Hammond, Meghan Crane, Nicholas Clark, Shanda Hochstetler

Committee Members not in Attendance: Andrea Childreth, Angie Butler, Jill Baker, Leslie Golden, Liz Thorne, Sarah Rea, Tia Barnes

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

Guest(s): Gordon Clay

Meeting Attachments: Alliance Satisfaction Survey Results, Alliance Demographic Survey Results

Time	Agenda Item	What / Update Action Item(s)	Notes
1:00 PM	Welcome Members, Approve Previous Minutes, Discuss Consent Agenda		<p>Members did not have any additions or edits for last month's minutes.</p> <p>Annette shared an update on the equity consultant search. We are closer to selecting one. Next steps include the Executive Committee approving one to move forward with and us working with OHA on funding.</p>
1:10 PM	Review Action Items from Previous Month	<p>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.</p> <p>Jenn will gather feedback from Alliance website resource meeting received to have for the meeting so we can say what is in scope, out of scope, prioritize things, etc.</p> <p>Jill Baker, Gordon Clay, Laura Rose Misaras, This is scheduled for November 16th.</p> <p>Jenn will connect with Leslie at Lines for Life and Tia at YouthEra about media lists for press releases.</p>	<p>This has been started and will continue through a meeting with those interested in providing input on what should be included on the Alliance website. Goal is to have this complete by end of 2020.</p> <p>Feedback was received and Jenn will make edits to the website with the hope of having these updated the week of Thanksgiving. Next steps will include letting folks know the changes.</p> <p>Leslie shared the media list from Lines for Life with Alliance staff so that we have this on file going forward.</p>

1:20 PM	Review Final Draft of SMART Goals	See attachment	<p>SMART Goals were reviewed and have been accepted as is with edits.</p> <p>Alliance staff will update SMART goals with edits included and have them kept on committee agendas so we can easily track them going forward.</p>
1:25 PM	Strategic Priority 1 Update – Connect and collaborate with regional coalitions	<ul style="list-style-type: none"> • Presentation from U of O Lab on Strategic Planning Process • Strategic partnership update (See attachment) 	<p>Explore U of O creating a dashboard of Alliance partnerships with organizations and other groups to be linked on the Alliance website.</p> <p>Annette will talk with Johnathan Rochelle and Mark outside of this meeting on next steps for a dashboard.</p> <p>Shanda says that OHA is working on different dashboards but not one along these lines.</p> <p>Shanda talked about discussions among the Big 7 (previously called Big 6) on how to let regional suicide prevention coalitions know what trainings are available, etc. Shanda also said that, going forward, she will share updates around Big 7 as they happen.</p> <p>Annette asked if there should be a meeting this year between this committee and the S-PIP group around communication due to</p>

			<p>the feedback Alliance staff has received about hearing the same information from multiple sources and that this is overwhelming.</p>
<p>1:45 PM</p>	<p>Strategic Priority 2 Update – Develop sample press releases</p>	<ul style="list-style-type: none"> • Media list update 	<p>Alliance staff received a media list from Lines for Life. This list will live with Alliance staff and will be pulled from as needed for media releases going forward.</p> <p>Gordon Clay made a request that rural newspapers, those who print less than 5 days, especially those that come out once a week. They said there is a statewide newspaper organization that lists all newspaper outlets</p> <p>Laura Rose requested that we have a list of observance dates / awareness days, weeks, months. Jenn can work on creating a list of this. Laura Rose requested that we keep this list as an appendix to strategic plans for Alliance.</p> <p>Shanda added that we list what other communication happens on the observance dates so when AFSP, OHA, or CDC makes releases or statements.</p> <p>Annette requested that this group look at where this group's</p>

			<p>focus is when it comes to press releases as we have limited resources. One thought is to have releases as it relates to our policy priorities as other groups do not do this. We can elevate other organizations messages / communications, like AFSP or OHA, as a way to connect the field.</p> <p>Laura Rose encouraged the Alliance to have standard messaging on file / ready to go when a death happens so this can be sent out in a timely manner. This messaging could include things around hope, connecting the field, YSIPP, etc. To tell the story that's happening as it relates to suicide. While other organizations like Lines for Life will put out messaging, the Alliance should also be a place where messages of hope come out during difficult times.</p> <p>Annette said having the standard messaging does make sense to have and our media packet should be wrapped up before the end of the year.</p> <p>Ryan said that the firm AFSP uses to train people on how to talk to the media may be able to do a training for us. This would</p>
--	--	--	--

			<p>be a virtual training. Ryan said there would be a follow-up call with the firm to see if they would fit the needs of the Alliance. More discussion needed for who would attend this specific training – subject matter expert panel, leadership, etc.?</p>
<p>1:55 PM</p>	<p>Strategic Priority 3 Update – Support, recruit, and retain Alliance membership</p>	<ul style="list-style-type: none"> • Review and discuss Alliance Satisfaction Survey (See attachment) • Review member outreach • Update on Equity Consultant search 	<p>Future meeting, this committee to provide feedback on what questions we can include on quarterly surveys.</p> <p>Mark asked if one thing we could do is ask questions that would allow folks to define their perceptions of their roles on the Alliance.</p> <p>Laura Rose suggested asking if they feel their time was well spent during a meeting / if the meeting was valuable for them individually.</p> <p>Mark suggested creating a directory of folks within the Alliance to work on the networking piece that Laura Rose mentioned. Jenn is working on a phone / contact list for committees but not for the Alliance as a whole. If this is something people are interested in having, let Jenn know and she can start to work on expanding the list. Questions that we</p>

			would need to think through: where would this live? Would this just be given to folks individually? Would you want this online? Privacy concerns would need to be discussed with this list as, once it's sent out, Alliance staff can't control how it's shared.
2:25 PM	Discuss Potential Agenda Items for Next Month		-Feedback on types of questions asked / information we want from surveys -Basics of press packet should be sent out a week before our next meeting
2:30 PM	Adjourn		

Alliance Outreach and Awareness 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	Ongoing	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, ODE, media list 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.
2.1	October 2021	Task 3	Identify content of training for subject matter expert panel
2.1	October 2021	Task 4	Recruit AOCCMHP Director for the subject matter expert panel
2.1	December 2021	Task 5	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 includes: Kirk Wolfe, Julie Scholz, David Westbrook.

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

YSIPP Objective*	DEADLINE	TASK #	ACTION STEP
	December 2020	Task 1	Research consultants to work with Alliance on being explicitly anti-racist and inclusive
	December 2020	Task 2	Form workgroup (from exec and O and A) to interview potential consultants and determine scope of work.
	February 2021	Task 3	Make recommendations to executive committee about specific areas of expertise or cultural perspective needed and process for recruiting / supporting new members. Gender equity, such as young males, and tribal communities are examples of cultural perspectives to consider.
	January 2021 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.
	March 2021	Task 5	Alliance staff will work to create process(es) around applications and other recruitment pieces, so this is a standardized process going forward.
	June 2021	Task 6	Work with equity consultants and Alliance members to find connections and recruit those connected with law enforcement, the juvenile justice system (OYA) for Alliance membership, those who live in rural and frontier communities, and the BIPOC community. (Alliance staff will track SB 707 required membership including positions we have filled and those we need to fill.)
	June 2021	Task 7	This committee will monitor different advisory groups and discuss when / if groups should be added for different groups, such as boys / men and faith