



Alliance
Outreach and Awareness Committee
Draft – May 3, 2021

The Alliance Outreach and Awareness Committee YSIPP 2.0 recommendations are:

- **Recommendation for OHA / ODE:** Invest in a public health-type suicide prevention campaign such as those used for tobacco/smoking cessation, gambling, and opioid abuse prevention.
 - The Alliance will convene the group. OHA partners with the Alliance to do these campaigns.
 - Partner smartly. Utilize Regional Suicide Prevention Coalitions. The Alliance Outreach and Awareness Committee recommends OHA/PH partner with organizations that regularly communicate with specific audiences like the National Guard, Northwest Portland Area Indian Health Board, Disability Rights Oregon and Basic Rights Oregon and many others to reach culturally specific audiences with youth suicide prevention and intervention information.
 - Participate in national initiatives such as Suicide Prevention Month and encourage local communities to engage and align their campaign calendars to coincide with national activities.
- **Recommendation for Statewide Infrastructure:** Develop / build on a coordinated approach for cross-agency funding and staff resources devoted to youth suicide prevention and intervention. A coordinated effort across state agencies can make the best use of funds, ensuring funding goes to where the expertise is, meets emerging needs and reduces duplication.
 - It is recommended that all state agencies integrate youth suicide prevention and intervention into their work as youth suicide prevention and intervention cuts across health, mental health, public health, education, poverty, housing insecurity, food insecurity, and violence domains.
 - Discussions from the state on Suicide Prevention and mental health promotion are woven into other areas like when food insecurity or violence is discussed.
 - OHA to report annually on activities.
- **Recommendation for OHA:** To support efforts to connect the field of youth suicide prevention and intervention in Oregon, use the annual suicide prevention conference as an opportunity to highlight local efforts, share local experience and insights, set locally relevant priorities, host a media roundtable, and encourage coordination across the state including regional suicide prevention coalitions.
- Not a YSIPP priority but a Committee / Alliance task. ~~Establish a communication response team of subject matter experts whose members would be available to respond to legislative, media and other requests about youth suicide prevention and intervention during an emergent or crisis situations.~~

- Not a YSIPP priority but a Committee / Alliance task. ~~Develop and deliver a media training to prepare Alliance members and staff for interactions with media and responding to media requests.~~
- Right now, finding and obtaining info on whose doing what in suicide prevention is fragmented and having “yellow pages” and centralized source to obtain this and other pertinent info, resources, contact info, etc. would be great - a la one-stop shop.
 - Concerns – is this the OHA / PH website? This would need regular maintenance. What is the impact vs. cost?
- **Recommendation for Alliance:** It would be great for regional coalitions to rally under the umbrella of Alliance to have a cohesive and shared voice, call to action, etc. Of course, recognizing that each county/coalition have goals unique/individualized to their respective communities, but there are certain goals & objectives that are mutually shared.
- Alliance continues to build process to create environment where the most active and informed members of community are aware of Alliance and know how to become a member. Increase awareness of Alliance. Create materials that allow others to share about us.
 - Standard graphics people can share
 - Toolkit for members to share their involvement
 - Individuals or organizations can share that