

**Alliance**  
**Outreach & Awareness Committee Meeting**

Tuesday, May 18, 2021  
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: Gordon Clay, Laura Rose Misaras, Laura Sprouse, Miranda Sitney, Scott Vu, Sydney Stringer

Committee Members not in Attendance: Chair Ryan Price, Angie Butler, Andrea Childreth, Jill Baker, Leslie Golden, Liz Thorne, Mark Hammond, Nicholas Clark, Sarah Rea, Shanda Hochstetler, Tia Barnes

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

Guest(s):

Meeting Attachments:

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Time	Agenda Item	What / Update Action Item(s)	Notes
1:00 PM	Welcome Members, Approve Previous Minutes, Agenda Review		<p>-<i>Returning members</i>, please put your name and any agency affiliation in the chat.</p> <p>-<i>New members</i>, please introduce yourself to the group.</p>
1:05 PM	Review Action Items from Previous Month		YSIPP Recommendations – sent for review / input from group.
1:06 PM	Review YSIPP Recommendations		<p>See attached meeting materials for specifics on recommendations from this committee for YSIPP 2.0.</p> <p>Outreach and Awareness Committee Recommendation Goals and Objectives</p> <p>Background Sources: Alliance Communication Plan, Maryland State Plan, National Council of Nonprofits: Collective Impact, Stanford Social Innovations Review</p> <p>Source of Recommendations: Outreach and Awareness Committee; Alliance Members/Affiliates</p> <p>Proposed Sector: Communications</p> <p>Goal            Suicide prevention messaging reaches youth, young adults and families throughout across Oregon.</p>

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		<p>Objective 1: Invest in broad public health-type campaigns to educate the public, youth and families about suicide prevention.</p> <p>Objective 2: Annually coordinate statewide public messaging campaigns with regional coalitions and public health departments.</p> <p>741741 - promote diverse, adaptive, responsive, culturally appropriate resources</p> <p>Goal: Suicide prevention in Oregon is a coordinated statewide effort with clear lines of communications and opportunities for setting shared goals and methods for assessing impact with counties and regional coalitions. (Measurement: Qualitative assessment of change; annual checks to correspond with YSIPP Annual Reports; specific cultures / communities to do qualitative assessments with?)</p> <p>Objective 1: Leverage regional and statewide conferences to highlight local efforts, share local experience and insights, set locally relevant priorities, host a media roundtable with people</p>
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		<p>of lived experience to highlight areas of hope and healing, and encourage coordination across the state including regional suicide prevention coalitions</p> <p>Objective 2: Alliance works with OHA to promote collaboration, learning and communication between regional coalitions, local public health and mental health authorities, and state agencies to build capacity for local leadership for suicide prevention, intervention and postvention.</p> <p>Objective 3: Collaboration among agencies to provide year-round suicide prevention messaging to correspond with different observances including, but not limited to, Veterans Day, Domestic Violence Awareness Month, Mental Health Month, Child Abuse Prevention Month, etc.</p>
1:45 PM	September Suicide Prevention Month Campaign	<p>A small group of Regional Suicide Prevention Coalition Leaders met earlier today to discuss September Suicide Prevention Month campaign ideas. The hope is to create cohesive messaging across the state for September and future suicide prevention and mental health awareness months, weeks, and days. The group</p>

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			<p>looked at larger national and global campaigns with the idea to localize them for regional coalitions to address local needs.</p> <p>Potential theme for this year: Ask the Question: Are you okay? This would combine Australia’s “<u>R U Okay</u>” and Clackamas County’s “<u>Ask the Question</u>” campaigns.</p> <p>The theme for the OR Suicide Prevention Conference is "Communities Creating Stories of Hope."</p> <p>Culturally responsive / specific messaging. Have big ideas / general themes that can be narrowed down to fit specific communities / groups.</p> <p>Protective factors to focus on:</p> <ol style="list-style-type: none"> <li>1. Belongingness</li> <li>2. Acceptance</li> <li>3. Purpose</li> </ol>
2:15 PM	Discuss Potential Agenda Items for Next Month		Not discussed during meeting.
2:30 PM	Adjourn		

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