



**Juneau Suicide Prevention Coalition
Public Awareness and Training Committee
Tuesday, December 13, 2016. 3:30 to 4:30 p.m.
Bartlett Hospital Administration Building
Minutes**

Present: Hilary Young (JYS), Becky Roth (JSPC Contractor), Gayle Trivette (Self), Sam Trivette (Self), Shannon Hasty (Self), Gus Marx (JYS), Gareth Hummel (JYS).

1. Grants Report: * The interim report for the Juneau Community Foundation grant is due at the end of the month. * A request was made for an update on our Public Awareness and Training (PA&T) budget. It was noted that the previous update was erroneous. The exact PA&T budget was not immediately known. The PA&T budget was *estimated* at \$11,000 dollars. This is after recent expenditures for advertising in the paper and on Juneau movie screens.

2. JSPC Community Suicide Prevention Trainings Calendar and Training Coordination: Gareth shared a brief conceptual paragraph condensing last month's discussion on the development of a comprehensive Juneau training calendar. The idea was generally reviewed as discussed in last month's PA&T meeting minutes. This was to update those not present at that time. There was some discussion around the inclusion of webinars in this concept. Most seemed to favor this idea. See below for related next action steps. [Here](#) is a link to the existing calendar please share this with your friends and colleagues.

3. Public Awareness Advertising: * In November we placed ads in the Capital City Weekly and the Juneau Empire. These ads promoted the Careline, the Juneau Suicide Prevention Coalition and our efforts to advertise Survivor's Day events. The ads were shared with the committee. * From the middle of December to the middle of January we will have ads on Juneau movie theater screens. These ads will promote the Carline, the JSPC, and the Sources of Strength program. * Other awareness and advertising ideas discussed included:

- Advertise on Spotify, You Tube and Pandora.
- Create an Instagram account.
- Utilize facebook's monetizing aps to promote our page and increase viewership.
- Contract social media efforts out to a Sources of Strength student. This idea was well received. See action steps below.

4. Resource Distribution Ideas: We presently have resource cards out at Bartlett's Emergency Room. But there are several other places we could put them out. We discussed contacting the JSPC liaison to Bartlett and Rainforest to see if we can do a mass distribution to all departments. See action step below.

5. JPD Year of Kindness Ideas: The JSPC week of kindness will be September 3 – 9, 2017. It was noted that we have lots of time to brainstorm and plan for our week in September. Ideas discussed, but not fully fleshed out, at this time included:

- Bake things and give them away.
- Give away free coffee's. This could be to people on the street in the form of coffee cards. We could also pre-pay at a local shop. Intermittently, a customer would receive a free coffee.
- Randomly place positive sticky notes—positive thoughts, compliments, etc.-- on people's desks and around the community.
- Distribute coffee lid stickers to coffee shops around town. These would be printed with the Careline number and/or the JSPC websites.
- Develop a strong set of cross-generational activities/events. Blast our young people with love.
- Paint kindness rocks and place around town.



6. Other Business: Becky provided some updates:

--The movie *Resilience* will be shown in Juneau on January 17th at Centennial Hall. The event will be from 5-7 p.m. This event was organized by the Alaska Children's Trust, Association for the Education of Young Children Southeast Alaska, Juneau Suicide Prevention Coalition, United Way, and the Zach Gordon Youth Center. Becky is working with Joy Lyon on the next steps for the community. One suggestion is to have organizations sign-up to host an ACEs training. Becky and Hilary will be showing *Resilience* and leading a follow-up discussion to the Juneau School District staff during the in-service on February 22, 2017. The Alaska Community Foundation developed high quality ACEs handouts. The JSPC can utilize these handouts at the upcoming *Resilience* events or any event to educate people about ACEs.

--There is a trauma-informed schools action group being formed to help the entire Juneau School District become trauma-informed.

Agreements/Next Steps:

- Hilary will contact Chelsea regarding writing a position description for a potential social media contractor.
- Gareth will use facebook's built in, for pay, promotional tools to promote our facebook page.
- Gareth will contact Erin regarding distribution of resource cards around Bartlett Regional Hospital as well as discuss why (how to change the fact that) the JSPC's suicide prevention site is blocked on the wifi at Bartlett's campus.
- Gareth will contact Sharon and James to discuss our training calendar—ask if they have ideas, trainings they would like to add, etc.
- Gareth will promote the existing training calendar on our facebook page.
- Becky will send Gareth materials to place on our website and facebook page promoting the *Resilience* event.

Next Meeting: Tuesday, January 10th, 3:30 p.m. at Bartlett Hospital Admin. Bldg.