



**Juneau Suicide Prevention Coalition  
Public Awareness and Training Committee  
Tuesday, January 10, 2016. 3:30 to 4:30 p.m.  
Bartlett Hospital Administration Building  
Minutes**

**Present:** Becky Roth (JSPC Contractor), Gayle Trivette (Self), Sam Trivette (Self), Ginny Hayes (Teen Health Center), Gus Marx (JYS), Gareth Hummel (JYS).

**1. Partner Reports:**

**Resilience and ACEs:** Becky provided a few updates:

- Becky is working on an "Introduction to Adverse Childhood Experiences" presentation. It is a Power Point presentation and may be useful in teacher trainings, as a follow up to the "Resilience" presentation, etc.
- Becky has received a facilitator's guide designed as an aid in hosting public showings of "Resilience." This came with some informative postcards. There is a communications representative from KPJR films that may be able to help us put our choice of information on these cards. We would have to have them printed. They may be useful for various public events including public showings of the movie.
- There was discussion related to a second public showing of "Resilience." Discussion included possible venues, providing food and working to attract specific sectors of the community for the second showing. Some sectors discussed include the legislature, parents and clergy.

**The Teen Health Center:** So far this year, there seems to be a decline in visitation as compared to last year. The reason for this is not yet fully clear. Exact numbers were not immediately available.

**2. Grants Report:** The Alaska Community Foundation (ACF) grant we received may also bring some free advertising as GCI, a major funder to the ACF, will be publicly reporting on their grants and the progress of their grantees.

**3. Public Awareness and Training Budget:** We currently have approximately \$9500.00 remaining in our advertising and training budget. This is after recent expenditures for advertising as noted below.

**4. JSPC Community Suicide Prevention Trainings Calendar and Training Coordination:** Gareth reported on his conversations with Sharon Fishel and James Gallanos. Points of note from these conversations include: \* Both James and Sharon felt they would be able to provide trainings (outside of trainings they already provide) to companies, agencies, and groups of various kinds if we coordinated the trainings. \* James discussed the possibility of having his information and graphics team provide us feedback related to our online media presence. This offer was accepted and James agreed to look into this. \* James noted that it would be handy to know how our website and calendar are already being used—the who, what, where, when and why of our existing efforts. \*Sharon noted that we might make use of and/or direct traffic to the calendar located at [www.StopSuicideAlaska.org](http://www.StopSuicideAlaska.org). For more information on these topics please contact Gareth.

**5. Public Awareness Advertising:** \* Ads for the Careline, Sources of Strength, our websites, and the JSPC are on screens in Juneau theaters now. We are using our facebook's for pay advertising features to promote our website, our facebook page and the showing of "Resilience." We also have an ad on the radio promoting the showing of "Resilience." There was discussion on how best to utilize our advertising and training funds. Ideas included healthy life style events, continuation and expansion of online advertising via facebook, Spotify, Pandora and YouTube, water bottles, coffee stickers, and planning ahead for the Year of Kindness.

**6. Discussion on Web and Social Media:** \* The facebook promotions have been very successful and details were provided. For information on this please contact Gareth. As our social media presence grows and as we



gain experience in using this media for community purposes, there are some things to consider. For example to efficiently direct traffic to our website we may want to move some portions of the “make an impact” links to the top of the page. Slowing our progress on contracting out our social media efforts was also discussed. Control of message, credit cards, purchase orders, public comment, and newness of the effort were some of the reasons given for taking our time with the process of contracting out this work. It was noted that facebook provides for pay tools to track how users interact with websites. This could be helpful in our efforts to understand who uses our existing training calendar, and other website features.

#### **7. Other Business:**

**Faith Community Liaison:** The JSPC is still seeking faith community liaison. During above conversations it was noted we may want to reach out to LOVE, Inc.

**Expanding our Appeal:** There was discussion on how through language and activities we may reach some of the 18 to 30 population featured in our state grant. This came up as we discussed our media presence and possible activities. An example given was whether, in our use of language, we “celebrate” an annual suicide prevention event or “observe” it. How do we use language to appeal to a broad range of age groups? Likewise, what content and activities will appeal to all of our community? Can we use a dance or other popular music event as a healthy community activity? What about movies or other activities?

#### **Agreements/Next Steps:**

- Gareth will continue to use facebook’s built in, for pay, promotional tools to promote our facebook page, website, video posts and the upcoming showing of “Resilience.”
- Gareth will place an ad with KINY stations. This ad will promote our websites and the Careline. This Ad will potentially be used for ads on Spotify, Pandora and other online media.
- Gareth will look into the process and cost of placing ads on Spotify, Pandora, and YouTube.
- Gayle will contact KXLL and discuss music or other events we might host that do not include any sale of alcohol.

**Next Meeting: Tuesday, February 14<sup>th</sup>, 3:30 p.m. at Bartlett Hospital Admin. Bldg.**