



**Juneau Suicide Prevention Coalition  
Public Awareness and Training Committee  
Tuesday, February 14, 2017 - 3:30 to 4:30 p.m.  
Bartlett Hospital Administration Building  
Minutes**

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

**1. Announcement/ Health Fair Saturday March 18<sup>th</sup>:** \* Gareth will be stepping down from his position with the JSPC. He will complete this month's meetings and minutes and wrap up a few other tasks. His last day will be March 2<sup>nd</sup>. Gareth expressed sincere gratitude for the opportunity the JSPC has provided. \* A volunteer is sought to host a table at the upcoming Health Fair. The fair will be held at Thunder Mountain High School, March 18<sup>th</sup>. This is a Saturday. Set up starts at 8 a.m. Set up to tear down is roughly 5 hrs. Lunch is provided. Gareth will get materials ready for set up. Materials will be ready for pick up at JYS upstairs.

**2. Partner Reports:**

**Resilience:** We now own a copy of Resilience. There are minor limitations on showing locations, etc. However, the movie is available for showing and sharing. For more information please contact Becky. Resilience will be shown to 410 Juneau School District staff, para-educators, teachers and principals. How we advertise the availability of this movie was discussed. Nothing formal was finalized. Becky has drafted a brief survey to be given out following showings. This is so that we can track the number of people who have seen the film and gather some information such as resultant awareness of the link between ACEs and suicide. Becky is also working on some pre and post discussion tips/guidelines for those that wish to host a showing. The Alaska Children's trust has also purchased two copies of this film.

**Trauma Informed Schools:** Becky will be presenting information on ACEs to the school board. This will be in support of and in conjunction with Ted Wilson's speaking to the board on the establishment of the Trauma Informed Schools Committee and proposal to establish the entire school district as trauma aware/informed.

**3. Grants Report:** The Juneau Community Foundation Grant letter of interest has been submitted. The full proposal is due in early March.

**4. Public Awareness and Training Budget:** We currently have approximately \$8500.00 remaining in our advertising and training budget. This is after this month's facebook promotions and KINY Radio advertising.

**5. Public Awareness Advertising:** \* Gareth contacted Pandora and Spotify. Advertising with these companies is currently out of our price range—\$5000.00 and \$25000.00 respectively. We may wish to look at Pandora—the cheaper of the two—again toward the end of the fiscal year. A radio ad with KINY is nearly finalized. We will own the ad and can use the ad with other companies. That is assuming the other companies will allow it. \* We discussed ordering existing Careline "mood" pencils and adding our information—name and websites. All present felt the Careline phone number should be priority. \* Several Careline posters were reviewed and four were chosen. Gareth will contact James regarding adding our logo and websites to these posters. Distribution ideas for these posters included: restaurants, schools, JYS residences and offices, schools, libraries, JAMHI, AWARE, Gastineau Human Services, UAS, therapist's offices, SEARHC, and Seaalaska.

**6. Discussion on Web and Social Media:** \* Facebook promotions, promoting our facebook page and our website, have been renewed. This continues to be a very effective way to broaden our base and increase our advertising capacity. We currently have over 400 hundred followers. This continues to grow. A single post



rapidly reaches 250 people without any paid promotions. 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 make use of traffic directed to our website we may want to move some portions of the “make an impact” links to the top of the page menu bar.

**7. Other Business:**

**Year of Kindness (YOK):** Shannon talked to a couple of local coffee companies about collecting coffee punch cards and using these to provide free coffee’s as part of our YOK efforts. The coffee would, should we choose to do this, come with our logo and information on it. It might also come with a positive affirmation. The local coffee merchants approached were fully aware this was just a preliminary discussion. They were generally enthusiastic and supportive of the idea. No decisions were made related to YOK.

**Agreements/Next Steps:**

- Gareth will contact James regarding process for adding our information to Careline posters and pencils.
- Gareth will finalize the ad with KINY stations. This ad will promote our websites and the Careline. This ad can be saved and used for other ads.
- Gareth will, time permitting, place an ad in the Whalesong.

**Next Meeting: Tuesday, March 14, 3:30 p.m. at Bartlett Hospital Admin. Bldg.**