



**Juneau Suicide Prevention Coalition  
Agenda for Public Awareness/Training Committee  
Tuesday, 03.14.17, 3:30 – 5:00 p.m.  
Bartlett Hospital Administration Building**

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Attendees: Hilary Young (JYS), Gus Marx (JYS), Shannon Hasty (Self)

**1. Announcements/Health Fairs:** Chelsea McKenzie included Juneau Suicide Prevention Coalition (JSPC) and Sources of Strength materials at the University of Alaska Southeast Health Fair on March 9, 2017. Aaron Surma will host the JSPC booth at the State of Alaska Health Fair on March 18, 2017. All future health fairs will include the JSPC one-pager outline describing the coalition's history and committees, and a sign-up sheet for people to get involved.

**2. Partner Reports:** *Resilience* was shown to approximately 400 Juneau School District staff at their inservice on February 22, 2017. The presentation was rated the highest presentation of the inservice. Becky Roth, JSPC Contractor, is analyzing the survey results to determine the effectiveness of the training. Joy Lyon and Pat Sidmore showed *Resilience* to approximately 30 legislative staff and 3 legislators. Hilary Young and Becky Roth will be showing it to parents at Juneau-Douglas High School on March 28, 2017 and again to Glacier Valley parents in April.

**3. Grants Report:** The continuation for the Division of Behavioral Health grant was released on March 13, 2017. It is for the same amount as previous years. Gus Marx, Grants Coordinator, will apply for the continuation. Juneau Youth Services, on behalf of the Juneau Suicide Prevention Coalition, applied for a grant with the Juneau Community Foundation to have a full time community trainer. The hope is that this trainer will provide trainings to various audiences within the community. In addition, the trainer will help train and support staff with implementation of the Alaska Safe Children's Act.

**4. Public Awareness & Training Budget:** The majority of our funds will be used to continue advertising and educating the community about our efforts and suicide prevention resources.

**5. Advertising:** We heard positive feedback about people seeing our ads in the movie theater. Hilary will follow-up on creating a movie theater ad with the JSPC logo, websites, and Careline information. We will also revisit advertising on Pandora. Hilary will follow-up with associated costs. Since we no longer have staff support for this committee, we have decided to contract with Clear Mind Graphics (CMG) to develop and manage our social media content until June 30, 2017. Shannon Hasty, volunteer, attended a workshop on social media marketing and shared how to utilize social media. She will email the outline to Hilary. Hilary will work with CMG to help manage social media content. The initial content will likely include: who we are, what we do, how we do it, and who is involved in our efforts. We will also share about resources (our websites, calendar, Careline). Hilary will research advertising our JSPC logo with websites and Careline information with Capital Transit. We also want to start advertising the Careline posters developed by the state. Hilary will contact James Gallanos, State

Suicide Prevention Program Coordinator, to ask if the state will print them for the JSPC. We plan to advertise these in the schools, Zach Gordon Youth Center, libraries, swimming pool, ice rink etc.

**6. Year of Kindness:**

Shannon will help oversee the Year of Kindness project for the JSPC. The plan is for JSPC members to donate their free coffee drinks to community members. The recipients will also receive a personalized card with JSPC information and resources, or something similar. An idea is to replicate what Becky did for the *Resilience* presentation to school district staff – include Careline pencils, JSPC resource card, a lifesaver, and a warm quote or our vision statement. We will include an action step for community members to 'pay it forward' by gifting a free coffee to someone with whom they don't normally interact. Shannon will reach out to local coffee shops.

**7. Other Business:** Juneau Youth Services highlighted the Juneau Suicide Prevention Coalition on their Facebook page this week – check it out! The JSPC will help the Hasty Half advertise their Year of Kindness project, a community wide gently used shoe drive!

**Next Meeting: Tuesday, April 11, 3:30 p.m. at Bartlett Hospital Admin. Bldg.**