



**Juneau Suicide Prevention Coalition**  
**Minutes for Public Awareness/Training Committee**  
**Tuesday, 04-11-17, 3:30 – 5:00 p.m.**  
**Bartlett Hospital Administration Building**

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Present: Betsy Longenbaugh (Coast Guard), Becky Roth (Contractor)

**1. Partner Reports:** Betsy reported that she will be retiring in three weeks. The Coast Guard will begin another transfer season where approximately 100 – 180 new active duty members will come to Juneau. Supporting families through the transition could be impactful, particularly helping them adjust to the isolation of Juneau. The Coast Guard has a new chaplain who may be the Coast Guard contact, Betsy will connect with him.

**2. Grants Status:** We received \$95,000 from the Juneau Community Foundation. Approximately \$26,000 will be allocated to the Teen Health Center. Discovery Southeast may also be awarded a portion, depending on the Sources of Strength position. Discovery Southeast was awarded a contract for the bookstore at the Mendenhall Glacier Visitor Center, which will help increase sustainability for their programs. The JSPC will utilize the remaining funding for a Training and Outreach Specialist.

**3. PA&T Budget:** Currently, the PA&T committee has approximately \$8,000 remaining for the fiscal year. The JSPC has additional funds through the state grant to support efforts should the PA&T committee require additional funds.

**4. Advertising:**

Social Media – Message: You're alive for a reason, so keep living. Who we are: cross community coalition – all different types of people standing together to support a health life and connectedness. Better because we're all here. Invite them to get involved. Sub message – we want to reach out to young people, and everyone, to get them involved. Signs and symptoms, seek help. Could be anybody, no one is immune. Story, community is stronger/wise when we're all here. There is a reason for each of our lives? What's yours? Find yours? We're here to help.

Pandora – Advertising with Pandora will cost approximately \$5,000. Betsy will check about the Nielson rating to determine if it includes Pandora/Spotify, so we can determine the best way to. Continue to sponsor ads on Facebook to reach more people. Include strength-based messaging and the value of their life, ex. "if you find you need help there are people waiting to talk with you – call the Careline."

Posters – Posters with the JSPC logo, websites, and Careline were created and will be given to Capital City Transit to distribute on the buses.

Other – Potential for advertising with graduation in the high schools, safe graduation parties and UAS. Potential for high school seniors to get a key chain or something with the Careline number, part of the give away bag. Next year, advertise with the high school theater programs. Jazz & Classics likely isn't in our

demographics, but could be included in the education population. Next year create an events calendar for advertising.

**5. Newsletter:** The JSPC contracted with Clear Mind Graphics to create a monthly e-newsletter. Our first newsletter was sent out in April. We are using MailChimp which will allow us to track how many people it sent the newsletter to, how many people opened it, and how many people clicked on a link as a result. What happens if it's forwarded? Still able to track? Able to find out how many people open up on a phone versus laptop? Overall the committee members are pleased with the look and content within the newsletter.

**6. Year of Kindness:** In addition to our main year of kindness project (see the March minutes), the committee is interested in writing notes to community members/ organizations whose volunteering efforts may be overlooked. The committee brainstormed potential groups for this effort; they include AmeriCorps/Jesuit Volunteer Corps, parents who volunteer with sports or in the classroom, hospital volunteers ex. healing touch. Next step, inform institutions (Parks & Recreation, Schools, Hospital, JSPC Members) of our efforts, determine how they are recognized and offer to help support their recognition efforts with a note/certificate and/or small gift.

**7. Position Description:** Two new positions were created, a Training and Outreach Specialist and an Administrative Assistant for the JSPC's efforts. Send Betsy advertisements so she can post on the Coast Guard bulletin. Utilizing our networks to find the best fit. Advertise with UAS.

**8. Disperse materials – LOVE INC.:** Guy picked up materials.

**9. UAS, Resilience, Fall 2017 Trauma-informed Staff Training + National Suicide Prevention Week:** Committee support in any way, offer SafeTalk? Betsy is available.

**Next Meeting: Tuesday, May 9, 3:30 p.m. at Bartlett Hospital Admin. Bldg.**