



Juneau Suicide Prevention Coalition
Minutes for Public Awareness/Training Committee
Tuesday, October 10, 2017, 3:30 – 4:30 pm
Bartlett Hospital Administration Building

Attendance: Gus Marx, Becky Roth, Michelle Beaulieu, Gayle Trivette

1. Partner Reports

2. Calendar of Events:

UAS Depression Screening Day Thurs. Oct 19 Cafeteria 11:30 am – 1 pm Table-
Michelle will attend.

3. Advertising:

-**Whalesong.** Gus submitted request for check to be dispersed from JYS. Will make the October 18th publication deadline. Advertising the GonZo gift certificates. Michelle sent follow up email to Maressa, Margie, and Becky Iversen October 2nd asking what other plans there are for Kognito roll out.

→ Michelle will also reach out to editor of Whalesong to see if they would want to do an article in addition to the ad.

-**Spotify ad studio.** Hilary thought it would be a good idea to advertise with them (might help us reach a more high risk audience. Looks like we can start for \$250. Hilary asked that PA&T come up with the message.

→ Committee members reviewed content from Pandora Ad and made slight changes

→ Remind Gus to bring in previous ad (Survivor's Day)

→ Discussion around reaching people about seasonal grief. Thought of partnering with Chapel by the Lake---"longest night". Becky brought up Faith Community Council; Gayle said she'll try to get in touch with Pat McLearn/Interfaith Community Council.

-Michelle brought up talking with a staff person at Canvas and was saying it could be a possibility to do some **art partnerships**.

- Gayle started brainstorming possible partners/art makers (JAC; Zack Gordon; Canvas, BAM, prior to Be the Change conference, Sources of Strength
- Becky gave frame of this adding value in the context of an opportunity to reach youth with messages that life matters, and that they belong. Becky liked idea of addressing loneliness. Gus said that he always likes the message that LGBTQ people put out about "things will get better."
- Something like a pop-up show could be great for spring

4. Trainings:

- Kognito
- Michelle will be giving a training to Teen Health Center Staff (date TBD) on the link between Suicide and ACEs
- Floyd Dryden Signs of Suicide Training (parent night October 12th, student night October 13th).
- Michelle will be going to Lora Vess's sociology class at UAS, date TBD to discuss suicide and community prevention efforts.

5. Data Development & Tracking:

- Newsletter Reports – Open & Engagement

6. Other Business:

- Decide on 'big ticket items' PA & T would like to do between now and July 2018 and look at calendar.
- Think about best way for coalition members to sign up for weeks for Social Media posts and one sheet that could be emailed to the person at the beginning of the week for ease and user-friendliness.
- Gayle mentioned she would like us to be sure that we are distributing our materials & postvention packets
- Michelle emailed James Gallanos to get more materials

Next Meeting: Tuesday, Nov. 14, 2017 3:30 p.m. at Bartlett Hospital Admin. Bldg.