

**Juneau Suicide Prevention Coalition (JSPC)  
Public Awareness/Training Committee Minutes  
Tuesday, April 10, 2018, 4:00-5:00 pm  
Bartlett Hospital Administration Building**

**Attendance:** Gus Marx (Juneau Youth Services), Becky Roth (ROCK Juneau), Gayle Trivette (Volunteer), Sam Trivette (Volunteer), Hannah-Laura Henderson (JYS/JSPC), Hilary Young (JYS/JSPC), Kevin Ritchie (Volunteer), Michelle Beaulieu (JSPC)

**1. Partner Reports**

- A. Becky reported that ROCK Juneau will be receiving financial support from the Alaska Associations of School Boards STEPS grant! The entire grant touches on 25 different partners in 11 different communities in Southeast Alaska.

**2. Staff Reports**

- B. Hilary and Hannah-Laura drafted a communication plan that will be shared next meeting.

**3. Upcoming Events**

- A. National Guard Resilience Training May 14 – 19 @ Armory, Table May 18 (Monique Andrews is contact person). We will have a table there May 18. If any volunteers would like to run the table with Hannah-Laura, please email with your availability.

**4. Advertising/Outreach:**

- A. UAS 2<sup>nd</sup> Semester Kognito
- a. Hannah-Laura gave 150 mailbox flyers and 30 table tents to a UAS counselor for distribution at the last UAS Wellness meeting. We are now advertising at Spike's and the library as well. Hannah-Laura and Michelle had a table at the Health Fair at UAS last week and got 10 students to sign up to take Kognito.
  - b. Updated Kognito user statistics are below:

	<b>Student Users</b>	<b>Faculty User</b>
<b>Total learners</b>	32	51
<b>Goals</b>	50-75	50

- B. Advertising Budget and priorities for spending - not discussed
- C. Look at website and discuss changes
- a. Hannah-Laura will send the list of changes to be made so everyone can send their input on recommended changes for the website.
  - b. Updates brought up at the meeting: updating the calendar times (confirmed it is in the Alaska time zone) and making it more user-friendly, updating or deleting the blog, and adding an ACES/childhood trauma section.
- D. Newsletter statistics

<b>Month</b>	<b>Open Rate (%)</b>	<b>Clicks(%)</b>	<b>Recipients</b>
Jan	34.9	4	149
Feb	34	12.7	150
Mar	36.4	13.2	153
Apr	32.3	7.7	156

## 5. Social Media

### A. Update & Usage Reports

#### a. Instagram

Month	Followers	Posts	Likes	Comments
Nov	70	13	7	0
Dec	113	49	35	1
Jan	138	66	37	2
Feb	155	95	40	3
Mar	181	108	45	3
Apr	192	122	45	3

#### b. Facebook

Month	Followers
Nov	730
Dec	741
Jan	766
Feb	780
Mar	797
Apr	853

B. Other Social Media Content Priorities - not discussed

C. Cyberbullying, Parent help, other - not discussed

## 6. Training

A. Reviewed 15 minute Training Script and discussed next steps for outreach

a. Hilary brought the edited 15 minute training script and the PA&T work plan for the committee to review. The committee discussed the outreach plan for trainings to various organizations/groups and systematically planned the logistics. Kevin will give the 15 minute training at the April 18 Coalition meeting, then we will ask the Coalition if they are interested in doing a training themselves and identify which businesses they would like to give the training to/have connections with.

b. Training was provided to Zach Gordon Youth Center frontline staff on March 28, 2018.

## 7. Resource Distribution

A. Hannah-Laura and Hilary organized the closet of resources at JYS. Hannah-Laura is working on entering and calculating everything into the Google Drive JSPC Inventory System.

B. Stickers for bathrooms to businesses - not discussed

**Next Meeting: Tuesday, May 8, 2018, 4:00 – 5:00 p.m. at Bartlett Hospital Admin. Bldg.**