



**Juneau Suicide Prevention Coalition
Minutes for Public Awareness/Training Committee
Tuesday, December 12, 2017, 4:00 – 5:00 pm
Bartlett Hospital Administration Building**

Attendance: Becky Roth, Kevin Ritchie, Michelle Beaulieu, Hannah-Laura Henderson, Hilary Young, Gayle Trivette, Gus Marx, Ginny Hayes

1. Partner Reports/ reports of what PA & T has been doing

- Michelle went to Lora Vess's sociology class at UAS on Monday 11/20 @ 2:20 pm and it was delightful. Evaluations were completed and Hannah-Laura will enter them into a format we can use to track our progress with trainings.
- Michelle helped Kristi Sycks do Signs of Suicide at Montessori Borealis for 7th & 8th graders on 11/28 & 11/30. Noticed the Montessori youth seem to need a bit more time, which made presentations feel rushed, and there was not a big turnout of parents at parent night (only 3 parents, 2 of them were a couple). Evaluations were completed and need to be entered into the google database.
- Michelle provided training to Bartlett Physical Rehab department 12/12 @ 12:00 pm, covering basics of suicide prevention & informing about community efforts. Approximately 10 – 12 people attended. Training prompted discussion about developing a flowchart for suicidal clients. Michelle will work with them to help create. Evaluation was completed and needs to be entered in our database.
- Raising our Children with Kindness (ROCK) Juneau is preparing for the Year of Kindness and will begin in January with newborns.
- Best Starts is searching for funding to support the initiative.

2. Calendar of Events:

- Compassionate Friends Candlelight vigil happened on Dec 10th. JSPC was not involved in this event, but may try to be involved in future events.
- Longest Night – Chapel by the Lake on Dec. 17th. Gayle will take suicide prevention resources to the administrative assistant.

3. Advertising/Outreach:

- Hannah-Laura recorded a Spotify ad (initial version sounded robotic, with strange tone). The ad will run on Spotify from December 12th-24th, so we added in a holiday season bit. We will update with the engagement statistics once the ad runs its course.
- Hannah-Laura developed art for bathrooms. Committee members provided feedback and voted. Hannah-Laura will follow-up with April to determine format for the ad (stickers vs. paper) and then distribute to specific places in town.
- Kristin Cox sent a ton of good resources related to substance use/suicide overlap, centered around theme of maintaining sobriety in the holidays (which can be triggering for people). Hannah-Laura will post during Kristin's week (Dec 25th-29th); seems like furthering the partnership & keeping the momentum going with NCADD / recovery community would be good to help us engage high-risk population.

4. Trainings:

- Michelle met with Front St. and they requested training for their providers in January.
- Michelle is coordinating when to go to Rainforest Recovery and do a training at their Wednesday staff meeting, suggested date is January 3, 2018.
- Michelle is coordinating with Sam Abernathy, who coordinates the mental health court/drug court, about offering training to their staff and clients on the overlap between severe substance abuse & suicide.
- Hilary and Michelle met to create a training plan outline for the rest of FY17 and beyond. Reviewed plan and solicited input from committee members.
- The Juneau School District requested a training for their counselors on January 29 at 1:15 pm, and Hilary &/or Michelle will attend.
- Discussed:
 - Topic of Michelle providing trainings for the Tourism industry. Michelle will reach out to Shannon to see if she can be a liaison to the tourism industry. This is a large possible group and could consume all our staff training time this spring and early summer.
 - UAS - support for second semester KOGNITO, Hilary, Michelle, and Hannah-Laura will develop targeted plan to engage students and staff with Kognito.
 - The Kognito usage reports are below:

Products	Total Activations	MTD	2017-11	2017-10	2017-09
At-Risk for College Students	25	1	9	13	2
At-Risk for Faculty & Staff	42	2	19	17	4

- Hannah-Laura and Michelle attended the UAS monthly Wellness Committee meeting. They discussed sharing JSPC materials with AWARE during outreaches. Gayle and Hannah-Laura can attend future meetings when available.
- Committee members discussed training for Hannah-Laura and any other coalition members who are new or would like to refresh their knowledge. Michelle will provide a short training for JSPC members.

5. Data Development & Tracking:

- Hilary and Hannah-Laura will work on creating a data tracking system and include trainings evaluations from above.

- Below you can find the number of subscribers, percentage of open rates and clicks

Month FY 18	Subscribers	Opens	Clicks
August	148	26.9%	0.0%
September	151	29.9%	4.8%
October	152	24.8%	5.5%
November	148	23.3%	5.5%
December	150	24.3%	4.1%

6. Resource Distribution:

- 36 color-changing pencils, bracelets, and ACT stickers went out to Montessori Borealis students. Parent resources went out to parents.
- Distributed Careline cards (about 15) to students at Lora Vess's Sociology class
- Brought reflective doo-dads (advertising the Careline number), bracelets, JSPC and Careline resource cards to November coalition meeting (approximately 30 total items were taken for distribution)
- Discussed target audience: healthcare providers, businesses, school staff, faith communities, other. We plan to distribute, resource cards, brochures, and postvention packets.
 - Possible Partners: Public Health, AWARE, NAMI, other. Does anyone want to help with distribution?
- JSPC materials need to be inventoried and a better system for tracking distribution created. Hilary and Hannah-Laura can work on this project.

7. Other Business:

- **SOCIAL MEDIA:**
 - Hannah-Laura provided updates for Social Media and ideas to increase engagement. She shared statistics about how the Instagram account has grown in the past few weeks.

Month	Followers	Following	Posts	Avg Likes
November	70	201	13	7
December	113	265	49	35

- **Conference:**
 - Michelle provided a brief update about the conference in March. Committee decided to discuss more in the January meeting.

Next Meeting: Tuesday, Jan. 9th, 2018 4:00 p.m. at Bartlett Hospital Admin. Bldg.