



**Juneau Suicide Prevention Coalition
Minutes for Public Awareness/Training Committee
Tuesday, January 9 2018, 4:00 – 5:00 pm
Juneau Youth Services**

Attendance: Hannah-Laura Henderson, Sam Trivette, Gus Marx, Michelle Beaulieu, Shannon Hasty, Gayle Trivette, Kevin Ritchie, Becky Roth

Warmup: We took a “boomerang” (a three second video that plays continuously backward and forward) of the Committee to post on Instagram. You can view the “boomerang” [here](#). Social media is fun, and it builds community and connection!

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

Staff:

- Michelle provided training to counselors and clinical staff at Rainforest Recovery on the Stanley and Brown safety plan. Training went well & Rainforest expressed willingness to continue thinking through ways to collaborate with JSPC
- R.O.C.K published and premiered the “100 + 18 Ways To Be Kind To Young People” last weekend. Becky printed 25 booklets and distributed 5. ROCK website is up and running. Website document will be launching this week.
- Suicide Prevention staff Hannah-Laura did a Self Care Takeover presentation at the last JSPC meeting. We’ve launched this Instagram campaign to increase connection with our target demographic through social media. If you’re interested in participating, send in six photos and captions on self care. Remember to like and share other coalition members’ takeovers! For more information, email Hannah-Laura at hannah-laurah@jys.org.

Partners:

- Gus reported that the Juneau Youth Services Cornerstone shelter moved from its current location to “Back Loop” road.
- The JACC is hosting Homeless Connect from 9:00 a.m. to 3:00 p.m. on January 24 at the Juneau Arts and Culture Center. They will be offering free haircuts, birth certificates/IDs, transportation, food, legal services, veteran support, PFD and voter registration, housing assistance, flu shots, and more to people who may be homeless or who are at risk of becoming homeless in Juneau.

2. Calendar of Events:

- **January 19** - The Juneau Violence Prevention Coalition invites you to join them on a journey of racial equity and liberation. Groups and individuals can join them for a six-week series of "Racial Equity & Liberation" virtual learning experience and enjoy

lunch together on Fridays from Noon-1:30 P.M. for six weeks starting January 19, 2018 (Location TBD).

- **January through February 10** - NAMI is providing Peer-to-Peer education courses available now through February 10. Peer-to-Peer is a free resource helping adults understand and manage their mental health condition through information, skill building and support. Registration for this 9-session course is now open.
- **March 15, 16, and 17** - Conference - JSPC will be coordinating March 15; March 16 will be a shared focus day; AEYC will coordinate March 17th.
 - Overview: In our two previous conferences, we've mainly focused on education around ACEs and its link to suicide. For this conference, we want to have something more tangible, & want to
 - touch both hearts and minds,
 - activate our community,
 - incorporate calls to action.
 - Our thought is to focus on relationships and connection with content around ACEs, suicide prevention, homelessness, and addiction. I think we want to tie all of these things together. Our goal of the keynote would be community activation, including the relationship/connection and moving towards skills or a call to action. Ex. if we were focusing on connectedness and belonging we could have people do an art activity around that, maybe filling in the "You Matter" stickers and sharing them.
 - Becky and Michelle reported that they have narrowed it down to two possible speakers, Christina Love and Valerie Davidson. Michelle said Christina responded with enthusiasm, and is happy to do it. Christina works in the domestic violence field, has lived experience, and is passionate about "recovering out loud." Becky is reaching out to Valerie. Becky and Michelle also left a voicemail with Alaska Children's Trust and got in touch with Laura Norton-Cruz.
 - James Hoagland, of SEAGLA, emailed Michelle about breakout sessions/shared stories and brought up possible sponsorship of the conference. This is great news! This would be a great opportunity to have different voices asking, "How do you want our community to move forward?"
 - Overall, there is good momentum and they are reaching out to many different groups to answer, "How does this impact different sectors of the community?" Our hope is to go deeper into this subject matter by having people who have lived experience tell their personal stories.
 - The committee unanimously decided that it would be a positive thing to ask Senator McKinnon to speak at the conference by sharing her personal story; Michelle will convey committee's findings back to Hilary before proceeding.

3. Advertising/Outreach:

- **UAS Kognito for 2nd Semester** - Hilary emailed Margie to make a plan for rolling out second semester. Hilary, Margie, and Hannah-Laura will meet 23rd to discuss this. 42

staff/faculty have taken the program (yay!) - we told our funders that we anticipated 50 people would take it, so we're pretty close to that target! For student, only 25 have taken it and we told our funders between 50 - 75 would take it. Looking to schedule a meeting in January to create a plan for how we can reach more staff/faculty and students once Hilary is back from vacation. Ideas:

- Go to department meetings to educate faculty/staff about the training (seems as though some still do not know about it, but when are told, say it would be helpful!)
- At these department meetings, talk about offering extra credit for students
- Host a couple nights where we can get larger groups of students together to take it, possibly work with the RAs on this?
- Create some sort of certification/package deal that kids can write on their resume and staff/faculty could earn a specific designation. We could tie this into UAS Cares and work with other prevention groups (AWARE, NCADD). Staff/faculty could have stickers that go outside their classroom or offices to designate they are part of UAS Cares and we can come up with a name so students can include on their resume (Certified Kognito Trainee, specifically for Suicide Prevention & Intervention).
- **FACEBOOK** - Promoting one **Facebook post** per month that's on message and promotes community and Coalition's goals. Demographic: 15-30 year olds in Juneau. Will update next meeting with stats. Continuing the **Social Media Takeovers** on Facebook - Public Awareness & Training Committee signed up through January!
- **INSTAGRAM** - Mary and Hannah-Laura met to discuss Sources of Strength social media strategies and to begin doing their own Instagram Social Media Takeovers! First Instagram **Self Care Takeover** ran last weekend. Hannah-Laura posted her self care tips that she presented at the last meeting. One of the JSPC's **Instagram posts** hit 63 likes! Hannah-Laura continues to grow Instagram account numbers. Our Instagram followers have almost doubled since November! Chart below:

Month	Followers	Posts	Likes	Comments
Nov	70	13	7	0
Dec	113	49	35	1
Jan	138	66	37	2

- Gayle suggested addressing cyberbullying in young people and including tips for parents who are trying to manage social media use in regards to their kids. Hannah-Laura will begin implementing these on social media immediately.

4. Trainings:

- **Schedule for future trainings:**
 - Training for Teen Health Center occurred on Wednesday, January 10 at Juneau-Douglas High School. The training was about ACEs and Suicide and what we can learn to help us meet the needs of the teens we see in our school-based clinics.

- Michelle and Mary are working together to have Michelle work with Sources of Strength students on a bystander training January 17th.
- The Committee discussed how to approach the tourism industry, and Shannon had many helpful ideas. She has already incorporated awareness materials and mentions it in her employee's initial training. Shannon said there may be an opportunity to gauge interest in suicide prevention trainings for employees. She will talk with her cohort and ask what kind of materials they would be interested in and how best to approach this topic with the supervisors.
- Sam suggested that the Committee reach out to the Juneau Empire staff after the sudden death of one of their employees. Hannah-Laura and Gayle are drafting a letter to send to the Empire.

5. Data Development & Tracking:

- Spotify ad ended up costing \$75, because of how narrow the audience was. We found that people who fit the age criterion (ages 13-30) heard the ad an average of 5 times. We would like to hear from the committee how we want to continue to utilize Spotify, given the relative low cost and ability to change our message/ do shorter campaigns. The Committee discussed asking students in Sources of Strength to voice our ads to bring fresh voices, perspectives, and audiences. Michelle and Hannah-Laura will begin working on an ad for the conference in March.

6. Resource Distribution:

- There is a flow chart attached to this email for Committee members to look at. Please peruse at your leisure and let Michelle and Hannah-Laura know what you like or don't like about it (and particularly if you find it easy to follow or if it breaks your brain).
- 10 JSPC cards to staff at Rainforest Recovery
- Hannah-Laura will contact Public Health and NAMI to ask if she can tag along and bring materials for distribution.

7. Other Business:

- **GRANT:** The Alaska Association of School Boards (AASB) included the JSPC and several other organizations in their application for a very competitive grant, Promise Neighborhoods, through the US Department of Education. AASB found out that the grant was awarded!! The grant will serve several communities in Juneau and Southeast Alaska for a five year period. Among many things, this grant will provide (some) funding to help support the Collective Impact Initiative (ROCK Juneau), Sources of Strength, and Trauma-Sensitive Schools efforts. The JSPC will learn more information in January, when we meet with AASB. This is very exciting news for the Juneau and Southeast community!

Next Meeting: Tuesday, Feb. 13th, 2018 4:00 p.m. at Bartlett Hospital Admin. Bldg.