

**Juneau Suicide Prevention Coalition (JSPC)  
Public Awareness/Training Committee Minutes  
Tuesday, May 8, 2018, 4:00-5:00 pm  
Bartlett Hospital Administration Building**

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

## 1. Upcoming Events

- A. Hannah-Laura will table at the National Guard Resilience Training May 18 @ Armory.

## 2. Advertising/Outreach:

- A. UAS 2<sup>nd</sup> Semester Kognito

- a. We are still having a difficult time getting students to take the training and are below our goal number for the year. Hilary and Hannah-Laura are working with Margie to get students taking summer courses to take Kognito with the \$10 gift card incentives, as this was the most successful strategies we've implemented for getting students to take the training.
- b. Updated Kognito user statistics are below:

	<b>Student Users</b>	<b>Faculty User</b>
<b>Total learners</b>	36	54
<b>Goals</b>	50-75	50

- B. Communication Plan

- a. Hilary and Hannah-Laura drafted a communication plan that will be shared at our next PA&T meeting.

- C. Advertising Budget and priorities for spending

- a. **Training Budget** is \$6,000. Hilary will connect with trainer to see if they will come to Juneau or Michelle will fly somewhere for a training.
- b. **Advertising Budget** is \$8,000. The Committee brainstormed ways to spend this money: movie theater ads, showing the S word in theaters, Juneau Empire stickers and ads, ads in the CCW, radio spotlights, symphony ad booklet, stickers, posters, flash drives, magnets, coffee stickers, table cloths, reusable bags, car magnets, poster trifold for health fairs.

- D. Website Changes

- a. The Committee met before the Public Awareness & Training meeting to discuss the changes we want to make to the website during a working meeting.

- E. 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
May	35.9	7.8	156

## 3. Social Media

## A. Update &amp; 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
May	206	140	40	4

## b. Facebook

Month	Followers
Nov	730
Dec	741
Jan	766
Feb	780
Mar	797
April	853
May	994

B. Other Social Media Content Priorities - did not discuss.

C. Cyberbullying, Parent help, other - did not discuss.

**4. Training**

- A. Michelle is doing an in-depth training for Love, Inc, and is working with Gayle to provide a 15 minute training to a dentist's office next month. Additionally, Michelle will be training Coalition members to provide 15 minute trainings throughout the community.
- B. Regarding the Brief Suicide Prevention Training the committee recently developed, Hannah-Laura will follow up with those that already signed up, thank them, send the script, and send an email that Michelle will provide training for them before doing their own training.

**5. 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. Pastor Karen distributed materials to her church and others this month.

**Next Meeting: Tuesday, June 12, 2018, 4:00 – 5:00 p.m. at Bartlett Hospital Admin. Bldg.**