

**Juneau Suicide Prevention Coalition (JSPC)  
Public Awareness/Training Committee Minutes  
Tuesday, June 12, 2018, 4:00-5:00 pm  
Bartlett Hospital Administration Building**

**Attendance:** Gayle Trivette (volunteer), Sam Trivette (volunteer), Hannah-Laura Henderson (JSPC/JYS)

**1. Upcoming Events**

- A. The 8th Annual UAS Campus Kickoff is on Friday, August 31st in the Mourant Courtyard from 3-5:30PM. We are looking for two committee members to volunteer to table this event. Please email Hannah-Laura at [hannahlaura.jspc@gmail.com](mailto:hannahlaura.jspc@gmail.com) if you'd like to volunteer.
- B. Michelle and Gayle set up a training on June 20th at 1:00 at Love Inc.

**2. Advertising/Outreach:**

- A. UAS Summer Kognito
  - a. We are still having a difficult time getting students to take the training and are below our goal number for the year.
  - b. Updated Kognito user statistics are below:

	<b>Student Users</b>	<b>Faculty User</b>
<b>Total learners</b>	37	57
<b>Goals</b>	50-75	50

- B. Communication Plan
  - a. The Committee discussed changes to the Communication Plan during the meeting. They discussed balancing posting content for people who are worried about their loved ones and people with suicidal ideation. They discussed changes in the order of the "Purpose" section to:
    - i. Prevent suicide
    - ii. Make community members aware of resources
    - iii. Get community the information that they need
    - iv. Train whole community how to recognize and respond to suicidality
    - v. Help people talk about suicide to reduce secrecy and stigma
    - vi. Have community that knows the Coalition exists
    - vii. Link between ACEs and suicide
    - viii. Link between mental health and suicide
    - ix. Share JSPC messages
    - x. Fund development
- C. Advertising Budget and priorities for spending
  - a. **Training Budget** was going to be used to bring David Rudd to Juneau for a training for clinicians. Unfortunately, none of the dates worked with his schedule.
  - b. **Advertising Budget** is being spent on a movie theater ad, Juneau Empire print and online ads on the Careline and survey, a print ad in the Capital City Weekly on the Careline, radio spotlights on the Careline, mental health directory, and the JSPC, stickers, posters, flash drives, magnets, coffee stickers, a table cloth, reusable bags, and car magnets.
- D. Newsletter statistics

Month	Open Rate (%)	Clicks(%)	Recipients
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
June	28.6	7.1	154

### 3. 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
May	206	140	40	4

##### b. Facebook

Month	Followers
Nov	730
Dec	741
Jan	766
Feb	780
Mar	797
April	853
May	994
June	1126

### 4. Training

- A. Michelle and Gayle provided a 15 minute training to a dentist office this month. The training went well and the attendees had many questions for the trainers.
- B. Michelle is doing an in-depth training for Love Inc on June 20. Additionally, Michelle will be training the library staff July 11, offering JYC clinical intervention training, and working with Shannon Dillely to provide a 15 minute training as well.

### 5. Resource Distribution

- A. Hannah-Laura and Hilary distributed Careline posters to bars and restaurants downtown.

**Next Meeting: Tuesday, July 10, 2018, 4:00 – 5:00 p.m. at Bartlett Hospital Admin. Bldg.**