

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

Attendance: Michelle Beaulieu (volunteer), Gayle Trivette (volunteer), Kevin Ritchie (volunteer), Walter Majoros (volunteer), Sam Trivette (volunteer), Becky Roth (ROCK Juneau), and Hannah-Laura Henderson (Juneau Youth Services/Juneau Suicide Prevention Coalition)

1. Upcoming Events

- A. The 8th Annual UAS Campus Kickoff is on Friday, August 31st in the Maurant Courtyard from 3-5:30PM. We are looking for two committee members to volunteer to table this event. Becky volunteered to woman the table if she is in town.
- B. Future events to advertise for:
 - a. The goal for this meeting was to begin an outline plan for the coming fiscal year and discuss ways to incorporate Means Restriction information and concepts into our messaging.
 - b. The Committee agreed that doing quarterly radio advertisements would be useful, especially for Kognito, Survivor Day (11/17), and general PSAs. Gayle will contact Annie B. to connect with KINY.

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:

	Student Users	Faculty User
Total learners	42	61
Goals	50-75	50

- B. 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
July	28.6	6.5	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
June	209	145	40	3
July	214	149	40	3

b. Facebook

Month	Followers
Nov	730
Dec	741
Jan	766
Feb	780
Mar	797
April	853
May	994
June	1126
July	1252

4. Training

- A. Michelle and Gayle provided a 15 minute training to a dentist office last month. The training went well and the attendees had many questions for the trainers. Michelle and Gayle also did an in-depth training for Love Inc on June 20.
- B. For upcoming trainings, Michelle trained/will train:
 - a. Juneau Public Library Training on July 11th, 2018 at 8:30
 - b. Juvenile Justice scheduled for July 24th at 8:30
 - c. Chapel by the Lake training for Youth Leaders scheduled for July 24th or 31st, from 5:30 or 6-8
 - d. Chapel by the Lake general training for whole community scheduled for August 21st from 5:30
 - e. Radio program with Jeff Brown scheduled for Sept. 10th (Suicide Prevention Day)
- C. The Committee discussed making the short trainings a priority for the new employee (AmeriCorps/other). They also discussed focusing on a broader scale, ex. the faith community, for a time.
- D. The Committee also discussed creating or using an already existing short video to promote into the community to put on the website, school website, social, etc. It's not one or the other, but having flexibility to do both trainings and video.

5. Resource Distribution

- A. The Committee decided last meeting to bring materials for the Coalition members to distribute to their workplaces or communities.
- B. Hannah-Laura and Hilary ordered reusable bags, magnets, car magnets, tablecloths, pens, flash drives and more for future distribution.

Next Meeting: Tuesday, August 14, 2018, 4:00 – 5:00 p.m. at Bartlett Hospital Admin. Bldg.