

**Juneau Suicide Prevention Coalition (JSPC)  
Public Awareness/Training Committee Staff Minutes  
Tuesday, August 14, 2018, 4:00-5:00 pm  
Bartlett Hospital Administration Building**

**Attendance:** Gayle Trivette (volunteer), Sam Trivette (volunteer), Hannah-Laura Henderson (Juneau Suicide Prevention Coalition/Juneau Youth Services), Becky Roth (ROCK Juneau/JYS), Gus Marx (JYS), Kevin Ritchie (volunteer), Walter Majoros (volunteer), Megan Gunkel (NAMI Juneau), Pastor Karen Perkins (Resurrection Lutheran Church)

## **1. Upcoming Events**

- A. The 8th Annual UAS Campus Kickoff is on Friday, August 31st in the Mourant Courtyard from 3-5:30PM. Becky and Gayle volunteered to woman the table.
- B. Suicide Prevention Day/Week
  - a. **KINY Capital Chat** - the Committee did not reach a decision.
  - b. **KTOO Juneau Afternoon** - The Committee decided it would be best to have personal experience stories along with a short training on recognizing and helping a suicidal person with the personal story first. We need a volunteer for a person who has had a personal loss to suicide. Kevin volunteered to give the training portion. We need an attempt survivor volunteer for the last portion of the session,
  - c. Hannah-Laura is working with Chris Pearson of SEARHC on some **cobranded content** for both organizations. She is also working with Margie Thomson of UAS to distribute **Kognito flyers** and incentives on September 12 and 19 for Liquid Sunshine with the NRSC. Gus volunteered to bring the flyers to campus.
  - d. The Committee discussed featuring the **Teen Suicide video** on the JSPC website homepage in addition to the trainings page. It was also featured in the August Newsletter and on the JSPC Facebook.
  - e. The Committee discussed distributing **coffee sleeves** in addition to or in place of coffee lid stickers. Hannah-Laura will design and order the coffee sleeves from Coffee Sleeve Mojo. We need a volunteer to distribute the coffee sleeves to The Flying Squirrel and The Rookery, and any other coffee shops that may be interested in participating.

## **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. Hannah-Laura talked with Margie about the 2018 Fall Kognito Rollout.
    - i. **August 21** - Convocation for UAS staff and faculty - The Committee distributed the Kognito media kit flyer geared toward faculty and staff
    - ii. **August 24 & 25** - Orientation - The Committee distributed flyers with incentives and info on the UAS cafeteria tables
    - iii. **August 31** - Campus Kickoff and Club Fair - Becky and Gayle will woman the table with resources and Kognito information
    - iv. **September** - Campus Safety Month - Kognito info will be on a poster
    - v. **September 12 & 19** - Liquid Sunshine - Margie recommended we have a flyer with the Kognito link and the gift card incentive info

- vi. **November 2** - Depression Screening Day at UAS - Margie recommended we have flyers with incentives info on the UAS cafeteria tables

b. Updated Kognito user statistics are below:

	<b>Student Users</b>	<b>Faculty User</b>
<b>Total learners</b>	44	62
<b>Goals</b>	50-75	50

B. 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
June	28.6	7.1	154
July	28.6	6.5	154
August	36.4	4.5	155

3. Social Media

A. Update & Usage Reports

a. Instagram

<b>Month</b>	<b>Followers</b>	<b>Posts</b>	<b>Likes</b>	<b>Comments</b>
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
August	219	158	35	2

b. Facebook

<b>Month</b>	<b>Followers</b>
Nov	730
Dec	741
Jan	766
Feb	780
Mar	797
April	853
May	994
June	1126
July	1252
August	1345

#### **4. Training**

- A. Michelle trained Juvenile Justice on July 24th, Chapel by the Lake training for Youth Leaders on July 24th, Chapel by the Lake general training for whole community on August 21st, and is scheduled for a radio program with Jeff Brown on Sept. 10th (Suicide Prevention Day).

#### **5. Resource Distribution**

- A. The Committee decided that bringing materials for the Coalition members to distribute to their workplaces or communities would be the most efficient way to distribute resources to the community. The new AmeriCorps employee will be in charge of all distribution moving forward.

#### **6. Means Restriction Progress Report**

- A. Walter and Sam discussed means restriction progress with the Committee. They reported that they met with community member Bruce Bowler for more insight into the community's readiness for means restriction education and resources. Bruce informed Walter and Sam that there are programs for gun safety and hunter safety for youth and that he had attended a large annual national conference where they discussed gun safety to people who own and sell guns. Walter and Sam also learned that there is a grant for gun safety in some Alaskan villages where gun safes and means restriction resources were distributed and suicide deaths went down 50 percent.
- B. **Next steps** - The Committee decided further discussions are needed and additional community member contacts should take place before deciding what steps should be taken next.

**Next Meeting: Tuesday, September 11, 2018, 4:00 – 5:00 p.m. at Bartlett Hospital Admin. Bldg.**