

**Juneau Suicide Prevention Coalition (JSPC)
Public Awareness/Training Committee Minutes
Tuesday, September 11, 2018, 4:00-5:00 pm
Bartlett Hospital Administration Building**

Attendance: Becky Roth (ROCK Juneau), Kevin Ritchie (volunteer), Hannah-Laura Henderson (Juneau Youth Services/Juneau Suicide Prevention Coalition), Michelle Beaulieu (volunteer), Sam Trivette (volunteer), Gayle Trivette (volunteer), Julie Neyhart (volunteer), Megan Gunkel (NAMI Juneau)

1. Upcoming Events

- A. **National Suicide Prevention Week:** The JSPC was spotlighted on a radio program with KTOO on Sept. 10th (Suicide Prevention Day) and on KINY Sept. 6. KINY used Julie's clip explaining what the Coalition does and the significance of Suicide Prevention Day separately as well as the scheduled session! Michelle reported that KTOO is interested in doing a session on Survivors Day in an hour long format. The Committee discussed also suggesting an hour long training for the radio or including more language around suicide in more personal stories. The Committee also discussed the importance of including symptoms of suicidality and an "if they say this, you say that" format. The Committee also discussed incorporating FAQ for attempt survivors to answer on the radio, similar to how they ask for questions during the panels. Michelle is working on getting the audio from the radio for the JSPC website or social media platforms. The JSPC is partnering with The Rookery and The Flying Squirrel to raise awareness for suicide prevention. The coffee shops will be distributing **coffee sleeves** with our logo and ways to show your loved ones you care on the back. They will also be giving some customers free coffees as an act of kindness. The JSPC will also be distributing **Kognito** flyers at Liquid Sunshine September 19.

2. Advertising/Outreach:

- A. **PSA for Survivor of Suicide:** The Committee discussed whether we want to do a PSA for Survivors Day in November and other key strategic times we want to advertise on the radio. Gayle found a general PSA we can do for free to let people know about the Coalition. The Committee decided that we should do as many short PSAs for KINY as possible, sharing messages on the Careline, our website, and our monthly Coalition meetings. The Committee also decided that we should put our monthly meetings on the KINY Community Calendar. It was agreed that we should continue doing longer radio spotlights, shorter PSAs, and Spotify advertisements to reach a broader audience. The Spotify ads could be for more seasonal/holiday and general resources and the radio spotlights could be for meetings and events, like Survivors Day.
- B. **UAS Fall Kognito -**
 - a. Becky and Gayle tabled the UAS Campus Kickoff on August 31 and had 25 students sign up to take Kognito. The Committee agreed that email reminders were necessary and that advertising with Spike's and the library would be helpful reminders as well.
 - b. Hilary met with UAS staff and faculty (Eric Scott, Nathan Bodensadt, Kathy Lorenzo, Craig Cottrell, and Margie Thomson) to discuss marketing plans, including Kognito in the e-orientation, getting more Kognito flyers in student mailboxes, and creating an advertisement for Power and Privilege. Margie will send to student clubs and Eric will send email to student cohorts and Juneau Local Students list serve. It was determined that all marketing should be to internal motivation as 'resource available to help a friend' and UAS will include in the 'our community' theme.
 - i. **September** - Campus Safety Month - Kognito info will be on a poster
 - ii. **September 12 & 19** - Liquid Sunshine - Kognito flyers will be distributed
 - iii. **November 2** - Depression Screening Day at UAS - Kognito flyers will be distributed
 - c. Updated Kognito user statistics are below:

	Student Users	Faculty User
Total learners	50	64
Goals	100-150	100

C. 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
August	36.4	4.5	155
Sept.	33.8	3.9	156

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
August	219	158	35	2
Sept.	221	165	30	3

b. Facebook

Month	Followers
Nov	730
Dec	741
Jan	766
Feb	780
Mar	797
April	853
May	994
June	1126
July	1252
August	1345
Sept.	1375

4. Website

- A. The Committee discussed whether to include website data and website in general to minutes. More in-depth discussion is needed to determine the most meaningful ways to include what website data to include, but the Committee agreed to start listing the amount of clicks the website gets each month.

5. Training

- A. The JSPC was spotlighted on a radio program with KTOO on Sept. 10th (Suicide Prevention Day). The JSPC is hiring for the training & outreach position that will spearhead the wellness efforts with primary care. If you know someone who might be a good fit, please encourage them to apply! The David Rudd training for counselors scheduled for August 21 was cancelled due to extreme weather and thunderstorms from where

the trainer was flying from. The Committee discussed whether we want to try to bring him to Juneau and decided that it would be beneficial to have Rudd do the training as soon as possible as there was a lot of interest from counselors and community members. The Committee also discussed having Elaine De Mello from NAMI New Hampshire come to Juneau to offer a training but agreed that we need more information on what Elaine would speak about, if CEUs would be offered, and if our budget allows us to bring two trainers to Juneau. In the late winter or early spring, the Committee can look more at bringing Elaine up in May or June if we have extra funding.

6. Resource Distribution

- A. Gayle and Becky distributed JSPC materials at the UAS Campus Kickoff.

7. S-Word

- A. The S-Word may be a meaningful movie the Committee can use to help raise awareness around suicide and stigma. It highlights stories from attempt survivors and may be an opportunity to partner with the Nickelodeon. The Committee discussed the potential for a future event showing the S-Word at the Nickelodeon and agreed that it would be an engaging way to help raise awareness around suicide and stigma to a different audience that might not be interested in trainings. More discussion is needed to determine when would be an appropriate time to show the S-Word at the Nickelodeon.

Next Meeting: Tuesday, October 9, 2018, 4:00 – 5:00 p.m. at Bartlett Hospital Admin. Bldg.