

**Juneau Suicide Prevention Coalition (JSPC)
Public Awareness/Training Committee Minutes
Tuesday, October 9, 2018, 4:00-5:00 pm
Bartlett Hospital Administration Building**

Attendance: Gayle Trivette (volunteer), Gus Marx (Juneau Youth Services), Sam Trivette (volunteer), Kevin Ritchie (After School Coalition), Julie Neyhart (volunteer), Walter Majoros (volunteer), Megan Gunkel (NAMI Juneau), Hannah-Laura Henderson (JYS)

1. Past and Future Events:

- A. The Committee distributed table tents for **UAS Depression Screening** October 11 to promote Kognito.
- B. Gayle tabled the **National Guard Resource Fair** October 14.
- C. It was decided that NAMI Juneau would represent the Coalition at the **Health Fair** October 20, sharing a table and distributing Coalition materials.
- D. Michelle is in contact with KTOO for the **Survivor Day** program to run November 17. Hannah-Laura will draft general PSAs for GCI and KINY for Survivor Day.
- E. NAMI Juneau hosted the Family & Friends Seminar October 6 and the **Extra Tough 5K & 1 Mile Fun Run** October 13.

2. Lethal Means Restriction

- A. Walter and Sam reported that there is no update on the lethal means restriction work plan. Next steps are to form a subcommittee to work together and report back to the Committee.

3. Advertising/Outreach:

- A. The Committee distributed Kognito table tents at the **UAS Depression Screenings** October 11.
- B. Michelle is in contact with KTOO to do a program for **Survivor Day** November 17. Hannah-Laura is drafting general **PSAs** for KINY and GCI. The Committee agreed that PSAs on the Careline, Signs of Suicide, and the JSPC website would be good topics to advertise.
- C. UAS Fall Kognito -
 - a. Marketing plans include: Kognito in the e-orientation, getting more Kognito flyers in student mailboxes, and creating an advertisement for Power and Privilege. Kognito information was included on a poster for Campus Safety Month, flyers were distributed September 12 & 19 for Liquid Sunshine. Kognito information has also been included in the newsletter and on Facebook. The gift cards are at UAS for the weekly Kognito raffle. The Committee agreed that advertising the raffle winners on social media and Spike's would be an effective promotional strategy. Hannah-Laura will follow up with Margie to get in contact with UAS's social media manager.
 - b. Updated Kognito user statistics are below:

	Student Users	Faculty User
Total learners	55	67
Goals	100-150	100

D. Newsletter statistics

Month	Open Rate (%)	Clicks(%)	Recipients
July	28.6	6.5	154
August	36.4	4.5	155
Sept.	33.8	3.9	156
Oct.	33.5	8.9	164

4. Social Media

A. Update & Usage Reports

a. Instagram

Month	Followers (total)	Posts (per month)	Likes (average)	Comments (average)
July	214	5	40	3
August	219	9	35	2
Sept.	221	7	30	3
Oct.	401	10	35	3

b. Facebook

Month	Followers (total)
July	1252
August	1345
Sept.	1375
Oct.	1402

5. Website

A. Update & Usage Reports

a. Suicide Prevention

Month	Users	Sessions	Bounce Rate (%)	Session Duration
Oct.	47	52	75	56 seconds

b. Mental Health

Month	Users	Sessions	Bounce Rate (%)	Session Duration
Oct.	154	184	63.59	1 minute 20 seconds

6. Training

- A. The JSPC hired Jan Sadvar-Reece for the **training & outreach position** that will spearhead the wellness efforts with primary care. The Teen Suicide video by the Mayo Clinic and the audio from our KTOO segment are linked in the Suicide Prevention homepage banner. They have both been featured on Facebook and our newsletter. The Committee will discussed joining April from Public Health on one of her monthly jail visits.
- B. **Signs of Suicide** was at JD last Tuesday and Thursday, followed up with 38 kids, which is the most they've ever had. They are scheduled at TM for October 23 and 24.

7. Resource Distribution

- A. Crystal from NAMI Juneau distributed Careline posters at the valley library display case and at UAS during Mental Illness Awareness Week. Megan volunteered to distribute JSPC materials when NAMI Juneau does distribution runs.
- B. Gayle is in contact with an open bereavement group that meets monthly. The Committee agreed that it would be useful to distribute materials to them.

Next Meeting: Tuesday, November 13, 2018, 4:00 – 5:00 p.m. at Bartlett Hospital Admin. Bldg.