

**Juneau Suicide Prevention Coalition (JSPC)
Public Awareness/Training Committee Minutes
Tuesday, November 13, 2018, 4:00-5:00 pm
Bartlett Hospital Administration Building**

Attendance: Gayle Trivette (volunteer), Hilary Young (Juneau Youth Services), Walter Majoros (volunteer), Julie Neyhart (volunteer), Megan Gunkel (NAMI Juneau), Jan Reece (JYS), Hannah-Laura Henderson (JYS)

1. Welcome - The new Training & Outreach Specialist Jan Reece introduced herself to the Coalition.

2. Radio Program Updates

- A. Jan met with the KINY team to record a one minute Careline advertisement. She also is working with Michelle and Aaron to pre-record a longer segment on Survivor Day for KTOO. Hannah-Laura recorded a holiday advertisement directed to the Mental Health Directory on Spotify.

3. Means Reduction Updates -

- A. The Means Reduction Subcommittee (Julie, Gayle, Sam and Walter) consolidated all the means reduction information, resources and materials into one **document** for ease of access. Jan will gather all the physical resources and create a **binder**. The subcommittee will contact community member Doug Larson to gauge interest in being our means reduction **champion**.
- B. The Committee watched and discussed if and how to promote the gun range video. They agreed we need a community means reduction champion to begin promoting these topics on social media, and that a solid plan must be set in place before moving forward, including actively dispelling myths about means reduction.

4. Advertising/Outreach:

- A. The Committee discussed outreach events to plan for the rest of the year. They agreed that partnering in some capacity with Mario, a prominent tattoo artist in the community, to spread suicide prevention awareness would be a good way to reach members of the community that we might not be reaching currently. This idea was inspired by Project Semicolon. The Committee also agreed that partnering with the Nickelodeon to show a suicide prevention related movie or documentary would be a good way to reach even more of the community.
- B. The Committee distributed materials at the **Alaska Health Fair**.
- C. The Committee is planning KTOO to do a program with KTOO for **Survivor Day** November 17. Hannah-Laura drafted general **PSAs** for KINY, KTOO, Spotify and GCI. Topics include: holidays, Careline, Coalition, mental health directory, Kognito, what to say if someone you know may be suicidal. Jan will work with radio stations to air the PSAs over the next few months.
- D. UAS Fall Kognito -
 - a. Marketing plans include: Kognito was advertised in the Power and Privilege program and two individual sessions. Kognito information has also been included in the newsletter, Instagram and on Facebook. The gift cards are at UAS for the weekly Kognito raffle. Raffle winners are to be promoted on Facebook and Spike's.
 - b. Updated Kognito user statistics are below:

	Student Users	Faculty User
Total learners	58	68
Goals	100-150	100

E. 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
Nov.	32.5	8.6	170

5. 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
Nov.	431	18	30	3

b. Facebook

Month	Followers (total)
July	1252
August	1345
Sept.	1375
Oct.	1402
Nov.	1427

6. Website

A. Update & Usage Reports

a. Suicide Prevention

Month	Users	Sessions	Bounce Rate (%)	Session Duration
Oct.	165	228	62.28	3 mins 14 s
Nov.	209	277	62.45	3 mins 21 s

b. Mental Health

Month	Users	Sessions	Bounce Rate (%)	Session Duration
Oct.	518	643	61.12	1 minute 30 seconds
Nov.	570	724	62.57	1 minute 49 seconds

7. Training Plan

- A. The JSPC hired Jan Reece for the **training & outreach position** that will spearhead PA&T and wellness efforts with primary care. Welcome, Jan! The Committee only had time to discuss the aforementioned tattoo parlor partnership and Nickelodeon partnership. The conversation will continue next meeting.

8. Resource Distribution

- A. The Committee did not discuss what materials to distribute when NAMI next distributes their materials to community or what to distribute at the open bereavement group that meets monthly.

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