

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

**Attendance:** Jan Reece (Juneau Youth Services), Becky Roth (ROCK Juneau), Walter Majoros (volunteer), Gayle Trivette (volunteer), Sam Trivette (volunteer), Megan Gunkel (NAMI Juneau), Kevin Ritchie (volunteer), Hilary Young (JYS), Hannah-Laura Henderson (JYS), Julie Neyhart (volunteer)

**1. Events**

- A. Jan reported on her efforts at the Downtown Art Walk where she handed out lighted balloons. Jan said the community responded positively to the balloons and the message behind the actions.
- B. Jan and Hilary reported on their efforts at the UAS Power and Privilege Synopsis. 30 people attended a suicide prevention training, Hilary spoke to a class on the JSPC, and Jan handed out suicide prevention bracelets and informational materials.

**2. Radio Program**

- A. Jan reported that KTOO aired the JSPC segment on coping with holiday stress on December 17.

**3. NASW Conference**

- A. Gayle reported that JAMHI Health & Wellness is hosting a conference September 2019. The Committee agreed that this would be a good opportunity to partner with JAMHI and potentially bring a speaker to Juneau for the conference. Jan will gather more information on how to become involved in this effort.

**4. Advertising/Outreach:**

- A. The JSPC partnered with Taku Tattoo to offer the first annual Survivor of Suicide **Tattoo Special** in honor of Survivor Day. Taku Tattoo offered \$50 tattoos on November 30 to survivors of suicide loss and donated half their proceeds to the JSPC. 52 people signed up for tattoos, and Taku tattoo donated \$750 to the JSPC, along with donations from Martha's Flowers, Juneau Pizza, and Pie in the Sky.
- B. We had difficulty scheduling the Survivor of Suicide program with the radio and were unable to get it scheduled in time. The new plan is for Jan, Michelle, Crystal, and Aaron to do a **radio program** with **KTOO** mid December on the holidays, stigma and mental health. Hannah-Laura recorded a holiday PSA that ran on **Spotify** that got 16,000 impressions.
- C. UAS Fall **Kognito** -
  - a. Kognito has also been included in the newsletter, Instagram and on (paid) Facebook. The gift cards are at UAS for the weekly Kognito raffle. Hilary will contact Margie to see if UAS is still giving out gift cards. Raffle winners were promoted on Facebook & Spike's. Both student and faculty users increased this month from 9 RAs getting trained due to crises on campus. RAs were asked to take the Kognito training to increase their knowledge.
  - b. Updated Kognito user statistics are below:

	<b>Student Users</b>	<b>Faculty User</b>
<b>Total learners</b>	64	83
<b>Goals</b>	100-150	100

- D. **Newsletter** statistics - This month, Hannah-Laura did two separate paid promotions on Facebook encouraging individuals to sign up for the newsletter. One was a \$30 boosted post leading to the MailChimp (the platform the JSPC uses to create and send out newsletters) subscription page. The other was a \$35 boosted form created through Facebook where individuals filled in their information directly on Facebook. Both boosts were successful. The first raised our subscription list by 12 and the second raised it by 16.

<b>Month</b>	<b>Open Rate (%)</b>	<b>Clicks(%)</b>	<b>Recipients</b>
Oct.	33.5	8.9	164

Nov.	32.5	8.6	170
Dec.	34	8.0	198

## 5. Social Media

### A. Update & Usage Reports

#### a. Instagram

Month	Followers (total)	Posts (per month)	Likes (average)	Comments (average)
Oct.	401	10	35	3
Nov.	431	18	30	3
Dec.	513	20	40	3

#### b. Facebook

Month	Followers (total)
Oct.	1402
Nov.	1427
Dec.	1498

## 6. Website

A. The Committee discussed putting means reduction materials on our website or social media. More discussion is needed.

### B. 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
Dec.	232	274	55.84	3 mins 7 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
Dec.	538	626	70.13	1 minute 31 seconds

## 7. Training Plan

- A. Jan is partnering with Public Health to do a training at the prison in January.
- B. Jan worked with UAS student counsel for Week of Finals stress release
- C. Walter suggested that many health professionals have ACEs training and may need prevention training.

## 8. Resource Distribution

- A. Jan distributed 30 zipper pulls, 40 bracelets, and 15 lanyards at the UAS Symposium. She distributed 10 bracelets and lanyards to Taku Tattoo. Additionally, Jan distributed 10 posters at the downtown Art Walk and 32 totes at the Caring is Sharing Food Drive.
- B. Jan distributed 30 storage drives with JSPC at UAS campus for finals week.
- C. Jan would like to get embroidered shirts to identify with the public. Exp: JYS has vests

**Next Meeting: Tuesday, January 8, 2018, 4:00 – 5:00 p.m. at Bartlett Hospital Admin. Bldg.**