

**Juneau Suicide Prevention Coalition (JSPC)
Public Awareness/Training Committee Minutes
Tuesday, May 15, 2019, 4:00-5:00 pm
Bartlett Hospital Administration Building**

Present: Jan Reece (JYS/JSPC), Sam Trivette (Volunteer), Walter Majoros (Volunteer), Megan Gunkel (NAMI), Julie Neyhart (Volunteer), Rachael Woods (JYS/JSPC).

Training Plan:

- A. Jan partnered with Charter school and Montessori for a training on suicide prevention and support systems. There were over 40 attendees. Jan provided a training to the Interfaith community on April 9th and CASA on April 23rd. Jan delivered an invitation to many organizations to offer training during May's Mental Health Month.

2. Social Media

- A. Update & Usage Reports

- a. Instagram

| Month | Followers (total) | Posts (per month) | Likes (average) | Comments (average) |
|-------|-------------------|-------------------|-----------------|--------------------|
| Jan. | 513 | 15 | 40 | 3 |
| Feb. | 550 | 31 | 35 | 3 |
| Mar. | 574 | 26 | 34 | 3 |
| Apr | 576 | 30 | 32 | 3 |
| May | 600 | 26 | 30 | 1 |

- b. Facebook

| Month | Followers (total) | Posts (per month) | Likes (average) | Comments (average) |
|-------|-------------------|-------------------|-----------------|--------------------|
| Jan. | 1506 | NA | NA | NA |
| Feb. | 1626 | NA | NA | NA |
| Mar. | 1680 | 33 | 10.5 | 6 |
| Apr | 1740 | 30 | 12 | 6 |
| May | 1792 | 25 | 14.3 | 1 |

3. Newsletter: PA&T voted to change the subject line to "JSPC Newsletter" went being sent.

Jan will send an email to Hannah-Laura to ask for the change starting in June 2019.

- A. **Newsletter** statistics-should the subject line go back to "Newsletter"

| Month | Open Rate (%) | Clicks(%) | Recipients |
|-------|---------------|-----------|------------|
| Jan. | 34.0 | 9.4 | 198 |
| Feb. | 30.0 | 5.4 | 228 |
| Mar. | 32.1 | 2.7 | 224 |
| Apr | 32.0 | 5.8 | 227 |
| May | 37.1 | 4.0 | 229 |

4. Meetings:

- A. Means Reduction- May 14, 2019 3PM
- B. PA&T - May 14, 2019 4PM
- C. JSPC Monthly - May 15, 2019
- D. Steering Committee-May 21, 2019

5. Resource Distribution

- A. Jan distributed gun locks and prevention information to the Floyd Dryden health fair. She also delivered information to AWARE, Ward Air, The Hangar, Bartlett, and Family Practice.

- B. Jan will distribute resources to the PA&T members.
- C. PA&T asked to add chiropractors, libraries, public health, Rock Dump, City Pools, private gyms, PT businesses and downtown bars.

6. Advertising

- A. The Committee will discussed changes to the training menu. Suggestions include: add Dr. Baugher to training 101 and change CALM to Means Reduction.
- B. Discussion of an order to Alaska Embroidery-vests for members and T-shirts for donations. PA&T will discuss with the Steering Committee next week as they want vests and no T-shirts for both the Coalition and donation/auction items.
- C. Jan spoke to the State of Alaska Michael Schuler regarding the Douglas Bridge signage. Jan read the email from Michael stating that signs are not allowed on the bridge. PA&T asked Jan to find out how Washington state was able to add signs to their bridge and Jan will look into it. Rachael suggested asking Michael if we could “zip tie” a message to the bridge fencing. Jan will ask Michael.
- D. JSPC sponsored a helmet fundraiser for the Juneau Huskies game Memorial weekend. Jan distributed the advertisement made by Hannah-Laura.

7. Website-Hannah-Laura is still the contact person for our JSPC websites

- A. Determining what we want on website/why. The Committee will discuss the following questions/criteria:
 - a. Is the Coalition affiliated with the content in any way? Is it local?
 - b. How many people would be looking for this piece of content on our website?
 - c. Where else could they find this information?
 - d. Is our website the first place they will look?
 - e. Who is the target audience?

8. Outreach

- A. Game Night continues and has moved to the last Wednesday of the month at Northern Tea House with 14 participants so far.
- B. Art show for survivors is still underway. Jan attended the First Friday at Big Brothers Big Sisters and is impressed with the way Kristana Jager organized her first art show!!!!!! This collaboration includes UAS, NAMI, JSPC, BBBS and survivors of suicide.
- C. Floyd Dryden health fair was a success with 18 gun locks distributed.
- D. Trinity Church asked for a grief speaker and Jan is working with Aaron to create an event in the Fall of 2019.
- E. ROCK Juneau has two ambitious work activities in the second half of 2019. First, we will identify the assets and strengths of over 50 local organizations or groups that provide support to children and youth in Juneau. With this information, we will create an integrated-intersection ‘map’ of community supports. Secondly, we will invite at least 500 Juneau citizens to participate in conversations with us to identify high priority interests and needs for solutions that impact kids. By listening, understanding and prioritizing community aspirations we will be co-creating and activating partners and neighbors to increase the success, well-being and health of all kids in Juneau

9. Other: Brochure changes:

- 1. Change the font to San Sarief
- 2. Unbold the last bulleted item under JSPC
- 3. Change the spacing to 1.5 under Join Our Efforts

4. Change the email address under Our Vision to **juneausuicideprevention.org** instead of juneausuicideprevention.com.

**Jan and Rachael will not be at the next meeting as both are attending the ASSIST Training in CA.
Next Meeting: Tuesday, June 11, 2019, 4:00 – 5:00 p.m. at Bartlett Hospital Admin. Bldg.**