

## Work Plan Guiding Document

### **Questions to help us know if we crafted a good work plan:**

Does this feel feasible?

1. Does it help with everyone's sense of organization?
2. Does it capture the work we are actually trying to do and excited about doing?
3. Is this work plan in sync with the other committees?
4. Do we have a sense of how these upcoming strategies will fit onto a calendar?
5. Is there enough space for flexibility & impromptu dates, balanced by anchored/pre-planned stuff
6. Does the plan align with the strategic plan and two guiding documents ([Actualizing JSPC Vision](#), [Planning Chart](#))
7. Could anyone with knowledge of JSPC use the plan to continue work?
8. Does the plan have measurable objectives to ensure success?

### **Goals:**

1. Space for 3 impromptu events
2. Marketing plan; strategic targeting
3. Start with the thought: where is the community (as opposed to inventing wheels)
4. 3 Outreach trainings a month

### **Recurring:**

- Daily Social Media posting
- Monthly newsletter
- Monthly committee meetings
- Monthly UAS Wellness meetings
- Ongoing Website updates (directory up to date, maintain visitors)
- Quarterly Advertising (Radio PSA, Spotify, Movie Theater, Signs/Flyers, Newspaper, Programs)
- Quarterly Media Outreach (Newspaper & Radio interviews or stories)
- Quarterly Resource Distribution (brochures, cards, posters)

### **Misc. without specific dates:**

- Community showings of Resilience
- NAMI forums-Inside Passages
- Partnerships

## PA&T Work Plan

### Objectives:

- Increase community members' knowledge and skill about the link between trauma and suicide
- Increase trainee's knowledge and skill about link between trauma and suicide
- To educate about link between ACEs and suicide
- To educate about link between mental health and suicide
- To reduce secrecy & stigma
- To raise awareness about & distribute resources
- To equip community with information (skills, empowerment, competence)
- To activate collective responsibility to prevent suicide

## CALENDAR

July 2019: Theme - Veteran Awareness/Minority Mental Health Month			
Strategy	Avenue	Goals	Expense
<b>Training</b>	JYS Orientation  Veterans for Peace American Legion Tribal Veterans Program (Tlingit & Haida)	ACEs + Suicide  Universal (Veterans)  60 people trained	N/A
<b>Social Media</b>	30 posts on FB & Instagram each with a focus on back to school	4 posts on coalition ( <a href="http://juneausuicideprevention.org">juneausuicideprevention.org</a> ) (H-L) 4 posts on survivors ( <a href="http://themighty.com">themighty.com</a> ) (Hannah-Laura) 5 posts on theme (Veterans) ( <a href="http://mentalhealthamerica.net">mentalhealthamerica.net</a> ) (H-L) 5 posts on education ( <a href="http://afsp.org">afsp.org</a> ) (Hannah-Laura) 4 posts on stigma ( <a href="http://suicide.org">suicide.org</a> ) (Hannah-Laura) 4 posts on resources ( <a href="http://sprc.com">sprc.com</a> ) (Hannah-Laura) 4 posts on intervention ( <a href="http://suicidepreventionlifeline.org">suicidepreventionlifeline.org</a> ) (H-L)	N/A

	<p>9 new followers on Instagram &amp; Facebook</p> <p>Ensure posts reach:          &gt; 15 likes average on IG          &gt; 5 likes average on FB</p>	Find statistics: JSPC FB page > More > Publishing Tools	
<b>Newsletter</b>	Theme: Veterans	<p>Create newsletter on theme (Hannah-Laura)</p> <p>Find statistics: Mailchimp.com &gt; Dashboard &gt; Campaigns &gt; View Report</p>	N/A
<b>Meetings</b>	<p>PA&amp;T</p> <p>JSPC Monthly</p> <p>Means Reduction</p>	<p>07/09/19 from 4:00 - 5:00 PM at Bartlett, (Jan)</p> <ul style="list-style-type: none"> <li>Contact: Gayle Trivette, Chair; <a href="mailto:gayletriv@gci.org">gayletriv@gci.org</a></li> </ul> <p>07/17/19 from 4:00 - 5:00 PM at Bartlett (Jan)</p> <ul style="list-style-type: none"> <li>Contact: Rachael Woods, JSPC Interim Program Coordinator <a href="mailto:rachaelw@jys.org">rachaelw@jys.org</a></li> </ul> <p>07/09/19 from 3:00-4:00 PM at Bartlett (Jan)</p> <ul style="list-style-type: none"> <li>Contact: Rachael Woods, JSPC Interim Program Coordinator <a href="mailto:rachaelw@jys.org">rachaelw@jys.org</a></li> </ul>	N/A
<b>Resource Distribution</b>	<p>Veterans for Peace</p> <p>Moose Lodge</p> <p>Elks Lodge</p> <p>VFW</p> <p>Coast Guard</p>	Distribute resources to Veterans Associations	N/A
<b>Advertisements</b>	Social Media Advertisement	<p>Link newsletter to FB and boost (Hannah-Laura)</p> <p>Pick three posts that are doing the best in the first 10 days to boost (Hannah-Laura)</p> <p>Finalize Salmon Derby ad and send in</p> <p>KTOO Means Reduction Radio Show</p>	<p>\$200</p> <p>No advertising due to budget Complete</p>

<b>Website</b>	Update websites	JSP: (Hannah-Laura) <ul style="list-style-type: none"> <li>• Updating homepage slide</li> <li>• Updating minutes</li> <li>• Work on adding to order resources page</li> </ul>	
<b>Outreach</b>	Fourth of July Parade	Create a JSPC float	Canceled due to budget

August 2019: Theme - Back to School Recognize Teachers/UAS Collaboration				
Strategy	Task	Goals	Results	Expense
<b>Training</b>	Training/workshopping for brief suicide prevention trainers	Universal		
	Suicide prevention training for teacher in-service (include youth video)	Universal		
	Kognito Roll out (UAS Student Orientation and Convocation) -	Universal		
	David Rudd Counselor Training	Intervention		
	Sources of Strength for Adult Advisors	Specific		
	Kognito	Universal		
	Big Brothers/Big Sisters	Youth		
		60 people trained		
<b>Social Media</b>	30 posts on FB & Instagram each with a focus on back to school	FB Likes	IG > 15 > 5	

		Posts 30 30 New Followers 50 50  Find statistics: JSPC FB page > More > Publishing Tools		
<b>Newsletter</b>	Theme: Teen Suicide Prevention (mayo clinic video)  Add college prevention Title IX Spotlight Riley	> 35% open rate > 8% click rate > 5 new subscribers  Find statistics: Mailchimp.com > Dashboard > Campaigns > View Report		
<b>Meetings</b>	PA&T JSPC Monthly JSPC Steering Committee UAS Wellness			
<b>Resource Distribution</b>	Campus Kickoff UAS (August 30th)	> 50 student/staff/faculty interactions		
<b>Advertisements</b>	Social Media Advertisement  Ripple Effect at the Nickelodeon  Football banner	FB <ul style="list-style-type: none"> <li>• 20 likes; 300 reach</li> </ul> JSPC FB page > Manage  Promotions > Promote Ripple Effect  Inquire about advertising for the TMHS Cheer		350  300.00

<b>Website</b>	Update website			
<b>Outreach</b>	Juneau United dance team UAS Kickoff August 30th Booth at game night Football Game Schedule September's Rock Wall	Reach survivors and create health and wellness activity	Scheduled	100.00

September 2019: Theme - National Suicide Prevention Month-Bridging Hope				
Strategy	Avenue	Goals	Results	Expense
<b>Training</b>	Sources of Strength Training for Peer Leaders (SOST Coordinator) Kognito (UAS) NASW Conference (Aaron) Grief Conference	Universal (students)  Universal 8 Students 6 Staff/Faculty  301 Training  Universal  60 people trained		
<b>Social Media</b>	30 posts on FB & Instagram each with a focus on back to school; include	FB	IG	

	<p>pictures of Notes of Hope &amp; Wall of Hope</p> <p>FB Partnership with Chris Pearson (SEARHC)</p>	<p>Likes &gt; 15 &gt; 5</p> <p>Posts 30</p> <p>30</p> <p>New Followers 50 50</p> <p>Find statistics: JSPC FB page &gt; More &gt; Publishing Tools</p>		
<b>Newsletter</b>	<p>Theme: Suicide Prevention Week</p>	<p>&gt; 34% average open rate</p> <p>&gt; 8% average click rate</p> <p>&gt; 5 new subscribers</p> <p>Find statistics: Mailchimp.com &gt; Dashboard &gt; Campaigns &gt; View Report</p>		
<b>Meetings</b>	<p>PA&amp;T</p> <p>JSPC Monthly</p> <p>JSPC Steering Committee</p> <p>UAS Wellness</p>			
<b>Resource Distribution</b>	<p>Alaska State Health Fair</p>	<p>&gt; 50 interactions with people</p>		

<b>Advertisements</b>	<p>Social Media Advertisement</p> <p>UAS: Flyers for Liquid Sunshine to advertise Kognito</p> <p>Radio PSA: Careline</p> <p>Spotify: Careline</p>	<p>FB</p> <ul style="list-style-type: none"> <li>• 20 likes; 300 reach</li> </ul> <p>JSPC FB page &gt; Manage Promotions &gt; Promote</p> <p>20 distributed</p> <p>Rock Wall Gathering</p> <p>16,000 ads served</p> <p>Adstudio.spotify.com &gt; Log in with</p> <p>SPC FB &gt; Your ads</p> <p>Contact wrestling &amp; basketball teams</p> <p>Advertise Faith Community Lock-in/Walk-a-thon</p> <p>Inquire about advertising at Juneau Symphony in November</p> <p>Trinity Grief Meeting</p>		
<b>Website</b>	Update website			
<b>Outreach</b>	<p>Interview on KTOO for world suicide prevention day</p> <p>Game Night</p> <p>Wall of Hope in the high schools (SOST</p>	<p>Create a social event for survivors of suicide</p> <p>&gt; 500 postcards returned &amp;</p>		



	Coordinator) & UAS (Training & Outreach Specialist)	displayed; Notes of Hope written & laminated for bridge		
	Suicide Prevention Rock Climb	ROCK CLIMB 9/14 12-2 PM		
	Hunter Safety course--contact State	Connectedness for Survivors		
	Art Therapy Classes	9/14 and 9/28 create art for healing classes for youth prek-5th grade		50.00
	Douglas Bridge Walk	Deliver a message of hope on 9/10		50.00

October 2019: Theme - Depression/First Responders and Native Community				
Strategy	Avenue	Goals	Results	Expense
<b>Training</b>	Sources of Strength Training for Peer Leaders (SOST Coordinator)	Universal (students)		
	Signs of Suicide at JDHS & TMHS	Universal (students)		
	Signs of Suicide at FDMS	Universal (students)		
	Kognito	Universal 8 Students 6 Staff/Faculty		
	Means Reduction Juneau Police Department Hoonah Police Department	Middle school students in Hunter Safety Course  60 people trained		
<b>Social Media</b>	30 posts on FB & Instagram each with a	IG		

	focus on back to school	<p>FB</p> <p>Likes &gt; 15 &gt; 5</p> <p>Posts 30</p> <p>30</p> <p>New Followers 50 50</p> <p>Find statistics: JSPC FB page &gt; More &gt; Publishing Tools</p>		
<b>Newsletter</b>	Theme: Seasonal Transitions	<p>&gt; 34% average open rate</p> <p>&gt; 8% average click rate</p> <p>&gt; 5 new subscribers</p> <p>Find statistics: Mailchimp.com &gt; Dashboard &gt; Campaigns &gt; View Report</p>		
<b>Meetings</b>	PA&T JSPC Monthly UAS Wellness Means Reduction			
<b>Resource Distribution</b>	Primary Care & Counseling Offices Contact Hunters Safety	<p>&gt; 50 resources</p> <p>Donate gun locks to attendees</p>		
<b>Advertisements</b>	Social Media Advertisement	<p>FB</p> <ul style="list-style-type: none"> <li>• 20 likes; 300 reach</li> </ul> <p>Adstudio.spotify.com &gt; Log in with JSPC FB &gt; Your ads</p> <p>Promote December Gallery Walk</p>		
<b>Website</b>	Update websites			

<b>Outreach</b>	UAS depression screening day (how can we help with this in the future?)	Distribute Kognito flyers		
	Therapeutic Art Class			
	Means Reductions event (Red Ribbon Week October 23-31?)			

November 2019: Theme - Survivor Day-Recognize Art as therapy				
Strategy	Avenue	Goals	Results	Expense
<b>Training</b>	UAS Power & Privilege (supported student session on Active vs. Passive Suicidality)	Universal		
	Kognito	Universal 8 Students 6 Staff/Faculty		
	ASIST	Universal		
<b>Social Media</b>	30 posts on FB & Instagram each with a focus on back to school	IG		
		FB Likes > 15 > 5 Posts 30 30 New Followers 50 50  Find statistics: JSPC FB page > More > Publishing Tools		
<b>Newsletter</b>	Theme: Survivor Day	> 34% average open rate > 8% average click rate > 5 new subscribers		

		Find statistics: Mailchimp.com > Dashboard > Campaigns > View Report		
<b>Meetings</b>	PA&T JSPC Monthly UAS Wellness	Monthly attendance at meetings (maybe target should be for a specific # of people at meetings?, or participation?)		
<b>Resource Distribution</b>				
<b>Advertisements</b>	Social Media Advertisement  KINY Radio PSA: Break Stigma, Careline  Spotify PSA: Holiday's & Coping with Stress, Mental Health Directory	FB <ul style="list-style-type: none"> <li>20 likes; 300 reach</li> </ul> Prepare ad for Public Market Inquire about advertising at Juneau Symphony in January		
<b>Website</b>	Update website:			
<b>Outreach</b>	Partnership with Taku Tattoo (Focus on Survivors)  <b>Survivor's Banquet</b>	> 30 people  Recognizing survivors of loss & suicide		

December 2019: Theme - Ways to Cope with Stress/Recognize Caregivers

Strategy	Avenue	Goals	Results	Expense															
Training	Kognito	Universal 8 Students 6 Staff/Faculty																	
Social Media	30 posts on FB & Instagram each with a focus on back to school	<p style="text-align: center;">IG</p> <table border="0"> <tr> <td>FB</td> <td></td> <td></td> </tr> <tr> <td>Likes</td> <td>&gt; 15</td> <td>&gt; 5</td> </tr> <tr> <td>Posts</td> <td>30</td> <td></td> </tr> <tr> <td>30</td> <td></td> <td></td> </tr> <tr> <td>New Followers</td> <td>50</td> <td>50</td> </tr> </table> <p>Find statistics: JSPC FB page &gt; More &gt; Publishing Tools</p>	FB			Likes	> 15	> 5	Posts	30		30			New Followers	50	50		
FB																			
Likes	> 15	> 5																	
Posts	30																		
30																			
New Followers	50	50																	
Newsletter	Theme: What to say or do	<p>&gt; 34% average open rate &gt; 8% average click rate &gt; 5 new subscribers</p> <p>Find statistics: Mailchimp.com &gt; Dashboard &gt; Campaigns &gt; View Report</p>																	
Meetings	PA&T JSPC Monthly UAS Wellness	Monthly attendance at meetings (maybe target should be for a specific # of people at meetings?, or participation?)																	
Resource Distribution	Longest Night at Chapel by the Lake																		
Advertisements	Social Media Advertisement  KINY PSA: Holiday Stress & Coping, Mental Health Directory	<p>FB</p> <ul style="list-style-type: none"> <li>20 likes; 300 reach</li> </ul>																	

	KTOO PSA: Mental Health Directory Movie Theater: Careline JSPC Posters (Careline) in stores for Gallery Walk Gold Metal	10 distributed		
<b>Website</b>	Update websites	JMH: JSPC:		
<b>Outreach</b>	Gallery Walk (Balloons, be the light w/Careline bracelets) Stress Week at UAS Lock-in/Walk-a-thon w/ Faith Community			

January 2020: Theme - Self-Care; Focus on providing community trainings			
Strategy	Task (ties to goals on SC doc)	Details	Expense
<b>Training</b>	Make progress towards providing an 'intervention' level training	Decide on bringing up Rudd or Elaine for counselor specific training (PA&T Committee)	N/A
	Prepare for February Universal training	Contact TM Administration to set up training for February. Once training date is set notify THC to schedule counselors. (PC)	N/A
	Provide 1 Wellness (Primary Care Provider) training	Set up Teen Health Center Training; Measure Outcomes; Measure # of people in attendance (Training & Outreach)	N/A

	Provide 1 ACES + Suicide training	Coordinator) ACES + Suicide risk at JYS Orientation (Training & Outreach Coordinator)	N/A
<b>Social Media</b>	30 posts on FB & Instagram  9 new followers on Instagram & Facebook  Ensure posts reach: > 15 likes average on IG > 5 likes average on FB	4 posts on coalition ( <a href="http://juneausuicideprevention.org">juneausuicideprevention.org</a> ) (Hannah-Laura) 4 posts on survivors ( <a href="http://themighty.com">themighty.com</a> ) (Hannah-Laura) 5 posts on theme (self-care) ( <a href="http://themighty.com">themighty.com</a> ) (Hannah-Laura) 5 posts on education ( <a href="http://afsp.org">afsp.org</a> ) (Hannah-Laura) 4 posts on stigma ( <a href="http://suicide.org">suicide.org</a> ) (Hannah-Laura) 4 posts on resources ( <a href="http://sprc.com">sprc.com</a> ) (Hannah-Laura) 4 posts on intervention ( <a href="http://suicidepreventionlifeline.org">suicidepreventionlifeline.org</a> ) (H-L)  Find statistics: JSPC FB page > More > Publishing Tools	N/A
<b>Newsletter</b>	Create monthly newsletter	Theme: Coping with Holiday Stress (Hannah-Laura)  Find statistics: Mailchimp.com > Dashboard > Campaigns > View Report	N/A
<b>Meetings</b>	PA&T  JSPC Monthly  UAS Wellness	01/08/18 from 4:00 - 5:00 PM at Bartlett, (Jan) <ul style="list-style-type: none"> <li>Contact: Gayle Trivette, Chair; <a href="mailto:gayletriv@gci.org">gayletriv@gci.org</a></li> </ul> 01/16/18 from 4:00 - 5:00 PM at Bartlett (Jan) <ul style="list-style-type: none"> <li>Contact: Hilary Young, JSPC Program Coordinator <a href="mailto:hilaryy@jys.org">hilaryy@jys.org</a></li> </ul> 01/28/18 from 12:00 - 1:00 PM at UAS (Jan) <ul style="list-style-type: none"> <li>Contact: Amanda Arra, UAS Health Center <a href="mailto:ajarra@alaska.edu">ajarra@alaska.edu</a></li> </ul>	N/A
<b>Resource Distribution</b>	Distribute resources in community	Women's March	N/A  N/A

<b>Advertisements</b>	Advertise on Social Media	Link newsletter to FB and boost (Hannah-Laura)  Pick three posts that are doing the best in the first 10 days to boost (Hannah-Laura)	\$200
<b>Website</b>	Update websites		
<b>Outreach</b>	Week-long self-care event  Contact Lions Club about Gold Medal Week  Kindness Festival (ROCK Juneau)	Opportunities to practice self care through yoga, Zumba, nutrition class, journaling and the Salt Cave & Spa  Coordinate for resource distribution at Gold Medal Week	N/A

February 2020: Theme - Love, Family, Relationships; Focus on promoting love and diversity			
Strategy	Task	Details	Expense
<b>Training</b>	Provide 2 Universal training  Provide 1 means reduction  Provided training  Native Corporation  ASIST	Signs of Suicide at TM, prepare for training by giving pre-post test information to teacher, meeting with staff to prepare them. (Hilary)  Speaker session at AEYC Conference on February 22 - 23, 2018 (Jan)  Moms on Demand (Jan)  JYS Orientation (Jan) Teen Health Center (Jan)  Universal	N/A



<p><b>Social Media</b></p>	<p>30 posts on FB &amp; Instagram each with a focus on back to school</p> <p>9 new followers on Instagram &amp; Facebook</p> <p>Ensure posts reach: &gt; 15 likes average on IG &gt; 5 likes average on FB</p>	<p>4 posts on coalition (<a href="http://juneausuicideprevention.org">juneausuicideprevention.org</a>) (H-L)  4 posts on survivors (<a href="http://themighty.com">themighty.com</a>) (Hannah-Laura)  5 posts on theme (relationships) (<a href="http://themighty.com">themighty.com</a>) (Hannah-Laura)  5 posts on education (<a href="http://afsp.org">afsp.org</a>) (Hannah-Laura)  4 posts on stigma (<a href="http://suicide.org">suicide.org</a>) (Hannah-Laura)  4 posts on resources (<a href="http://sprc.com">sprc.com</a>) (Hannah-Laura)  4 posts on intervention (<a href="http://suicidepreventionlifeline.org">suicidepreventionlifeline.org</a>) (H-L)</p> <p>Find statistics: JSPC FB page &gt; More &gt; Publishing Tools</p>	<p>N/A</p>
<p><b>Newsletter</b></p>	<p>Create monthly newsletter</p>	<p>Theme: Love, Family, Relationships (Hannah-Laura)</p> <p>Find statistics: Mailchimp.com &gt; Dashboard &gt; Campaigns &gt; View Report</p>	<p>N/A</p>
<p><b>Meetings</b></p>	<p>PA&amp;T</p> <p>JSPC Monthly</p> <p>UAS Wellness</p>	<p>02/12/18 from 4:00 - 5:00 PM at Bartlett, (Jan)</p> <ul style="list-style-type: none"> <li>Contact: Gayle Trivette, Chair; <a href="mailto:gayletriv@gci.org">gayletriv@gci.org</a></li> </ul> <p>02/20/18 from 4:00 - 5:00 PM at Bartlett (Jan)</p> <ul style="list-style-type: none"> <li>Contact: Hilary Young, JSPC Program Coordinator <a href="mailto:hilaryy@jys.org">hilaryy@jys.org</a></li> </ul> <p>02/25/18 from 12:00 - 1:00 PM at UAS (Jan)</p> <ul style="list-style-type: none"> <li>Contact: Amanda Arra, UAS Health Center <a href="mailto:ajarra@alaska.edu">ajarra@alaska.edu</a></li> </ul>	<p>N/A</p>
<p><b>Resource Distribution</b></p>	<p>Distribute resources in community</p>	<p>Distribute resources at the AEYC Conference. Look on AEYC website for information and to sign up. (Jan)</p>	<p>N/A</p>
<p><b>Advertisements</b></p>	<p>Social Media Advertisement</p>	<p>FOLK Fest Link newsletter to FB and boost (Hannah-Laura)</p> <p>Pick three posts that are doing the best in the first 10 days to boost (Hannah-Laura)</p>	<p>\$200</p>

	Radio Ad (PSA)	Explore Radio Ad opportunities at <a href="http://kinyradio.com/connect/submit-a-psa">kinyradio.com/connect/submit-a-psa</a> and <a href="http://apps.gci.com/forms/psa/requests/new">apps.gci.com/forms/psa/requests/new</a>	\$750
	Spotify Ad (PSA)	Create PSA with monthly theme. (Jan, Hilary, Hannah-Laura) Contact KINY and KTOO radio stations. (Jan)  Inquire about advertising with Juneau Jazz & Classics (Jan). Develop ad (Hannah-Laura) Inquire about advertising with Juneau Symphony in April	\$250
<b>Website</b>	Update websites	JMH:  JSPC:	
<b>Outreach</b>	Host one outreach event  Collaborate with AWARE  Family night? Collaborate with ROCK Juneau and AEYC	Promote Healthy Relationships	50.00

March 2020: Theme - Women of resilience; Focus on providing community trainings			
Strategy	Task	Details	Expense
<b>Training</b>	1 Universal training to the community  Provide 1 ACEs + Suicide link training  SEARHC (ROAR)	Schedule CASA volunteer training - Suicide Prevention 101 (Jan)  JYS Orientation Resilience (Jan)	N/A

<p><b>Social Media</b></p>	<p>30 posts on FB &amp; Instagram</p> <p>9 new followers on Instagram &amp; Facebook</p> <p>Ensure posts reach: &gt; 15 likes average on IG &gt; 5 likes average on FB</p>	<p>4 posts on coalition (<a href="http://juneausuicideprevention.org">juneausuicideprevention.org</a>) (H-L)</p> <p>4 posts on survivors (<a href="http://themighty.com">themighty.com</a>) (Hannah-Laura)</p> <p>5 posts on theme (changing seasons) (<a href="http://themighty.com">themighty.com</a>) (H-L)</p> <p>5 posts on education (<a href="http://afsp.org">afsp.org</a>) (Hannah-Laura)</p> <p>4 posts on stigma (<a href="http://suicide.org">suicide.org</a>) (Hannah-Laura)</p> <p>4 posts on resources (<a href="http://sprc.com">sprc.com</a>) (Hannah-Laura)</p> <p>4 posts on intervention (<a href="http://suicidepreventionlifeline.org">suicidepreventionlifeline.org</a>) (H-L)</p> <p>Find statistics: JSPC FB page &gt; More &gt; Publishing Tools</p>	<p>N/A</p>
<p><b>Newsletter</b></p>	<p>Create monthly newsletter</p>	<p>Theme: Women of Resilience (Hannah-Laura)</p> <p>Find statistics: Mailchimp.com &gt; Dashboard &gt; Campaigns</p>	<p>N/A</p>
<p><b>Meetings</b></p>	<p>PA&amp;T</p> <p>JSPC Monthly</p> <p>UAS Wellness</p>	<p>03/12/18 from 4:00 - 5:00 PM at Bartlett, (Jan)</p> <ul style="list-style-type: none"> <li>Contact: Gayle Trivette, Chair; <a href="mailto:gayletriv@gci.org">gayletriv@gci.org</a></li> </ul> <p>03/20/18 from 4:00 - 5:00 PM at Bartlett (Jan)</p> <ul style="list-style-type: none"> <li>Contact: Hilary Young, JSPC Program Coordinator <a href="mailto:hilaryy@jys.org">hilaryy@jys.org</a></li> </ul> <p>04/01/19 from 12:00 - 1:00 PM at UAS (Jan)</p> <ul style="list-style-type: none"> <li>Contact: Amanda Arra</li> </ul>	<p>N/A</p>
<p><b>Resource Distribution</b></p>	<p>Distribute resources</p>	<p>Distribute JSPC resources at Alaska State Health Fair (date TBD)</p> <p>Native Youth Olympics</p> <p>Distribute resources to Bartlett Hospital (all departments) and private therapist offices</p> <p>Distribute resources at Gold Medal Week</p>	<p>N/A</p>
<p><b>Advertisements</b></p>	<p>Social Media Advertisement</p> <p>Programs</p>	<p>Link newsletter to FB and boost (Hannah-Laura)</p> <p>Pick three posts that are doing the best in the first 10 days to boost (Hannah-Laura)</p> <p>Suicide Prevention Play by Perseverance</p>	<p>\$200</p> <p>\$750</p>

<b>Website</b>	Update website	JMH JSP: (Hannah-Laura)	
<b>Outreach</b>	Survivors  Postpartum Depression; Partner w/Public Health?  Outreach to women	A Night of Remembrance  KOGNITO at UAS  Finalize brochures, have them printed, and start to distribute  Coast Guard flyers for Women's Symposium  Survivors Game Night	450.00  150.00

April 2020: Theme - Spring Forward-Focus on Wilderness and Wellness			
Strategy	Task	Details	Expense
<b>Training</b>	Provide 3 Universal training to business community and high risk populations	Provide training to seasonal workers, contact Shannon Hasty (Manager for NorthStar Helicopters & JSPC Member) to discuss staff training. Email: <a href="mailto:slhasty7@gmail.com">slhasty7@gmail.com</a> (Jan)  Survivor Panel at YDHS, contact Kelly Niemann, YDHS Counselor at <a href="mailto:kelly.niemann@juneauschools.org">kelly.niemann@juneauschools.org</a> (Jan)	N/A

	Provide 1 ACEs + Suicide link training	CHOICE Program Retreat @ Methodist Camp-Create safe messaging plan and questions for Survivor of Loss to attend as well  CASA Training-Jan Perserverance Training  JYS Orientation	
<b>Social Media</b>	30 posts on FB & Instagram  new followers on Instagram & Facebook  Ensure posts reach: > 15 likes average on IG > 5 likes average on FB	4 posts on coalition ( <a href="http://juneausuicideprevention.org">juneausuicideprevention.org</a> ) (H-L) 4 posts on survivors ( <a href="http://themighty.com">themighty.com</a> ) (Hannah-Laura) 5 posts on theme (why aren't I) ( <a href="http://themighty.com">themighty.com</a> ) (Hannah-Laura) 5 posts on education ( <a href="http://afsp.org">afsp.org</a> ) (Hannah-Laura) 4 posts on stigma ( <a href="http://suicide.org">suicide.org</a> ) (Hannah-Laura) 4 posts on resources ( <a href="http://sprc.com">sprc.com</a> ) (Hannah-Laura) 4 posts on intervention ( <a href="http://suicidepreventionlifeline.org">suicidepreventionlifeline.org</a> ) (H-L)  Find statistics: JSPC FB page > More > Publishing Tools	N/A
<b>Newsletter</b>	Create monthly newsletter	Theme: Spring Forward (Hannah-Laura)  Decide theme for next month's newsletter (PA&T)  Find statistics: Mailchimp.com > Dashboard > Campaigns > View Report	N/A
<b>Meetings</b>	PA&T  JSPC Monthly  UAS Wellness	04/09/18 from 4:00 - 5:00 PM at Bartlett, (Jan) <ul style="list-style-type: none"> <li>Contact: Gayle Trivette, Chair; <a href="mailto:gayletriv@gci.org">gayletriv@gci.org</a></li> </ul> 04/17/18 from 4:00 - 5:00 PM at Bartlett (Jan) <ul style="list-style-type: none"> <li>Contact: Hilary Young, JSPC Program Coordinator <a href="mailto:hilaryy@jys.org">hilaryy@jys.org</a></li> </ul> 04/29/18 from 12:00 - 1:00 PM at UAS (Jan) <ul style="list-style-type: none"> <li>Contact: Amanda Arra, UAS Health Center <a href="mailto:ajarra@alaska.edu">ajarra@alaska.edu</a></li> </ul>	N/A
<b>Resource Distribution</b>	Distribute resources to seasonal employers:		N/A

	Ward Air AK Seaplanes Allen Marine		
<b>Advertisements</b>	Social Media Advertisement	Link newsletter to FB and boost (Hannah-Laura) Pick three posts that are doing the best in the first 10 days to boost (Hannah-Laura)	\$200
	Advertise in programs	Advertise in the Folk Festival & JDHS Dance Team  Inquire about advertising at Juneau Symphony in June	\$500
<b>Website</b>	Update website	JMH  JSPC	
<b>Outreach</b>	Provide 1 outreach event to the general public  Capital		50.00

<b>May 2020: Theme - Mental Health Awareness Month</b>			
<b>Strategy</b>	<b>Task</b>	<b>Details</b>	<b>Expense</b>
<b>Training</b>	Provide 1 Universal training to business community and plan for training to faith community.	Provide 1 training to seasonal workers  Reach out to someone in the faith community to provide a training (may start with Pastor Karen at Resurrection Lutheran rlcpastor@ak.net). Other options to reach out to include:	N/A

	Provide 1 ACEs + Suicide link training	<ul style="list-style-type: none"> <li>- Interfaith Council: Pat McLearn fptwr67@gmail.com</li> <li>- Pastor Tari of Shepherd of the Valley Lutheran church stahar@alaska.net, may have congregational groups who would like the training.</li> <li>- Northern Light United Church has an adult Sunday school class and a men's Bible study group that might be interested in training. You can probably reach either through <a href="mailto:nluc@ak.net">nluc@ak.net</a></li> <li>- Holy Trinity has groups; Allison Talley atalleyatht@gmail.com or Father Blue Fr.Blue@trinityjuneau.org would have specifics.</li> <li>- Church of the Nazarene's Pastor Weise is interested in suicide prevention. prayingman@nazmail.com</li> </ul> <p>JYS Orientation</p>	
<b>Social Media</b>	<p>30 posts on FB &amp; Instagram each with a focus on back to school</p> <p>9 new followers on Instagram &amp; Facebook</p> <p>Ensure posts reach:  &gt; 15 likes average on IG  &gt; 5 likes average on FB</p>	<p>4 posts on coalition (<a href="http://juneausuicideprevention.org">juneausuicideprevention.org</a>) (H-L)</p> <p>4 posts on survivors (<a href="http://themighty.com">themighty.com</a>) (Hannah-Laura)</p> <p>5 posts on theme (isolation) (<a href="http://themighty.com">themighty.com</a>) (Hannah-Laura)</p> <p>5 posts on education (<a href="http://afsp.org">afsp.org</a>) (Hannah-Laura)</p> <p>4 posts on stigma (<a href="http://suicide.org">suicide.org</a>) (Hannah-Laura)</p> <p>4 posts on resources (<a href="http://sprc.com">sprc.com</a>) (Hannah-Laura)</p> <p>4 posts on intervention (<a href="http://suicidepreventionlifeline.org">suicidepreventionlifeline.org</a>) (H-L)</p> <p>Find statistics: JSPC FB page &gt; More &gt; Publishing Tools</p>	N/A
<b>Newsletter</b>	Theme: Mental Health Awareness Month	Theme: Mental Health Awareness (Hannah-Laura)	N/A

		Create theme for June's newsletter (PA&T)  Find statistics: Mailchimp.com > Dashboard > Campaigns > View Report	
<b>Meetings</b>	PA&T  JSPC Monthly  UAS Wellness	05/14/18 from 4:00 - 5:00 PM at Bartlett, (Jan) <ul style="list-style-type: none"> <li>Contact: Gayle Trivette, Chair; <a href="mailto:gayletriv@gci.org">gayletriv@gci.org</a></li> </ul> 05/15/18 from 4:00 - 5:00 PM at Bartlett (Jan) <ul style="list-style-type: none"> <li>Contact: Hilary Young, JSPC Program Coordinator <a href="mailto:hilaryy@jys.org">hilaryy@jys.org</a></li> </ul> 05/27/18 from 12:00 - 1:00 PM at UAS (Jan) <ul style="list-style-type: none"> <li>Contact: Amanda Arra, UAS Health Center <a href="mailto:ajarra@alaska.edu">ajarra@alaska.edu</a></li> </ul>	N/A
<b>Resource Distribution</b>	Deliver Resources to Doctors offices	Distribute resources to doctor's offices, police department Distribute to tourist businesses, especially those that employ seasonal workers and to Britta-Jan	N/A
<b>Advertisements</b>	Social Media Advertisement  Programs: <ul style="list-style-type: none"> <li>JYFL</li> </ul>	Link newsletter to FB and boost (Hannah-Laura)  Pick three posts that are doing the best in the first 10 days to boost (Hannah-Laura)  Advertise at alumni game	\$200      \$250
<b>Website</b>	Update websites	JMH  JSPC	
<b>Outreach</b>	Contact PFLAG, PRIDE and LGBTQ community for June events  Register float/marching unit for 4th of July parade	Schedule events and trainings for June, get a list of events to post in June, order YOU MATTER in rainbow  Get registration form from Cycle AK; form work group to create & plan float/marching unit	N/A  float--\$75 march--\$35



June 2020: Theme - LGBTQ2+; Focus on community trainings			
Strategy	Task	Details	Expense
<b>Training</b>	Provide 1 Universal training to the faith community Provide 1 ACEs + Suicide link training Train PFLAG ASIST	Train faith community JYS Orientation Universal	N/A
<b>Social Media</b>	30 posts on FB & Instagram each with a focus on back to school 9 new followers on Instagram & Facebook Ensure posts reach: > 15 likes average on IG > 5 likes average on FB Social media takeover	4 posts on coalition ( <a href="http://juneausuicideprevention.org">juneausuicideprevention.org</a> ) (H-L) 4 posts on survivors ( <a href="http://themighty.com">themighty.com</a> ) (Hannah-Laura) 5 posts on theme (lgbt) ( <a href="http://themighty.com">themighty.com</a> ) (Hannah-Laura) 5 posts on education ( <a href="http://afsp.org">afsp.org</a> ) (Hannah-Laura) 4 posts on stigma ( <a href="http://suicide.org">suicide.org</a> ) (Hannah-Laura) 4 posts on resources ( <a href="http://sprc.com">sprc.com</a> ) (Hannah-Laura) 4 posts on intervention ( <a href="http://suicidepreventionlifeline.org">suicidepreventionlifeline.org</a> ) (H-L) Find statistics: JSPC FB page > More > Publishing Tools LGBTQ community member	N/A
<b>Newsletter</b>	Theme: LGBTQ2+ (pride month)	Create newsletter (Hannah-Laura)-Highlight PFLAG Find statistics: Mailchimp.com > Dashboard > Campaigns > View Report	N/A

<b>Meetings</b>	PA&T JSPC Monthly UAS Wellness	06/11/18 from 4:00 - 5:00 PM at Bartlett, (Jan) <ul style="list-style-type: none"> <li>Contact: Gayle Trivette, Chair; <a href="mailto:gayletriv@gci.org">gayletriv@gci.org</a></li> </ul> 06/19/18 from 4:00 - 5:00 PM at Bartlett (Jan) <ul style="list-style-type: none"> <li>Contact: Hilary Young, JSPC Program Coordinator <a href="mailto:hilaryy@jys.org">hilaryy@jys.org</a></li> </ul> 06/24/18 from 12:00 - 1:00 PM at UAS (Jan) <ul style="list-style-type: none"> <li>Contact: Amanda Arra, UAS Health Center <a href="mailto:ajarra@alaska.edu">ajarra@alaska.edu</a></li> </ul>	N/A
<b>Resource Distribution</b>	Pamphlets to PFLAG	Jan Distribute materials to dentist offices	N/A
<b>Advertisements</b>	Social Media  Programs	Link newsletter to FB and boost (Hannah-Laura)  Pick three posts that are doing the best in the first 10 days to boost (Hannah-Laura)  Inquire about advertising with the Salmon Derby in August. (Jan) Design ad (Hannah-Laura)  Football banner Discuss 4th of July float in parade?	\$200      \$350 \$300
<b>Website</b>	Update website		
<b>Outreach</b>	N/A	N/A	N/A