

**Juneau Suicide Prevention Coalition (JSPC)
Public Awareness/Training Committee Staff Report
Tuesday, August 13, 2019, 4:00-5:00 pm
JYS Admin A**

1. Training Plan

JYS Orientation and Big Brothers and Big Sisters

2. Social Media

- a. What do we want to focus on? Free advertising and getting a Facebook message three times a week. Using Facebook to advertise our events.
- b. Men’s Mental Health-Will discuss at next meeting and use mantherapy.org for info.
- c. Find a social media takeover for August-ideas-Jan will reach out to a teacher Holly Ireno, to see if she will post and to Sand Pahkey.
- d. Use live videos-Yes, PA&T would like to see video of current events on Facebook.

Instagram

Month	Followers	Posts	Likes	Comments
May	600	26	30	1
June	612	23	27	1
July	620	32	30	1

Facebook

Month	Followers	Posts (per month)	Likes	Comments (average)
May	1792	25	14.3	1
June	2462	37	36	3.3
July	2532	32	33	2

Newsletter

Month	Open Rate (%)	Clicks(%)	Recipients
May	37.1	4.0	229
June	35.7	8.0	228
July	40.6	9.2	229
August	30.8	3.3	218

3. Newsletter- Hannah-Laura reported that since changing the newsletter subject line in July, the open rate and click through rate first went up, but have now gone down again. She suggests that we continue with this strategy for the coming months to see if a pattern emerges.

4. Meetings

- Means Reduction- August 13, 2019 3PM at JYS Admin A
- PA&T - 13, 2019 4PM at JYS Admin A
- JSPC Monthly – August 21, 2019 4PM at JYS Board Room

5. Resource Distribution

Juneau Police Department, Alaska Memorial Park, Sportsman's Warehouse

6. Advertising

Embroidery Warehouse order picked up and vest delivered.
UAS Shirts for August 30th

7. Website – Hannah-Laura is finishing the updates this week.

8. Outreach

Survivors Game Night-Starts in September
KTOO Radio and Juneau Empire
58 Innovators and Juneau Rotary
Hecla Mine
Coast Guard
Juneau Fire Department
Juneau High School Football
Veterans of Foreign War and Veterans for Peace

9. Volunteers

a. Need Volunteer for UAS Campus Kickoff 2-5:30 PM- Jan reported that there are three volunteers for the event: Melissa McCormick, Garrette Reece and Jonathon Funk.

b. Committee sheet-will be distributed at JSPC Coalition meeting.

c. Need Survivor volunteer for Coast Guard event September 4th-Jan reported that there are currently three volunteers: Aaron Surma, Devyn Reece and Kristina Jager. Kelli will organize the meeting. It will be a panel of survivors and questions will be sent ahead of time by Kelli.

^d Discuss Ways to use volunteers-Jan Reported that volunteers will be used to deliver brochures and business cards to the community as well as helping with events. Jan also reported that QPR Training is available for volunteers and Jan will send an email to see who is interested in taking the training. PA&T is hoping to get a group of five.

e. Discuss uplifting ideas for Kevin and Pastor Karen to assist with 101-Jan is working with both volunteers and new volunteers to arrange QPR Training.

f. Jan reported that a grief conference is needed in the community. Jan has been in touch with the Trinity Episcopal Church to arrange the conference as they are the group that initiated the event due to a double suicide of a married couple in their church. Jan will send an email to JSPC Coalition to determine who would like to get Grief Training in hopes of getting at least five members involved in the training. Currently we have: Jan Reece and Faith McClellan. Jan will also send an email to Chapel by the Lake, Love Inc, Hospice, SEARHC and Widow Persons to see if they currently have grief counseling.

10. Inventory

Jan displayed the new inventory items to PA&T and discussed using them as prizes during this years PA&T events.

11. Fundraising and Donations

- a. Juneau Pediatric and Dentistry-a children's event- Jan will work with Becky Roth of ROCK Juneau and JP&D to arrange an event for children in the community in October.
- b. HECLA Mine Grant Application-Jan submitted a \$1500.00 grant to HECLA to purchase the Ripple Effect movie for a showing in November for Survivors month.
- c. Donation made by Survivor Deborah Bott who lost her son a month ago, will be used to purchase the long sleeve t-shirts for the UAS Campus Kickoff August 30th.
- d. Donation made to UAS Campus Kick-off by Garrette Reece. Garrette received a JSPC hat for his donation and was posted on Facebook.

12. Upcoming events

- a. Coast Guard suicide prevention training September 4
- b. Survivors Rock Climb September 14th 12-2PM available for survivors of suicide.
- c. Suicide Prevention month is September and Jan will ask members of the community to create Signs of Hope to hang on the Douglas Bridge on the third week of September.
- d. Fireside Chat with 58 Innovators August 29th-Jan will attend this meeting to share with the Innovators how they can become involved in JSPC and how they can help us with events in the community.

Next Meeting: September 10, 2019 4PM at JYS Admin Room A