

JSPC — PA&T

April , 2020

2-3 PM, Zoom

Participants: Gayle Trivette, Julie Neyhart, Jan Reece, Aaron Surma, Kevin Ritchie, Megan Gunkel, Crystal Bourland, Aaron Surma, Becky Roth

Meeting Notes:

1. Outreach videos: logistics, delivery platforms, timelines, measuring success, series name/tag line, mantra message/Careline

- The rationale for re-tooling our outreach is due to our community quarantine/non-traditional time, social media seems to be the place where many people are going to connect & congregate.
- The short videos could be a way to connect during our social isolation, reach folks with our core messages. We want to support taking good care of our physical and mental health in context of COVID19 & help reduce anxiety & increase connection and action.
- Aaron sees 3 basic categories of videos:
 1. basic 101 content: risk factors, resources, how to ask the question, etc.
 2. engage the general community through telling stories of personal connections, like, “It was wonderful when my neighbor brought us some soup and a handwritten note.” We can challenge our friends to participate.
 3. interview a few therapists, showing how to talk about challenging topics or respond to specific situations.
- Our new social media manager, Jenny Fremlin at Alaska Litho suggests keeping the concept simple and create a series name with hashtags; make them easy to digest and connect with, longer videos can be posted on YouTube; \$20 per video to boost them to a wider audience, so maximum budget would be a few hundred dollars—our real investment is our time & effort.
- We should recognize that some people will enjoy & connect with a video & others may not. Let’s add some narrative and still photos too, overall giving messages of hope.
- Jenny will be able to watch through analytics how many opens, tags, shares, etc. each of our posts generate so we’ll be able to see our effectiveness. When one is popular, then she can boost the audience range for about \$20. per time.
- Might be good to have a catchy title, like stay connected, be connected or wall of hope/windows of hope. We can also offer materials/links for downloading such as format for an emergency plan, a list of healthy activities, coloring pages. Megan had a catchy closing message that could be repeated on each video & I did not write it down, so sorry Megan! (Aaron has it.)
- Jan’s son is willing to provide sign language interpretation!
- Consider having different ages and races & languages sharing posts.
- Next steps: Jan and Aaron will create a plan of how this will work & share with all of us...we all need to use our networks to bring people into participating in the campaign.

2. Other outreach ideas beyond videos:

- Let’s keep looking for other opportunities to help with social isolation, like virtual hang out time: happy hour, share about your pet or how you’re exercising...
- Let’s think about reaching out to folks who live alone
- Let’s make sure to keep our monthly coalition meeting via Zoom
- Yard signs, post cards, PSAs, radio show, really connect with other vital service providers, like JPD.

3. Question: Committee’s thoughts about purchasing The Ripple Effect movie

- The movie is on an extended loan & the company is 'shut down' now in the pandemic, so not essential we decide today. Jan would like to use fundraising money for the purchase. No decision was made.

JSPC 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
- To be an active participant in a healing community