

ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Illinois Suicide Prevention Alliance (ISPA)
Community Awareness Workgroup
Approved June 14, 2016

Thursday, June 11, 2015

2:00 p.m. – 3:00 p.m. (Conference call)

Introductions

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| Caryn Curry | Mental Health America in Illinois |
| Chuck Johnson | Blessing Hospital/Illinois Hospital Association |
| Jennifer Martin | Illinois Department of Public Health |
| Mariann Blacconiere | Hines VA |
| Stan Lewy | Suicide Prevention Association |
| Marjory Lewe-Brady | West Chicago School District 33 |

Minutes from April 9^h, 2015

Mr. Johnson motioned for the approval of the minutes with a second from Mr. Lewy, all in favor, motion carried.

Announcements

- Mr. Johnson reported their psychiatric services have moved to the main campus as part of the Moorman Pavilion.
- Ms. Lewe-Brady is collaborating with Elyssa's Mission to offer the Signs of Suicide program to 7th graders next year.

Update on the "It Only Takes One" (IOTO) campaign

a. Update from Mental Health America Illinois (MHAI)

Ms. Curry shared the marketing firm is on schedule to complete their activities. Two rounds of social media posts were sent and they are working on a third. A draft mobile version of the IOTO website is being reviewed by the Department. The firm also is working on search and optimization strategies to make the website more visible and drive more traffic to the site. Mr. Lewy asked if there were statistics on the increase traffic. Ms. Curry will ask the marketing firm for an update on the statistics.

As mentioned in previous meetings, the marketing firm originally proposed to develop a guide to help communities promote the IOTO within their efforts. The workgroup agreed to create that guide but will wait until IOTO is up and going to discuss its development. Members were asked to bring examples of other community guides to the next meeting.

Overview of Issue Papers

a. Review updated issue papers

- **Service Members, Veterans and their Family members (SMVF)** – Ms. Martin reported her intern Ms. Canavan reviewed an issue paper our staff drafted on veteran suicide prevention. As a veteran, Ms. Canavan provided insight on how the paper could be revised ~ e.g., split the paper into two papers; one for the service member/veteran and another one intended for the families. The two drafts were sent to the ISPA SMVF workgroup for review. Ms. Martin followed up with the group a few days ago and has not received any edits to date.
- **Next phase of issue papers:** 3 topic areas were identified for the next round of issue papers. Ms. Martin state with additional duties added to her responsibilities, she will need assistance from workgroup members to develop future papers

- **Prescription Drug Overdose** – Ms. Blacconiere agreed to assist.
- **Domestic Violence** – Ms. Martin planned to outreach to Ms. Gall (Sarah’s Inn) and the Illinois Coalition against Domestic Violence for help. Mr. Johnson also agreed to help; he is on board for an agency which oversees their local women’s shelter.

Update on draft suicide prevention webpage

- The Department is revising their website, so this activity is on hold until Ms. Martin receives a template for the new design.

Update on progress to address recommendations from the Youth Suicide Prevention Consensus Building Meeting

a. Connect to existing initiatives

- a. **Develop a list of existing initiatives** – the list has been created so the workgroup discussed what to the next steps should be. Members discussed outreaching to state professional associations, in addition to the agencies on the list. It was recommended to have initial calls to provide an overview of the alliance, explain our goal to collaborate with other initiatives and ask them to share what they are doing. Ms. Martin will share this idea with the workgroup chair, Ms. Gall, so members can start doing outreach together.

b. Use technology more effectively and involve kids in that process

- a. **Discuss youth perspective in future alliance efforts** – Members asked if there is intent to drive youth to be involved. Ms. Martin mentioned the main avenue has been through the *It Only Takes One* campaign.

- c. **Help make stakeholders aware of resources in their area/county/city** – Ms. Martin mentioned the webinar series is helping to address this strategy. Hope for the Day hosted a webinar in May and the Catholic Charities LOSS Program (Loving Outreach to Survivors of Suicide) will conduct a webinar in August. Staff from the Illinois State Board of Education will record a webinar in August also.

New item

- **Guide for local coalitions** – Ms. Martin reported she had a few communities outreach to her recently for advice on starting a local coalition/task force. As a result, she referred to training curriculum developed by the Suicide Prevention Resource Center years ago. The information needs to be updated but the group agreed there is a need to provide more guidance. Ms. Martin share an outline of information a community would find useful as they begin their efforts. Mr. Lewy agreed to assist in the development in the guide. Members added the following ideas:
 - Ms. Lewe-Brady recommended adding links to examples (e.g., give a template, example)
 - Provide a body of information followed with supporting documents and examples/samples.
 - Mr. Lewy recommended providing communities with department information.
 - It was recommended to consult with the ISPA Data Workgroup in the development of the section about understanding and using data.
 - It was recommended to include the issue papers as part of the guide.
 - Once the guide is done, we can ask local stakeholders to forward to others.
 - Under “Building and Maintaining a Coalition,” Ms. Lewe-Brady recommended advising communities to see if another group already exists, which you could expand, their efforts to include your suicide prevention strategies. Sometimes a community doesn’t want to start another group. “Collective Impact” is a new term for partnerships/collaboration.
- **Set meetings for FY16** – the workgroup agreed to keep the same meeting time and day for FY16.

Set agenda items for next meeting

- In addition to the standing agenda items, add a discussion around National Suicide Prevention Week.