



Riverside County Suicide Prevention Coalition

Effective Messaging Sub-Committee Meeting

Wednesday February 10, 2021

Today's Task: Work Group Presentations and Updates

Minutes

In Attendance:

1. Jennifer Carson, Inland SoCal 211 United Way: jcarson@connectriverside.org
2. Sarah Rodriguez, Board of Supervisors District 3: sarrodr@rivco.org
3. Mary Obideyi, RUHS- Public Health: mobideyi@ruhealth.org
4. Kaylea Snaer- RUHS- Public Health: ksnaer@ruhealth.org
5. Tamara Dewey, Murrieta Valley Unified School District: tdewey@murrieta.k12.ca.us
6. Pamela Norton, RUHS- Behavioral Health: pnorton@ruhealth.org
7. Gloria Moriarty, CODIE: gmoriarty@codie.org
8. Rian Raya Marquez, County of Riverside-Behavioral Health: rmarquez@ruhealth.org
9. Kristina Shigaeva, Civilian Agency: kristina@civilian.com
10. Natalie Rocha, Reach Out: natalie.rocha@we-reachout.org
11. Kim Starrs, Inland SoCal 211 United Way: kstarrs@uwiv.org

Absent:

1. Cathleen Chou, Norco College: Cathleen.chou@rccd.org
2. Maura Rogers, Public Defenders Office: mrrogers@rivco.org
3. Lisa Price, CODIE: kprice@codie.org
4. Angela Naso, Department of Public Social Services: anaso@rivco.org
5. Kim Saruwatari, Riverside County of Public Health: ksaruwatari@ruhealth.org
6. Rafael Gonzalez, Rainbow Pride Youth Alliance: rgonzalez@rainbowprideyouthalliance.org



- I. Goal: Increase safe reporting of suicide and healthy social media use**
- II. Objectives**
 - i. Partner with members of media to provide information about resources**
 - ii. Integrate best practices into public campaigns**
 - iii. Communication strategies for suicide loss**
- III. Public Relations Work Group**
 - i. Best Practices presentation by Co-Chair Sarah Rodriguez (PowerPoint will be emailed)**
 - ii. Shared updates about logo and branding**
 - iii. The group discussed the importance of inclusivity and including captioning, transcripts, description of who is talking, and proper color in social media campaigns**
- IV. Suicide Prevention Messaging Work Group**
 - i. Shared progress on drafting language that is safe & social media friendly.**
 - ii. Work group updated SAFE Suicide Messaging document that will be used by the public relations group to create a media toolkit that includes print and social media posts**
- V. Action Items**
 - i. Connect with Gloria Moriarty and her team to have them present in our next meeting on safe and inclusive messaging for deaf, blind, and blind-hearing communities.**
 - ii. Share the Google document created by both work groups with the sub-committee**

Future Meetings: Sub-Committee on March 10th at 10am, SP Messaging WK March 3rd at 10am & PR WK March 25th at 10am



Notes recorded by: Your Name, Title