



## **Riverside County Suicide Prevention Coalition**

### **Effective Messaging Sub-Committee Meeting Agenda**

**Wednesday, April 15, 2022 from 10:00 AM – 11:00 AM**

*We seek to increase safe reporting of suicide, increase healthy social media use, partner with members of media to provide information about resources, integrate best practices into public campaigns and communication strategies for suicide loss.*

#### **In Attendance:**

Jennifer Carson, Inland SoCal 211 United Way: [jcarson@connectriverside.org](mailto:jcarson@connectriverside.org)  
Mary Obideyi, RUHS- Public Health: [mobideyi@ruhealth.org](mailto:mobideyi@ruhealth.org)  
Rebecca Antillon, RUHS-Program Director [rantillon@ruhealth.org](mailto:rantillon@ruhealth.org)  
Janely Rivera, RUHS-Public Health: [janelyrivera10@gmail.com](mailto:janelyrivera10@gmail.com)  
Rian Raya Marquez, County of Riverside-Behavioral Health: [rmarquez@ruhealth.org](mailto:rmarquez@ruhealth.org)  
Jake Koetsier, Inland SoCal 211 United Way  
Isabel Aguilera, RUHS- Public Health

#### **Absent:**

Cathleen Chou, Norco College: [Cathleen.chou@rccd.org](mailto:Cathleen.chou@rccd.org)  
Tamara Dewey, Murrieta Valley Unified School District: [tdewey@murrieta.k12.ca.us](mailto:tdewey@murrieta.k12.ca.us)  
Aaron Esparza, United States Airforce: [aaron.esparza.3@us.af.mil](mailto:aaron.esparza.3@us.af.mil)  
Pamela Norton, RUHS- Behavioral Health: [pnorton@ruhealth.org](mailto:pnorton@ruhealth.org)  
Natalie Rocha, Reach Out: [natalie.rocha@we-reachout.org](mailto:natalie.rocha@we-reachout.org)  
Kim Starrs, Inland SoCal 211 United Way: [kstarrs@uwiv.org](mailto:kstarrs@uwiv.org)  
Kim Saruwatari, Riverside County of Public Health: [ksaruwatari@ruhealth.org](mailto:ksaruwatari@ruhealth.org)  
Angela Naso, Department of Public Social Services: [anaso@rivco.org](mailto:anaso@rivco.org)  
Mila Banks, Filipino American Mental Health Resource Center: [smilabanks\\_409@yahoo.com](mailto:smilabanks_409@yahoo.com)  
Gloria Moriarty, CODIE -Lead Advocate: [gmoriarty@codie.org](mailto:gmoriarty@codie.org)  
Lisa Price, CODIE -Regional Director: [kprice@codie.org](mailto:kprice@codie.org)  
Rafael Gonzalez, Rainbow Pride Youth Alliance: [rgonzalez@rainbowprideyouthalliance.org](mailto:rgonzalez@rainbowprideyouthalliance.org)  
Rosie Flores-Folland, RUHS-Behavioral Health: [RFLORES@RUHEALTH.ORG](mailto:RFLORES@RUHEALTH.ORG)  
Stan Collins, Each Mind Matters: [stan@suicideispreventable.org](mailto:stan@suicideispreventable.org)  
Dylan Scott, RUHS-Public Health: [dcolt@ruhealth.org](mailto:dcolt@ruhealth.org)  
Mindy McFarland. RUHS Behavioral Health [mmcfarland@ruhealth.org](mailto:mmcfarland@ruhealth.org)  
Andrea Ramirez, RUHS-Behavioral Health [A.Ramirez@ruhealth.org](mailto:A.Ramirez@ruhealth.org)  
Maura Burke, It's Up to Us marketing campaign for Riverside: [maura@civilian.com](mailto:maura@civilian.com)  
Audrey Mae Hernandez, Inland SoCal United Way: [AudreyMaeS.Hernandez@calbaptist.edu](mailto:AudreyMaeS.Hernandez@calbaptist.edu)  
Tiffany Carmona, Up to Riverside Marketing Campaign: [tiffany@civilian.com](mailto:tiffany@civilian.com)  
Tamara Afshar, Up to Riverside Marketing Campaign: [tamara@civilian.com](mailto:tamara@civilian.com)

**I. Welcome & Committee Mission with Co-Chair Mary**

**II. Icebreaker with Co-Chair Jenn (A product you love so much you should be doing an ad for?)**

**III. Sub-Committee Updates**

**a. Co-Chair Mary Obideyi will be Stepping Down last meeting will be in May 11.**

**b. Mary will be a part of a new coalition meeting you can be part of by emailing [RivCoHealthEquity@ruhealth.org](mailto:RivCoHealthEquity@ruhealth.org)**

**IV. May is Mental Health**

**a. What is Safe Messaging? Tips of Safe messaging**

**i. [https://www.eachmindmatters.org/wp-content/uploads/2017/07/MessagingRecs\\_2017SPWeek\\_final.pdf](https://www.eachmindmatters.org/wp-content/uploads/2017/07/MessagingRecs_2017SPWeek_final.pdf)**

**b. Lived experience sharing stories**

**i. <https://afsp.org/sharingyourstory>**

**c. May's mental health calendar will be shared with everyone soon.**

**i. [May Is Mental Health Month - Take Action for Mental Health \(takeaction4mh.com\)](http://takeaction4mh.com)**

**V. Rian-Parent partners are working with May mental health month on May 5 will be providing goodies like stress balls and hot dogs to the community.**

**VI. Rebecca-Teen Suicide Awareness Prevention Program will have students participate with May mental Health Month by having students respond on ways to self-care and how to provide positive messages to teacher, friends, and family. Student responses will be collected, and Rebecca will need Volunteer judges to be part of May is Mental health Month please email Rebecca Antillon if interested at [rantillon@ruhealth.org](mailto:rantillon@ruhealth.org).**

VII. Suicide Prevention Coalition Quarterly Meeting will be on Wednesday July 27 from 9-11am.

a. Interested in being part of other sub-committee meetings email [PEI@ruhealth.org](mailto:PEI@ruhealth.org) .

VIII. Future Meeting Reminders: SPC Quarterly is 7/27/22 at 9am/ SPC-M is 5/11/22 at 10am.

