



## **Riverside County Suicide Prevention Coalition**

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

**Wednesday January 13, 2020**

**Today's Task: The SPC Work Group Structure & Reports, Suicide Data Presentation**

### **Minutes**

#### **In Attendance:**

1. Jennifer Carson, Inland SoCal 211 United Way: [jcarson@connectriverside.org](mailto:jcarson@connectriverside.org)
2. Sarah Rodriguez, Board of Supervisors District 3: [sarrodr@rivco.org](mailto:sarrodr@rivco.org)
3. Mary Obideyi, RUHS- Public Health: [mobideyi@ruhealth.org](mailto:mobideyi@ruhealth.org)
4. Kaylea Snaer- RUHS- Public Health: [ksnaer@ruhealth.org](mailto:ksnaer@ruhealth.org)
5. Tamara Dewey, Murrieta Valley Unified School District: [tdewey@murrieta.k12.ca.us](mailto:tdewey@murrieta.k12.ca.us)
6. Pamela Norton, RUHS- Behavioral Health: [pnorton@ruhealth.org](mailto:pnorton@ruhealth.org)
7. Rian Raya Marquez, County of Riverside-Behavioral Health: [rmarquez@ruhealth.org](mailto:rmarquez@ruhealth.org)
8. Maura Rogers, Public Defenders Office: [mrrogers@rivco.org](mailto:mrrogers@rivco.org)
9. Natalie Rocha, Reach Out: [natalie.rocha@we-reachout.org](mailto:natalie.rocha@we-reachout.org)
10. Kim Starrs, Inland SoCal 211 United Way: [kstarrs@uwiv.org](mailto:kstarrs@uwiv.org)
11. Christy Mota, Behavioral Health Research and Development Department: [CMota@ruhealth.org](mailto:CMota@ruhealth.org)

#### **Absent:**

1. Cathleen Chou, Norco College: [Cathleen.chou@rccd.org](mailto:Cathleen.chou@rccd.org)
2. Gloria Moriarty, CODIE: [gmoriarty@codie.org](mailto:gmoriarty@codie.org)
3. Lisa Price, CODIE: [kprice@codie.org](mailto:kprice@codie.org)
4. Angela Naso, Department of Public Social Services: [anaso@rivco.org](mailto:anaso@rivco.org)
5. Cynthia Reynoso, Rancho Springs Med Center: [espinosac16@yahoo.com](mailto:espinosac16@yahoo.com)
6. Kim Saruwatari, Riverside County of Public Health: [ksaruwatari@ruhealth.org](mailto:ksaruwatari@ruhealth.org)
7. Rafael Gonzalez, Rainbow Pride Youth Alliance: [rgonzalez@rainbowprideyouthalliance.org](mailto:rgonzalez@rainbowprideyouthalliance.org)
8. Jose Campos, Jurupa Unified School District: [jose\\_campos@jUSD.k12.ca.us](mailto:jose_campos@jUSD.k12.ca.us)
9. Kristina Shigaeva, Civilian Agency: [kristina@civilian.com](mailto:kristina@civilian.com)



## **Review Goals & Introduce New Members**

- 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

### **I. Work Group Survey**

- i. Shared the Google form created to allow sub-committee members to volunteer to be part of the Suicide Prevention Messaging work group or the public relations work group

### **II. Suicide Prevention Messaging Work Group**

- i. Work group members have met and provided updates on tasks in progress to meet goal.
- ii. They created a Google Document that provides general suicide messaging guidelines to be shared with schools, traditional/non-traditional media, and other news outlets
- iii. They plan to meet once a month to create messaging information that is appropriate among different populations
- iv. Plan to use the content created in this group to create simple and understandable messaging guidelines for social media

### **III. Riverside County Suicide Data**

- i. Joseline Franco, Sona Ardeshta, and Susanna-Juarez Williamson provided an informative presentation on the county data
- ii. They shared the dashboard that they are creating for public health workers to access and use to effectively messaging to the community
- iii. The sub-committee provided feedback to help improve the messaging that is integrated on the dashboard that is still being built
- iv. Feedback included: changing “attempts” to “confirmed attempts” and making sure the language is safe

### **IV. Public Relations Work Group**

- i. Sarah shared some communication considerations for effective messaging
- ii. Developing this work group and the members who would like to be included



- iii. Will provide a presentation next meeting about the work being done in this group
- iv.

**I. Action Items**

- i. Continue to build and add members to both work groups
- ii. Prepare to present at the upcoming Coalition meeting
- iii. Share the Google Doc with the sub-committee that was created by the suicide prevention messaging work group
- iv. Acquire logo and branding colors
- v. Compile a list of traditional and non-traditional media in Riverside County
- vi. Look for opportunities to collaborate with other sub-committees to further the work of the coalition

**Future Meetings:** Coalition on Jan 27<sup>th</sup> at 9am & Sub-Committee on February 10<sup>th</sup> at 10am



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Notes recorded by: Your Name, Title