

Illinois Department of Public Health
Illinois Suicide Prevention Alliance (ISPA)
Summary of Minutes – April 20, 2010
10:00 a.m. – 2:30:p.m.
Approved July 14, 2010

Illinois Department of Public Health
Division of Laboratories
2121 West Taylor Street, Room 139E
Chicago, Illinois

Video conferencing was available for those unable to travel to Chicago

Springfield – Illinois Department of Public Health, Training Center located at Illinois Department of Natural Resources, One Natural Resource Way

Marion – Illinois Department of Public Health, 2309 W. Main Street, Public Health Conference Room

Appointed Members in Attendance

Judy Ashby, LifeSavers Training Corporation (*Marion*)

Eric Davidson, Illinois Higher Education Center (*Springfield*)

Paul Fleming, Survivor (*Marion*)

Carol Gall, Mental Health America in Illinois (*Chicago*)

Thomas Mannard, Illinois Council Against Handgun Violence (*Chicago*)

Glenn Steinhausen, Illinois State Board of Education (*Chicago*)

Lora Thomas, NAMI Illinois – National Alliance on Mental Illness (*Springfield*)

Ex-Officio Members in Attendance

Srgt Jill Allen, Illinois State Police (*Chicago*)

Jessica O’Leary, Office of the Attorney General (*Chicago*)

Mary Mayes, Illinois Department on Aging (*Springfield*)

IDPH Staff

Jennifer Martin, Illinois Department of Public Health, Injury & Violence Prevention Program (*Chicago*)

Mark Flotow, Illinois Department of Public Health, Center for Health Statistics (*Springfield*)

Stakeholders in Attendance

Amy Ashland, Streamwood Behavioral Health Systems/Jason Foundation (*Chicago*)

Chuck Johnson, Blessing Hospital (*Springfield*)

Judy King, Greater Grand Mental Health Advisory Board (*Chicago*)

Stan Lewy, (*Chicago*)

Ariel Mindel, Mental Health America of Illinois (*Chicago*)

Mike Rohlings, Southern Illinois Regional Social Services (*Marion*)

Iris Travis, Hines VA Hospital (*Chicago*)

Cynthia Watts, Marion VA Center (*Marion*)

Meeting was called to order at 10:25 a.m.

Introductions/Welcome

Introductions and a welcome were made by Co-Chair Carol Gall. Quorum is met.

Review & Approval of January 13, 2010 Meeting Minutes

Copies of the minutes were distributed to the members prior to the meeting and copies were available during the meeting. Thomas Mannard motioned for the approval of the minutes, with a second from Sgt Jill Allen. All in favor, motion carried.

Update from Illinois Department of Public Health (Reporting: Jennifer Martin and Mark Flotow)

Nominations – Ms. Martin reported Eric Davidson's nomination to represent the field of higher education was approved.

Grant application for depression screening – Ms. Martin reported she and the Department's Aging Unit applied for a grant to the Administration on Aging to implement the Healthy IDEAS (Identifying Depression, Empowering Activities for Seniors) program in three areas of the state. If awarded, the grant would begin June 2010.

Illinois Youth Survey – The Illinois Youth Survey (<http://www.illinoisyouthsurvey.org/>) The Illinois Youth Survey is completed within middle high/high schools and provides school personnel with an overview of many issues facing youth today. Ms. Martin and others in the violence prevention attended an informational meeting and learned that schools have the option to add up to 15 questions to their survey. Those represent the field of violence prevention requested to develop a menu of violence-related questions schools may consider adding to their own survey. Ms. Martin provided a list of suicide-related questions to include in the menu.

Bylaws – Dr. Steinhausen asked if there was an update on the approval of the bylaws. Ms. Martin reported they are currently being reviewed by the Department.

Issue papers – Several years ago, numerous issues papers were drafted with the assistance of the Illinois Suicide Prevention Coalition. Due to other publications that need to be completed, the issue papers were put on hold. Ms. Martin is in the process of revisiting and updating a couple of the papers, will present them internally as a sample of what the issue papers will encompass, and seek approval to move forward on finalizing the issue papers. If she is approved, then Ms. Martin will work with each of the original authors to update their particular paper.

State Health Improvement Plan – Ms. Martin provided information on three public hearings for the public to provide input on the State Health Improvement Plan (SHIP). There are a total of 8 priority areas – one focuses on mental health and another on violence. Ms. Gall serves on the SHIP team and indicated there were references to suicide prevention in the plan. Additional information on the hearings was sent to the Alliance prior to the meeting.

Update from Mental Health America of Illinois (MHA) regarding suicide prevention activities under the IDPH contract (Reporting: Carol Gall)

Public Awareness Campaign – Ms. Gall announced the "It Only Takes One" campaign would be launched later that evening at Bin 36 in Chicago followed by a concert with hit making band Blue October at the House of Blues. During the launch event, MHA will 1) host a conversation with Blue October lead singer, Justin Furstenfeld, about his own personal experiences battling depression, mental illness and suicide, 2) Introduce the new Web site www.itonlytakesone.org with resources and information on suicide prevention, 3) Unveil the Violet Registry - an online wall of people who support suicide prevention in Illinois and 4) Showcase the initial collateral materials that will be used throughout the campaign. Additional launch events are planned across Illinois through September to promote the

campaign in the following Illinois markets: 1.) Springfield, 2.) Peoria, 3.) Rockford, 4.) Carbondale, and 5.) Quad Cities. Other communities are invited to host a launch event and are invited to tie the promotion of the campaign with their events or community initiatives. In fact, Suicide Prevention Services, Blessing Hospital and Mental Health Association of Illinois Valley each have responded they'd like to host an event. MHA also plans to promote the campaign during the Mental Health Rally. To assist communities, an event guide will be created and they will be provided with all the necessary marketing support pieces and event materials, as well as help coordinate all logistics. If anyone is interested in volunteering for a launch event, they are asked to email Annmarie Doran at adoran@marketm.com or call 312-255-3078 for more information. A press release on the launch can be found on the It Only Takes One website, which members can submit to their newspapers and include in newsletters.

Ms. Gall accessed the It Only Takes One website and walked the alliance member through the various components of the website. There are different toolbars (Prevention, Get Help, Suicide in Illinois, Our stories, Resources and Media Center). The photos on sidebar change and they ensured the photos represented of various populations. People have the opportunity to share stories about suicide. Currently, they have received 12 stories and they encourage others to submit their stories – there is no deadline. The Violet Registry was developed to people to show their support and can post a message in memory of an individual lost to suicide, in support of a survivor of suicide or in support of the campaign. People have the opportunity to donate to the campaign through the “donate now” link and through the violet registry. Donations are tax deductible. Those that donate will receive a violet pen. The marketing firm is working on the zip code piece where people can enter their zip code and find help in their area. Ms. Gall asked the members to forward information regarding mental health services, support groups, survivor groups and other resources to Annmarie Doran at adoran@marketm.com. Sample press releases are available online for communities to

Additional components of the campaign –

- MHA collaborated with Q101 in Chicago to help promote the campaign. One of their awareness efforts included texting information to their audience, which they received positive feedback.
- Collateral materials, such as PSA and wallet cards, have been developed. In addition to tear cards, which talk about the campaign, then the tear off section includes a list of suicidal signs and behaviors and the national suicide lifeline number.
- Billboards will be posted across the state. The marketing firm is working with another company to determine locations. Ms. Gall hopes they will be up in the next few months. She will let the alliance members know where the billboards are posted.

Campus Suicide Prevention – MHA worked with the Department and the Illinois Higher Education Center for Alcohol, Other Drug and Violence Prevention (IHEC) to offer 4 regional train-the-trainer trainings for the Campus Connect: A Suicide Prevention Training for Gatekeepers program in late April and early May. Save the Date information was distributed in February and applications for interested campuses were sent in March. Interested campuses were asked to identify 2-5 people from their campus to attend the training and be willing to go out and train others. Team members could include representatives from the Counseling Center, University Police/ Campus Security, Social Work Department, Health Services, Residents Life, Student Life/ Activities, Dean of Students, Judicial Affairs, Health Educator, etc. The four one-day trainings will be offered at the following locations: April 30 at Western Illinois University, Macomb; May 3rd in the Northern Illinois Region; May 5th at Eastern Illinois University, Charleston and May 7th at Southern Illinois University, Carbondale.

Review and Approval of 2009 Annual Report

Annual report – Ms. Gall thanked Ms. Thomas for editing the document. Ms. Thomas was asked to use the Track Changes function for her edits and Ms. Gall explained that many of the “deletions” were actually sections that were moved. The alliance was allowed time to review the revised copy of the annual report. The member provided grammatical and formatting changes. They asked that a clean copy reflecting all the changes to the draft report be send to the members. Ms. Martin mentioned that a stakeholder had recommended the annual report tie back to the national strategic goals. The members thought they could consider doing that for the 2010 annual report. Thomas Mannard motioned for the approval of the annual report, with a second from Ms. O’Leary. All in favor, motion carried.

Evaluate and Update the Strategic Plan

The members started evaluating and updating the strategic plan during a previous meeting and during today’s meeting they took the time to complete the review. They reviewed Goals 9 and 10 to determine if the goals had been met, needs to be removed, identify if they needed modify or date needs to be changed. Both of these goals were part of the public awareness workgroup’s mission. The members remember an application for the speaker’s bureau (Objective 9.1) had been developed and a power point presentation regarding the strategic plan had been started. The goal was to have speakers available to discuss the plan. Ms. Martin remembered the Department had concerns about the speaker’s bureau, for they didn’t see the alliance’s role was to oversee a speaker’s bureau and it was not feasible for staff to maintain. The member decided to change the wording to offer a resource base rather than speaker’s bureau. They also decided to delete “lobby day” from Objective 10.1. A member asked if information for crisis lines could be added. The members determined the initiatives listed as next steps would remain the same, except they’d revise “Implement the Suicide Prevention Public Awareness Campaign” to “Expand the” Data graphs would need to be updated. The members determined the section on Racial and Ethnic Diversity and Suicide Prevention should be tied to the graph on suicide rates by race category, otherwise, the section appears out of place. Dr. Steinhausen also mentioned that the U.S. Centers for Disease Control and Prevention now uses the term “health disparity.” The member decided to leave the needs assessment section. The strategic plan will be revised and reviewed at the next meeting.

Agency Announcements

- Ms. Gall will be on maternity leave in July and August so she will not be at the next ISPA meeting. If you have any questions for MHAI during that time, feel free to contact Ariel or Shannon from her staff.
- Ms. Ashby reported the LifeSavers Corp. has established a college level curriculum. They will train students from SIUC and John Logan College from September 24-26, 2010. She is also in conversation with the Marion Penitentiary Boot Camp to offer the program to their members.
- Ms. Gall mentioned the Mental Health Rally is scheduled for May 5 at the Thompson Center at noon and in Springfield front of Lincoln’s statue at 2:00.

The meeting was adjourned at 1:55 p.m.

Minutes prepared by Jennifer Martin