

ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Illinois Suicide Prevention Alliance
Community Awareness Workgroup
(Addressing newly formed Goals 3 and 4)
APPROVED 12-13-12

Thursday, October 11, 2012
2:00 p.m. – 3:00 p.m. (Conference call)

Introductions

Mariann Blacconiere U.S. Department of Veterans Affairs; Edward Hines Jr. VA Hospital
Paul Fleming Survivor
Carol Gall (chair) Mental Health America of Illinois
Marjorie Lewe-Brady WeGo Together for Kids, West Chicago School District 33
Jennifer Martin Illinois Department of Public Health

Minutes from August 9, 2012 – Mr. Fleming motioned for the approval of the minutes, with a second from Ms. Lewe-Brady. All in favor, motion carried.

Announcements

Ms. Martin provided an overview of the newly released National Strategy for Suicide Prevention, including a summary of what has changed since the 2001 plan (e.g., data, science, environmental and policy changes.) The plan includes four strategic directions - 1) Healthy and Empowered Individuals, Families and Communities; 2) Clinical and Community Preventative services; 3) Treatment and Support Services and 4) Surveillance, Research and Evaluation. The goals and objective appear to complement Illinois' strategic plan. Some of the goals pertaining to community awareness include promoting responsible media reporting, promoting wellness and recovery, promote suicide prevention as a core health care service, etc. Copies of the plan will be provided at the November 27, 2012 alliance meeting.

Ms. Gall mentioned the Governor's Illinois Joining Forces (IJF) is due to be launched in November. It has 11-12 workgroups, with behavioral health as one. The IJF Behavioral Health Committee's Suicide Prevention Subcommittee was recently created; a result of combining the efforts of three existing groups working to address the needs of service members, veterans and their families (IJF, policy group from Illinois Department of Human Services and the Army One Source.) Due to the increase rate of suicides in the military, behavior health committee formed the subcommittee focused on suicide prevention, with the intent to leverage other initiatives throughout the state. Ms. Gall and Ms. Blacconiere, in addition to ISPA appointed member Patricia Reedy, are members of the subcommittee. They agreed to continue to provide updates to the alliance and share information about the Illinois Strategic Plan for Suicide Prevention with the subcommittee as they implement their efforts.

Update on the "It Only Takes One" campaign - Ms Gall provided an update on their collaboration with Tregg Duerson to serve as a spokes person for the It Only Takes One (IOTO)

campaign. They are finalizing a public service announcement (PSA), which will soon be posted on the Mental Health America of Illinois and IOTO web pages. Links to the PSA will be forwarded to the alliance members. MHAI anticipate the PSA will promote the campaign and leverage other educational efforts. Clear channel and WBBN have agreed to stream it online; MHAI would like to get some placements. Other agencies will be encouraged to link to the stream online. Mr. Duerson truly has educated himself on suicide and mental health issues and is available to speak at events; MHAI have found people are intrigue to hear him talk.

Overview of issue papers - at the last meeting, members were sent a Word version of the issue paper on Access to Means and invited to edit the paper. Ms. Martin did not receive feedback but will resent the paper to members. The member agreed to take a look at it but encouraged issue papers on other topics be drafted also so that several papers are in the review progress.

Discuss the development of a suicide prevention webpage

Ms. Martin drafted an outline of a webpage which include a summary of what is suicide, who's at risk, warning signs for suicide and corresponding actions, and looking for help. The Department's injury prevention logo and the National Suicide Prevention Lifeline logo were included, in addition to links to publications, reports and other agencies. The group agreed it was best to keep it simple and have a single webpage, which could be expanded later. Ms. Martin asked the workgroup be tasked with reviewing the website on an annual basis to ensure the links are still active.

Next Meeting - Thursday, December 13, 2012 – 2-3p.m.

- Set agenda
 - Introductions
 - Approve minutes from August 9, 2012 meeting
 - Announcements
 - Update on the "It Only Takes One" campaign
 - Update on issue papers
 - Discuss the development of a suicide prevention webpage

Summary submitted by Jennifer Martin