

ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Illinois Suicide Prevention Alliance
Community Awareness Workgroup
(Addressing newly formed Goals 3 and 4)
Approved October 11, 2012

Thursday, August 9, 2012
2:00 p.m. – 3:00 p.m. (Conference call)

Introductions

Chuck Johnson Blessing Hospital
Jennifer Martin Illinois Department of Public Health
Kate Williamson Illinois Council Against Handgun Violence

Minutes from June 14, 2012 – Ms. Williamson motioned for the approval of the minutes, with a second from Mr. Johnson. All in favor, motion carried.

Announcements – None

Update on the “It Only Takes One” campaign – Ms. Martin reported she spoke with the executive director of the Mental Health America of Illinois and learned they are in the process of creating a script for Public Service Announcement (PSA) with Tregg Duerson, in addition to working with an individual to tape and edit the PSA.

Overview of issue papers –

Update on revisions – Ms. Martin will resent the Word version of the Access to Means issue paper for members to edit. Several members offered to reconstruct the document so it was more concise. The workgroup also brainstormed on avenues to distribute the paper once its released – e.g., American Foundation for Suicide Prevention, Illinois Council Against Handgun Violence, community behavior health center of Illinois, Illinois Hospital Association, Illinois Poison Center. The workgroup also will look at the list of potential state-wide agency partners, which the Education and Training Workgroup developed, to identify other organizations to share the issue paper with.

Discuss potential Suicide Prevention Day/Week activities

International Association for Suicide Prevention (IASP), that World Suicide Prevention Day 2012 is September 10th. The theme of World Suicide Prevention Day this year is "Suicide Prevention across the Globe: Strengthening Protective Factors and Instilling Hope." Remember to turn a light on or light a candle on September 10th as we remember those we have lost to suicide.

Ms. Martin shared links to the toolkit and a summary of activities that occurred last year in Illinois, with alliance members to give them ideas for events they can do in their community. Alliance members also were asked to share their 2012 plans. At this point, Mr. Johnson was

the only member to respond with a summary of what his agency has planned (e.g., suicide prevention week suggestions for church services, letter to the editor, letter to clergy.)

Ms. Martin provided a copy of the national press release and sample messages for twitter and facebook (e.g., suggestions on the Take 5 Campaign.) She asked her colleagues in other states if they had sample messages they used and inquired if there are guidelines for posting suicide prevention messages on social media sites.

Discuss the development of a suicide prevention webpage

Workgroup members brainstormed on possible websites to link – e.g., It Only Takes One, Reach Out, Suicide Prevention Resource Center, U.S. Centers for Disease Control and Prevention, Substance Abuse and Mental Health Services Administration, Say It Out loud, Mental Illness – What A Difference a Friend Makes, Mental Health America. Members also recommended looking at the IOTO website to see if there are parts of that website to include on the Department webpage. Also look at reachout.com for ideas for interacting and linking. The workgroup will ask the full alliance to brainstorm on this topic during the August 27, 2012 meeting. Mr. Johnson will lead that discussion.

Next Meeting - Thursday, October 11, 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
 - Update on suicide prevention week/day events
 - Discuss the development of a suicide prevention webpage

Summary submitted by Jennifer Martin