

ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Illinois Suicide Prevention Alliance
Community Awareness Workgroup
(Addressing newly formed Goals 3 and 4)
Approved April 11, 2013

Thursday, February 14, 2013
2:00 p.m. – 3:00 p.m. (Conference call)

Introductions

Chuck Johnson	Blessing Hospital
Marjorie Lewe-Brady	West Chicago School District 33
Stan Lewy	Suicide Prevention Association
Jennifer Martin	Illinois Department of Public Health

Minutes from December 13, 2012 – Mr. Johnson motioned for the approval of the minutes, with a second from Ms. Martin. All in favor, motion carried.

Announcements

Mr. Lewy mentioned a rally is planned at the Dirksen Federal Courthouse to bring awareness about firearms and suicide; which is timely considering the issue paper that will be reviewed during today's call. Ms. Martin added the Illinois Public Health Association created a Gun Violence Prevention Workgroup to outline the public health's response to gun violence.

Update on the "It Only Takes One" campaign –

No report from Mental Health America of Illinois.

- a) *Discuss adding youth specific information to IOTO website.* Ms. Martin explained she'll work with MHA and their marketing firm to add up to 10 new webpages. Workgroup members were asked to provide guidance on what topics to include:

Topic ideas

- Bullying and suicide - the Substance Abuse and Mental Health Services Administration has a couple of websites on bullying and cyberbullying to refer to; stopbullying.gov website; attorney general's website.
- Juvenile Justice and suicide
- Body image; self esteem; relationship; decision making
- Information specific for parents
- Connectedness; sense of belonging and having purpose (so often kids are dismissed)
- Introduction to the Upstreaming concept and to the research being done in Chicago with regards to the Good Behavior Games (no results until the end of the year.) ~ The game has been around for about 30 years and is implemented in first grade. After tracking these students, they are finding the student who participated in the program had a reduced rate of suicidality by 50%, reduced criminal activity and a delayed onset of alcohol and drug use.
- Social emotional learning; Positive Behavioral Interventions and Support (PBIS); there are great resources on CASTLES website

Other ideas

- Link to the ReachOut website – a national campaign geared towards children. It's constantly changing. It is very kid friendly website and could give the workgroup ideas on what kids like. Youth can sign up for a weekly positive message to be texted to them. They also have posters. In fact, Mr. Johnson spoke with the school districts about posting the ReachOut posters in eight of the health classrooms. The posters were available through the Ad Council but they may be out of funds to print more; he received permission to print his own.
 - The workgroup recommended talking to the Illinois State Board of Education about distributing posters
- Speaker's bureau – the workgroup discussed the benefit of having a webpage with a list of speakers that would be available to talk about suicide.
- KIDS PAGE – create page(s) intended for youth to go to; add kid friendly links to resource pages
- Did IOTO create public service announcements a few years ago – if so, add links to them from these webpages.

Overview of issue papers –

Access to means issue paper – the members reviewed sections that could be revised so as to shorten the paper from 9 pages to 6 pages. They felt it was ready to share at the full alliance meeting on February 27th but if workgroup members have any edits in the meantime, let Ms. Martin know.

Other issue papers – During today's workgroup call, the members discussed how the task of developing new issue papers is similar to writing papers in college courses. They wondered if there were any professors that would task their students with this assignment. The workgroup could review and edit the drafts then submit them for approval. What a great opportunity for a student to become familiar with the field of suicide and have their work released for public use. And a great opportunity for the alliance to release more issue papers – and connect with higher education. Ms. Martin will send a request to the workgroup to see if they know of a professor that might consider this idea – and the workgroup will present the question to the full alliance at their next meeting

Discuss the development of a suicide prevention webpage

The draft webpage is still being reviewed by the Department, in addition to a request to add the National Lifeline logo to the IDPH website.

Next Meeting - Thursday, April 11, 2013 – 2-3p.m.

- Set agenda
 - Introductions
 - Approve minutes from February 14, 2013 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