

ILLINOIS DEPARTMENT OF PUBLIC HEALTH
Illinois Suicide Prevention Alliance
Community Awareness Workgroup
(Addressing newly formed Goals 3 and 4)
Approved August 15, 2013

Thursday, April 11, 2013
2:00 p.m. – 3:00 p.m. (Conference call)

Introductions

Chuck Johnson	Blessing Hospital
Marjorie Lewe-Brady	West Chicago School District 33
Carol Gall	Mental Health America of Illinois
Jennifer Martin	Illinois Department of Public Health

Minutes from February 14, 2013 – Ms. Gall motioned for the approval of the minutes, with a second from Mr. Johnson. All in favor, motion carried.

Announcements

- Ms. Martin provided an update on the youth suicide prevention project (e.g., gatekeeper training, professional development, expansion of the public awareness campaign, promotion of the National Suicide Prevention Lifeline, stakeholder meetings and system change meeting.)
- Mr. Johnson reported he is gathering suicide prevention information to share with school counselors.

Update on the “It Only Takes One” campaign –

Discuss adding youth specific information to IOTO website. - During the February full alliance meeting, Ms. Gall presented the topic ideas the workgroup generated. Alliance members were asked to share other topic ideas. It was recommended to add a page on substance abuse. One member had a list of youth interactive websites to share. Alliance members were also asked if they were aware of media outlets that would donate space to promote suicide prevention. The ideas included WGN and WTTW, Teen News catholic newspaper, college newspapers and radio, and trade union newsletters.

An ad hoc committee started to convene with the goal to build the content for the youth-specific web pages on the It Only Takes One website. The group discussed the format of the pages, resources to share, other webpages to link to and how to promote the website. The group recommended scheduling a brainstorming session with the marketing firm. Members also committed to reviewing the current website and identify how the new content could be embedded.

Overview of issue papers –

Access to means issue paper – the paper was approved by the alliance during their February meeting with the request to change the charts to be more reader friendly. The workgroup developed a list of organizations to share the issue paper with – e.g., Illinois Council Against Handgun Violence, Chief of Police Association, Illinois State Police, first responders, Illinois Hospital Association, mental health centers, school board association, legislators, Illinois Public Health Association, poison centers, drug and substance abuse programs and via social media.

Other issue papers – During the last workgroup call, members discussed the idea of approaching professors about tasking their students with this assignment. Ms. Martin sent a request to the workgroup to see if they know of a professor that might consider this idea and Ms. Gall presented the question to the February full alliance. Alliance members discussed the contacts they had at various universities and agreed to forward the request.

Discuss the development of a suicide prevention webpage

The draft webpage is still being reviewed by the Department.

The workgroup also discussed there is a need among professionals to have an overview of what components should be in a “suicide prevention 101” training. Several members have heard from professionals that they can’t find a general training and would like some guidance. Members mentioned this would be a great resource to add to the website, in addition to a list of resources.

Next Meeting - Thursday, June 13, 2013 – 2-3p.m.

- Set agenda
 - Introductions
 - Approve minutes from April 11, 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