

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

Thursday, June 13, 2013

2:00 p.m. – 3:00 p.m. (Conference call)

**Introductions**

Roberta Allen	Illinois Department of Human Services (SASS program)
Paul Fleming	Survivor
Chuck Johnson	Blessing Hospital
Jennifer Martin	Illinois Department of Public Health

**Minutes from April 11, 2013** – minutes were unavailable.

**Announcements**

- Ms. Martin provided an update on the youth suicide prevention project.
- Ms. Allen reported she is the new program manager for the Screening, Assessment and Support Services program at IDHS. She provided an overview of the program and how the program is a collaboration between IDHS, Illinois Department of Children and Family Services and the Illinois Department of Healthcare and Family Services.

**Update on the “It Only Takes One” campaign –**

*Discuss adding youth specific information to IOTO website.* – The ad hoc committee, to build the content for the youth-specific web pages on the It Only Takes One website, has met several times since the last workgroup meeting. The marketing firm developed a site map for the website based on the feedback from the workgroup and the ad hoc committee. Each component of the website was assigned to a member to either review or gather content.

The ad hoc committee also began reviewing ideas for the next phase of the campaign, which will focus more on promoting the campaign (e.g., driving more traffic to the website, leveraging social media) and outreach (e.g., technical assistance and guidance to partner agencies.)

**Overview of issue papers –**

*Access to means issue paper* – the data unit in Ms. Martin’s office revised the data charts per the alliance’s request. The paper was submitted for further review by the Department. Ms. Martin was asked to change the header of the issue paper to the standard chronic disease division headers. Ms. Martin and the workgroup discussed concerns about changing the header. She will share the feedback and request the header not be changed.

**Discuss the development of a suicide prevention webpage**

The draft webpage is still being reviewed by the Department.

**Set FY14 Meetings** – the workgroup agreed to continue to meet the second Thursday of every other month at 2p.

*Summary submitted by Jennifer Martin*