



**Riverside County Suicide Prevention Coalition**  
**Effective Messaging Sub-Committee Meeting Agenda**  
**Wednesday, July 13, 2022 from 10:00 AM – 11:00 AM**

*We seek to increase safe reporting of suicide, increase healthy social media use, partner with members of media to provide information about resources, integrate best practices into public campaigns and communication strategies for suicide loss.*

**In Attendance:**

Andrea Ramirez, RUHS-Behavioral Health: [A.Ramirez@ruhealth.org](mailto:A.Ramirez@ruhealth.org)  
Haissam Yahya, Caltrans: [haissam.yahya@dot.ca.gov](mailto:haissam.yahya@dot.ca.gov)  
Janely Rivera, RUHS-Public Health: [janelyrivera10@gmail.com](mailto:janelyrivera10@gmail.com)  
Maura Burke, It's Up to Us marketing campaign for Riverside: [maura@civilian.com](mailto:maura@civilian.com)  
Moe Bhuyian, Caltrans: [moe.bhuyian@dot.ca.gov](mailto:moe.bhuyian@dot.ca.gov)  
Pedro Cevallos, Caltrans: [pedro.cevallos@coronaca.gov](mailto:pedro.cevallos@coronaca.gov)  
Rebecca Antillon, RUHS-Program Director [rantillon@ruhealth.org](mailto:rantillon@ruhealth.org)  
Robert Youssef, RUHS-Behavioral Health: [RYoussef@ruhealth.org](mailto:RYoussef@ruhealth.org)  
Stan Collins, Each Mind Matters: [stan@suicideispreventable.org](mailto:stan@suicideispreventable.org)

**Absent:**

Aaron Esparza, United States Airforce: [aaron.esparza.3@us.af.mil](mailto:aaron.esparza.3@us.af.mil)  
Angela Naso, Department of Public Social Services: [anaso@rivco.org](mailto:anaso@rivco.org)  
Audrey Mae Hernandez, Inland SoCal United Way: [AudreyMaeS.Hernandez@calbaptist.edu](mailto:AudreyMaeS.Hernandez@calbaptist.edu)  
Cathleen Chou, Norco College: [Cathleen.chou@rccd.org](mailto:Cathleen.chou@rccd.org)  
Dylan Scott, RUHS-Public Health: [dcolt@ruhealth.org](mailto:dcolt@ruhealth.org)  
Gloria Moriarty, CODIE -Lead Advocate: [gmoriarty@codie.org](mailto:gmoriarty@codie.org)  
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Jake Koetsier, Inland SoCal 211 United Way: [jacob@iscuw.org](mailto:jacob@iscuw.org)  
Kim Saruwatari, Riverside County of Public Health: [ksaruwatari@ruhealth.org](mailto:ksaruwatari@ruhealth.org)  
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Mila Banks, Filipino American Mental Health Resource Center: [smilabanks\\_409@yahoo.com](mailto:smilabanks_409@yahoo.com)  
Natalie Rocha, Reach Out: [natalie.rocha@we-reachout.org](mailto:natalie.rocha@we-reachout.org)  
Pamela Norton, RUHS- Behavioral Health: [pnorton@ruhealth.org](mailto:pnorton@ruhealth.org)  
Rafael Gonzalez, Rainbow Pride Youth Alliance: [rgonzalez@rainbowprideyouthalliance.org](mailto:rgonzalez@rainbowprideyouthalliance.org)  
Rian Raya Marquez, County of Riverside-Behavioral Health: [rmarquez@ruhealth.org](mailto:rmarquez@ruhealth.org)  
Rosie Flores-Folland, RUHS-Behavioral Health: [RFLORES@RUHEALTH.ORG](mailto:RFLORES@RUHEALTH.ORG)  
Sandy Award, RUHS-Behavioral Health: [S.Awad@ruhealth.org](mailto:S.Awad@ruhealth.org)  
Tamara Dewey, Murrieta Valley Unified School District: [tdewey@murrieta.k12.ca.us](mailto:tdewey@murrieta.k12.ca.us)  
Sandy Award, RUHS-Behavioral Health: [S.Awad@ruhealth.org](mailto:S.Awad@ruhealth.org)

**I. Welcome**

**II. Introductions of all members present**

**III. Icebreaker with Rebecca (Any exciting plans for the summer?)**

**IV. New Co-chairs Robert Youssef and Stans Collins will be taking over.**

**V. Review Committee Goals**

- Continue to increase safe reporting and health media use by providing training and guidance.
- Campaign is the best practices addressing topic of suicide.
- Creating strategies to address a suicide loss.

**VI. 988 Rollout**

- 988 rollouts will be coming forward on July 16 which will include crafting the message, promoting, and informing for 988 rollouts.

**VII. Caltrans**

- Creating road sign on the 91 or 50 freeway in effort to prevent suicide on those bridges.
- The sign should have no more than 3 lines to get the attention of the person and a person is normally driving 60 to 90 miles per hour.
- The Graphical and language on the sign should be simple as well there are children who will be seeing these signs.
- Doing research on samples of sign of other cities who have these signs on their road. .
- 8ft to 5ft, Speed determines the size of the letter.
- Stan has created a sign for kids in a different county and can demonstrate an example in our following meeting.
- Seeing where and when Suicides are happening. Seeing the guidelines on where to add the sign to see where it fit best.
- Taking pictures of sight to see where and what message should be added.

**VIII. Future Committee Activities**

- Examples of road signs on Suicide Prevention.
- Photos and dimensions of the sign.
- Location of the Sign.

**IX. Future Meeting Reminders: SPC Quarterly is 10/26/22 at 9am/ SPC-M is 8/10/22 at 10am**

