



Riverside County Suicide Prevention Coalition

Effective Messaging Sub-Committee Meeting

Wednesday January 13, 2021

Today's Task: The SPC Work Group Structure & Reports, Suicide Data Presentation

Minutes

In Attendance:

1. Jennifer Carson, Inland SoCal 211 United Way: jcarson@connectriverside.org
2. Sarah Rodriguez, Board of Supervisors District 3: sarrodr@rivco.org
3. Mary Obideyi, RUHS- Public Health: mobideyi@ruhealth.org
4. Kaylea Snaer- RUHS- Public Health: ksnaer@ruhealth.org
5. Tamara Dewey, Murrieta Valley Unified School District: tdewey@murrieta.k12.ca.us
6. Pamela Norton, RUHS- Behavioral Health: pnorton@ruhealth.org
7. Rian Raya Marquez, County of Riverside-Behavioral Health: rmarquez@ruhealth.org
8. Maura Rogers, Public Defenders Office: mrrogers@rivco.org
9. Natalie Rocha, Reach Out: natalie.rocha@we-reachout.org
10. Kim Starrs, Inland SoCal 211 United Way: kstarrs@uwiv.org
11. Christy Mota, Behavioral Health Research and Development Department: CMota@ruhealth.org

Absent:

1. Cathleen Chou, Norco College: Cathleen.chou@rccd.org
2. Gloria Moriarty, CODIE: gmoriarty@codie.org
3. Lisa Price, CODIE: kprice@codie.org
4. Angela Naso, Department of Public Social Services: anaso@rivco.org
5. Cynthia Reynoso, Rancho Springs Med Center: espinosac16@yahoo.com
6. Kim Saruwatari, Riverside County of Public Health: ksaruwatari@ruhealth.org
7. Rafael Gonzalez, Rainbow Pride Youth Alliance: rgonzalez@rainbowprideyouthalliance.org
8. Jose Campos, Jurupa Unified School District: jose_campos@jUSD.k12.ca.us
9. Kristina Shigaeva, Civilian Agency: kristina@civilian.com



Review Goals & Introduce New Members

- I. Goal: Increase safe reporting of suicide and healthy social media use
- II. Objectives
 - i. Partner with members of media to provide information about resources
 - ii. Integrate best practices into public campaigns
 - iii. Communication strategies for suicide loss

I. Work Group Survey

- i. Shared the Google form created to allow sub-committee members to volunteer to be part of the Suicide Prevention Messaging work group or the public relations work group

II. Suicide Prevention Messaging Work Group

- i. Work group members have met and provided updates on tasks in progress to meet goal.
- ii. They created a Google Document that provides general suicide messaging guidelines to be shared with schools, traditional/non-traditional media, and other news outlets
- iii. They plan to meet once a month to create messaging information that is appropriate among different populations
- iv. Plan to use the content created in this group to create simple and understandable messaging guidelines for social media

III. Riverside County Suicide Data

- i. Joseline Franco, Sona Ardeshta, and Susanna-Juarez Williamson provided an informative presentation on the county data
- ii. They shared the dashboard that they are creating for public health workers to access and use to effectively messaging to the community
- iii. The sub-committee provided feedback to help improve the messaging that is integrated on the dashboard that is still being built
- iv. Feedback included: changing “attempts” to “confirmed attempts” and making sure the language is safe

IV. Public Relations Work Group

- i. Sarah shared some communication considerations for effective messaging
- ii. Developing this work group and the members who would like to be included



- iii. Will provide a presentation next meeting about the work being done in this group
- iv.

I. Action Items

- i. Continue to build and add members to both work groups
- ii. Prepare to present at the upcoming Coalition meeting
- iii. Share the Google Doc with the sub-committee that was created by the suicide prevention messaging work group
- iv. Acquire logo and branding colors
- v. Compile a list of traditional and non-traditional media in Riverside County
- vi. Look for opportunities to collaborate with other sub-committees to further the work of the coalition

Future Meetings: Coalition on Jan 27th at 9am & Sub-Committee on February 10th at 10am



Notes recorded by: Your Name, Title