



Riverside County Suicide Prevention Coalition Sub-Committee Meeting Agenda

Effective Messaging Sub-Committee Meeting Agenda

Wednesday, January 11, 2023 from 10:00 AM – 11:00 AM

I. Subcommittee Goals

- II.** *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.*

III. Welcome

IV. Icebreaker (The best thing you enjoyed for the holiday?)

V. Review Suggestion for SPC Website

- a. SPC Website- www.rivcospc.org
- i. Changing color scheme from blue and purple for the Crisis numbers.
 - ii. Mobile version – clickable
 - iii. Sub-committees listed on the front page.
 - iv. Calendar be listed to upcoming or current Sub-committees
 - v. Other Organizations
 - Resources for organization
 - Redirecting to another calendar for those who would like to know more.
 - Online form to re-direct where Robert can approve or decline those being promoted on the website.

VI. Safe gun project

- a. Messaging & safety
- b. Cross collab
- c. Working with Gun shops
- d. Poster and decal

VII. Training Gun shop Staff

- Prevention 101
- ii. Working with firearm Instructions
- iii. Gun shop Project 4x6 Index card-
<file:///C:/Users/t259848/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/LMTRVDF4/Gun%20Shop%20Project%204x6%20card.pdf>
 - Esthetics
 - Some icons are not unified, and some are cropped.
 - Education, Warning, & Resources
 - Language is off putting.
 - Give them something before information like data percentage.
 - Not blaming Firearm but Safety.
 - What they would like them to do and penal code enforcement – won't see gun again
 - Adding national Lifeline both in Spanish and English required by law
 - Pilot countries
 - Target Specific groups

VIII. Future Committee Activities/ Questions & Comments

- a. Social Media Website
- b. Review stan files
- c. Safe Gun Project (March)

IX. Next Meeting Reminder: Suicide Prevention Coalition Quarterly Meeting 04/27/2023, Sub-Committee Meeting 02/8/2023

