



## **Riverside County Suicide Prevention Coalition**

### **Effective Messaging Sub-Committee Meeting**

**Wednesday December 9, 2020**

**Today's Task: The SPC Work Group Goals, Objectives and Action Plan**

### **Minutes**

#### **In Attendance:**

1. Jennifer Carson, Inland SoCal 211 United Way: [jcarson@connectriverside.org](mailto:jcarson@connectriverside.org)
2. Sarah Rodriguez, Board of Supervisors District 3: [sarrodr@rivco.org](mailto:sarrodr@rivco.org)
3. Mary Obideyi, RUHS- Public Health: [mobideyi@ruhealth.org](mailto:mobideyi@ruhealth.org)
4. Kaylea Snaer- RUHS- Public Health: [ksnaer@ruhealth.org](mailto:ksnaer@ruhealth.org)
5. Jose Campos, Jurupa Unified School District: [jose\\_campos@jUSD.k12.ca.us](mailto:jose_campos@jUSD.k12.ca.us)
6. Tamara Dewey, Murrieta Valley Unified School District: [tdewey@murrieta.k12.ca.us](mailto:tdewey@murrieta.k12.ca.us)
7. Pamela Norton, RUHS- Behavioral Health: [pnorton@ruhealth.org](mailto:pnorton@ruhealth.org)
8. Maura Rogers, Public Defenders Office: [mrrogers@rivco.org](mailto:mrrogers@rivco.org)
9. Kristina Shigaeva, Civilian Agency: [kristina@civilian.com](mailto:kristina@civilian.com)
10. Natalie Rocha, Reach Out: [natalie.rocha@we-reachout.org](mailto:natalie.rocha@we-reachout.org)
11. Kim Starrs, Inland SoCal 211 United Way: [kstarrs@uwiv.org](mailto:kstarrs@uwiv.org)

#### **Absent:**

1. Cathleen Chou, Norco College: [Cathleen.chou@rccd.org](mailto:Cathleen.chou@rccd.org)
2. Gloria Moriarty, CODIE: [gmoriarty@codie.org](mailto:gmoriarty@codie.org)
3. Lisa Price, CODIE: [kprice@codie.org](mailto:kprice@codie.org)
4. Rian Raya Marquez, County of Riverside-Behavioral Health: [rmarquez@ruhealth.org](mailto:rmarquez@ruhealth.org)
5. Angela Naso, Department of Public Social Services: [anaso@rivco.org](mailto:anaso@rivco.org)
6. Cynthia Reynoso, Rancho Springs Med Center: [espinosac16@yahoo.com](mailto:espinosac16@yahoo.com)
7. Kim Saruwatari, Riverside County of Public Health: [ksaruwatari@ruhealth.org](mailto:ksaruwatari@ruhealth.org)
8. Rafael Gonzalez, Rainbow Pride Youth Alliance: [rgonzalez@rainbowprideyouthalliance.org](mailto:rgonzalez@rainbowprideyouthalliance.org)



**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. Partnering with Members of the Media**

- i.** Develop a training module and invite members of the media and non-traditional media to training: language, resources, best practices
- ii.** Utilize Facebook groups, news bulletins, and social media accounts of committee member organizations
- iii.** Create a toolkit: images, hashtags, messaging and cobranding to use across different platforms

**II. Best practices into public campaigns**

- i.** Infographic to talk about what is safe messaging and appropriate use. Release that before suicide prevention month to prepare them how to implement best practices and educate on responsibly report and respond
- ii.** Make information inclusive to visually and hearing impaired (infographics that have a lot of text are not user friendly to accommodate) Keep it simple!
- iii.** Make 5 different infographics for each day to condense and make more inclusive
- iv.** Create a kick-off video go the toolkit
- v.** Connect with student leadership groups and empower them as advocates
- vi.** Use behavioral health riverside.org as a landing page to house those materials
- vii.** Commercial Campaigns (It's Up to Us)

**I. Communication strategies for suicide loss**

- i.** Reach out to public information, communication departments, schools, non-profits
- ii.** Put together a press release when we are launching this
- iii.** List of contacts at different radio stations throughout Riverside and reach out to each city personally
- iv.** Set up a liaison for each city



## **II. Action Items**

- i.** Several of us are going to work on content and others are going to share some best practices
- ii.** Send out google form and do exploratory work
- iii.** Create toolkits that are aged based and unique to media platforms by July 2021
- iv.** Present it to the entire Suicide Coalition
- v.** Utilize all our coalition members to make a massive and incredible campaign
- vi.** End goal is to have the toolkit and press release prepared for suicide prevention week beginning September 8<sup>th</sup>

**Future Meetings:** Sub-Committee on Jan 13<sup>th</sup> at 10am & Coalition on Jan 27<sup>th</sup> at 9am



---

Notes recorded by: Your Name, Title