



Riverside County Suicide Prevention Coalition Sub-Committee Meeting

Effective Messaging Sub-Committee Meeting

Wednesday, March 8, 2023 from 10:00 AM – 11:00 AM

In Attendance:

Janely Rivera, RUHS-Public Health: janelyrivera10@gmail.com

Moe Bhuyian, Caltrans: moe.bhuyian@dot.ca.gov

Rian Raya Marquez, County of Riverside-Behavioral Health: rmarquez@ruhealth.org

Robert Youssef, RUHS-Behavioral Health: RYoussef@ruhealth.org

Absent:

Aaron Esparza, United States Airforce: aaron.esparza.3@us.af.mil

Amenze Ogbebor, RUHS - BH Consumer Affairs: Aogbebor@ruhealth.org

America Navejas, Inland Caregiver Resource Center: anavejas@inlandcaregivers.org

Andrea Putnam, RUHS-Behavioral Health: a.putnam@ruhealth.org

Angela Naso, Department of Public Social Services: anaso@rivco.org

Angelica Jordan, Riverside County DPSS: Anjordan@rivco.org

Audrey Mae Hernandez, Inland SoCal United Way: AudreyMaeS.Hernandez@calbaptist.edu

Cathleen Chou, Norco College: Cathleen.chou@rccd.org

Christian Ortiz, Cortiz@rivco.org

Claudelle Ayad, DPSS - Welfare to Work: clayad@rivco.org

Crystal Toscano, DPSS/IHSS : ctoscano@rivco.org

Cynthia Reynoso, Rancho Springs Med Ctr : espinosac16@yahoo.com

Derek Chacon, Inland Caregiver Resource Center : dchacon@inlandcaregivers.org

Deo Campbell, Borrego Health: dcampbell@borregomedical.org

Dylan Colt, RUHS - BH Consumer Affairs : dcolt@ruhealth.org

Dylan Scott, RUHS-Public Health: dcolt@ruhealth.org

Gloria Moriarty, CODIE -Lead Advocate: gmoriarty@codie.org

Haissam Yahya, Caltrans:haissam.yahya@dot.ca.gov

Hazel Lambert, RUHS-BH AAFWAG: antconsulting@yahoo.com

Isabel Aguilera, RUHS- Public Health: i.aguilera@ruhealth.org

Jake Koetsier, Inland SoCal 211 United Way: jacob@iscuw.org

Janeen Gonzalez, Hemet Unified School District: jgonzalez1@hemetusd.org

Kim Saruwatari, Riverside County of Public Health: ksaruwatari@ruhealth.org

Kim Starrs, Inland SoCal 211 United Way: kstarrs@uwiv.org

Lauren St.Jaques, Lauren St. Jacques Counseling Services: lauren.st.jacques@hotmail.com

Lexienne Prieto, Community Health Systems: le.prieto@chsica.org

Lisa Price, CODIE -Regional Director: kprice@codie.org

Maria Gallardo, Vision y Compromiso: mariag@visionycompromiso.org

Maura Burke, It's Up to Us marketing campaign for Riverside: maura@civilian.com

Maura Rogers, Public Defender's Office: MRROgers@rivco.org

Mila Banks, Filipino American Mental Health Resource Center: smilabanks_409@yahoo.com

Natalie Rocha, Reach Out: natalie.rocha@we-reachout.org

Pamela Norton, RUHS- Behavioral Health: pnorton@ruhealth.org
Pedro Cevallos, Caltrans: pedro.cevallos@coronaca.gov
Rafael Gonzalez, Rainbow Pride Youth Alliance: rgonzalez@rainbowprideyouthalliance.org
Rebecca Antillon, RUHS-Program Director rantillon@ruhealth.org
Rosie Flores-Folland, RUHS-Behavioral Health: RFLORES@RUHEALTH.ORG
Sandy Award, RUHS-Behavioral Health: S.Awad@ruhealth.org
Sarah Rodriguez, Board of Supervisors, District 3: sarrodr@rivco.org
Savat Khamphou, Caltrans: savat.khamphou@coronaca.gov
Silvia Ivanova, CFLC Sheltering Palms: sivanova@cflckids.org
Stan Collins, Each Mind Matters: stan@suicideispreventable.org
Tamara Dewey, Murrieta Valley Unified School District: tdewey@murrieta.k12.ca.us
Theresa Rago, Moreno Valley Unified School District: trago@mvusd.net
Traci Cornelius, Riverside County Office on Aging: tcornelius@rivco.org
Veronica Martinez, RUSD: vmartinez@riversideunified.org
Virginia Perez, Norco College: Virginia.Perez@norcollege.edu
Yvette Flanagan, yflanagan@banning.k12.ca.us

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

V. Review Suggestion for SPC Website

a. SPC Website- www.rivcospc.org

- Changing color scheme from blue and purple for the Crisis numbers.
 - White bold text for Crisis numbers.
- Mobile version – clickable
- Sub-committees listed on the front page.
- Calendar be listed to upcoming or current Sub-committees.
- 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.
 - Have submission links if you want to add your resources. Service base resources and have the Subcommittee approve resource.

- A section for communication/ news media / PIO

VI. Reporting on Suicide materials from It's Up to Us Riverside

- a. file:///C:/Users/t259848/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/LMTRVDF4/23-RMH-0116_ReportingonSuicide_R1.pdf
- b. file:///C:/Users/t259848/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/LMTRVDF4/23-RMH-0116_ResponsibleReporting_R1.pdf
 - i. News media and PIO Officers
 - ii. Add to Resources section in the SPC website.
 - iii. Second page of Responsible reporting on Suicide – Add Subtitle /Subtext. Reminding why this information is there, can be used as a reference and encourage potential readers of Warning Signs and risk factors.
 - Remove first bullet point on second page of Responsible reporting on Suicide- Get the facts.
 - Rename “Get the facts” to “ **Help is Available**”
 - Add to bullet point “**Everyone can play a role by knowing the warning signs and risk factors, Suicide can be prevented, Don’t be afraid to talk about it, HELP IS AVAILBLE.**”

VII. Safe gun project

- a. Messaging & safety
- b. Cross collab
- c. Working with Gun shops
- d. Poster and decal
 - i. Training Gun shop Staff
 - Prevention 101
 - ii. Working with firearm Instructions
- e. Gun shop Project 4x6 Index card-
<file:///C:/Users/t259848/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/LMTRVDF4/Gun%20Shop%20Project%204x6%20card.pdf>
 - i. Looking for recruiting formal or active-duty military, first responders, law enforcement individuals very familiar with the firearm community and really training them how to go in the gun shops what the facts/ stats/or data. So they work with gun shops and get them to partner with gun shops to agree to display the material and provide 30 minute training for the gun shop staff.

- Biggest message to convey is If you are having thought of suicide the biggest way to protect your family is to protect yourself.
- ii. Material will not be used; previous material will be used. But will still be customized previous material.
 - Help recruit ambassadors and help draft material.

VIII.

IX. Future Committee Activities/ Questions & Comments

- a. SPC Website
- b. Gun Safety draft Material
- c. Review changes in the safe reporting document
- d. Drafting a list of individuals for media outlets can reach out to
 - i. Later working on getting Individuals who can speak to specific groups

X. Next Meeting Reminder: Suicide Prevention Coalition Quarterly Meeting 04/27/2023, Sub-Committee Meeting 05/10/2023

