



Riverside County Suicide Prevention Coalition Sub-Committee Meeting

Effective Messaging Sub-Committee Meeting

Wednesday, April 12, 2023 from 10:00 AM – 11:00 AM

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

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Absent:

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

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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.
- 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. Gun Safety Draft Material

VII. Review Changes in the Safe Reporting Document

VIII. Draft a list of individuals for media outlets to reach out to

- i. Later working on getting Individuals who can speak to specific groups.

IX. Future Committee Activities/ Questions & Comments

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

