



**Riverside County Suicide Prevention Coalition**  
**Effective Messaging Sub-Committee Meeting Agenda**  
**Wednesday February 9 2022 from 10:00 AM – 11:00 AM**

*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.*

**In Attendance:**

Jennifer Carson, Inland SoCal 211 United Way: [jcarson@connectriverside.org](mailto:jcarson@connectriverside.org)  
Sarah Rodriguez, Board of Supervisors District 3: [sarrodr@rivco.org](mailto:sarrodr@rivco.org)  
Mary Obideyi, RUHS- Public Health: [mobideyi@ruhealth.org](mailto:mobideyi@ruhealth.org)  
Tiffany Carmona, Up to Riverside Marketing Campaign: [tiffany@civilian.com](mailto:tiffany@civilian.com)  
Tamara Afshar, Up to Riverside Marketing Campaign: [tamara@civilian.com](mailto:tamara@civilian.com)  
Rebecca Antillon, RUHS-Program Director [rantillon@ruhealth.org](mailto:rantillon@ruhealth.org)  
Audrey Mae Hernandez, Inland SoCal United Way :[AudreyMaeS.Hernandez@calbaptist.edu](mailto:AudreyMaeS.Hernandez@calbaptist.edu)  
Janely Rivera, RUHS-Public Health: [janelyrivera10@gmail.com](mailto:janelyrivera10@gmail.com)  
Maura Burke, Public Defenders Office: [mrrogers@rivco.org](mailto:mrrogers@rivco.org)  
Rian Raya Marquez, County of Riverside-Behavioral Health: [rmarquez@ruhealth.org](mailto:rmarquez@ruhealth.org)  
Jake Koetsier, Inland SoCal United Way  
Isabel Aguilera, RUHS- Public Health  
Dylan Scott, RUHS-Public Health: [dcolt@ruhealth.org](mailto:dcolt@ruhealth.org)  
Mindy McFarland. RUHS Behavioral Health [mmcfarland@ruhealth.org](mailto:mmcfarland@ruhealth.org)  
Andrea Ramirez, RUHS-Behavioral Health [A.Ramirez@ruhealth.org](mailto:A.Ramirez@ruhealth.org)

**Absent:**

Cathleen Chou, Norco College: [Cathleen.chou@rccd.org](mailto:Cathleen.chou@rccd.org)  
Tamara Dewey, Murrieta Valley Unified School District: [tdewey@murrieta.k12.ca.us](mailto:tdewey@murrieta.k12.ca.us)  
Aaron Esparza, United States Airforce: [aaron.esparza.3@us.af.mil](mailto:aaron.esparza.3@us.af.mil)  
Pamela Norton, RUHS- Behavioral Health: [pnorton@ruhealth.org](mailto:pnorton@ruhealth.org)  
Natalie Rocha, Reach Out: [natalie.rocha@we-reachout.org](mailto:natalie.rocha@we-reachout.org)  
Kim Starrs, Inland SoCal 211 United Way: [kstarrs@uwiv.org](mailto:kstarrs@uwiv.org)  
Kim Saruwatari, Riverside County of Public Health: [ksaruwatari@ruhealth.org](mailto:ksaruwatari@ruhealth.org)  
Angela Naso, Department of Public Social Services: [anaso@rivco.org](mailto:anaso@rivco.org)  
Mila Banks, Filipino American Mental Health Resource Center: [smilabanks\\_409@yahoo.com](mailto:smilabanks_409@yahoo.com)  
Gloria Moriarty, CODIE -Lead Advocate: [gmoriarty@codie.org](mailto:gmoriarty@codie.org)  
Lisa Price, CODIE -Regional Director: [kprice@codie.org](mailto:kprice@codie.org)  
Rafael Gonzalez, Rainbow Pride Youth Alliance : [rgonzalez@rainbowprideyouthalliance.org](mailto:rgonzalez@rainbowprideyouthalliance.org)  
Rosie Flores-Folland, RUHS-Behavioral Health: [RFLORES@RUHEALTH.ORG](mailto:RFLORES@RUHEALTH.ORG)  
Stan Collins, Each Mind Matters: [stan@suicideispreventable.org](mailto:stan@suicideispreventable.org)

- I. Welcome & Icebreaker with Co-Chair Jenn (Recommend an affordable or free place in Riverside County for a self-care day off )**
- Honoring Black Excellence- Lizzy Flake Rowan
  - Supporting black owned businesses - Stella & Haas
  - Jenn- Werther and Papageno Effect.
  - Sharing a webinar Dr. April Foreman is hosting a Facebook Live event to discuss safe messaging surrounding reporting on cases of death by suicide [Facebook Live](#)
  - Ice Breaker- Hike Mt. Rubidoux, play with cats/walk, hike behind Moreno Valley College, “Donkey Watching” in Box Springs, Balboa Park in San Diego
- II. Committee Mission and Agenda with Co-Chair Mary**
- Welcomed people to the meeting
  - Went over the sub-committee mission
  - Briefly discussed the meeting agenda
- III. Presentation/Update given by Michelle Downs and Melina McFarland-RUHS Behavioral Health Website updates Mindy McFarland & Andrea Ramirez:**
- Branded separate from RUHS
  - New logo
  - Preliminary ideas and navigation on the website using RUSH’s current website as a template
  - Adding more resources in each page
  - Ensuring that the webpage is optimized for mobile
  - Roll-out date?
  - Who will update the information? Miesha will oversee the newsletter
- IV. Prep for Presentations for 3/9/22**
- Hold off in the update presentations for now
  - We will have the updates be presented in the next coalition sub-committee’s co-chair meetings
  - Will give further update once meeting for coalition sub-committee’s co-chairs takes place.
- V. Create an Advising Google Form**
- To funnel requests for review of material being sent out to the community
  - In the next meeting effective sub-committee meeting we will go in depth about it.
  - Jenn and Mary will create a draft google form and share with the sub-committee members
- VI. Mental Health Awareness Month & Suicide Prevention Month**
- Brainstorm on ideas on how we can promote Suicide Prevention Month during the month of May (social media, etc.)
  - Rebecca- promotion of RUHS-Behavioral Health Calendar of activities (final details are forthcoming)
  - Committee and SPC activities
  - Take Action for Mental Health campaign.
    - Promote the new look and updated resources/events to the community
- VII. Future Meeting Reminders: SPC Quarterly is 4/27/22 at 9am/ SPC-M is 3/9/22 at 10am**
- Rebecca will confirm the date for SPC Quarterly meeting
- VIII. Upcoming Events**
- Jake Koetsier – Inland SoCal United Way about “The real Cost Measure Report”  
Friday 11am-1pm [Register Here](#)