



## **Riverside County Suicide Prevention Coalition**

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

**Wednesday March 10, 2021**

**Today's Task: Work Group Reports and Toolkit**

### **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. Tamara Dewey, Murrieta Valley Unified School District: [tdewey@murrieta.k12.ca.us](mailto:tdewey@murrieta.k12.ca.us)
6. Pamela Norton, RUHS- Behavioral Health: [pnorton@ruhealth.org](mailto:pnorton@ruhealth.org)
7. Rian Raya Marquez, County of Riverside-Behavioral Health: [rmarquez@ruhealth.org](mailto:rmarquez@ruhealth.org)
8. Angela Naso, Department of Public Social Services: [anaso@rivco.org](mailto:anaso@rivco.org)

#### **Absent:**

1. Cathleen Chou, Norco College: [Cathleen.chou@rccd.org](mailto:Cathleen.chou@rccd.org)
2. Maura Rogers, Public Defenders Office: [mrogers@rivco.org](mailto:mrogers@rivco.org)
3. Lisa Price, CODIE: [kprice@codie.org](mailto:kprice@codie.org)
4. Gloria Moriarty, CODIE: [gmoriarty@codie.org](mailto:gmoriarty@codie.org)
5. Dylan Scott, RUHS-Public Health: [dcolt@ruhealth.org](mailto:dcolt@ruhealth.org)
6. Natalie Rocha, Reach Out: [natalie.rocha@we-reachout.org](mailto:natalie.rocha@we-reachout.org)
7. Kim Starrs, Inland SoCal 211 United Way: [kstarrs@uwiv.org](mailto:kstarrs@uwiv.org)
8. Kim Saruwatari, Riverside County of Public Health: [ksaruwatari@ruhealth.org](mailto:ksaruwatari@ruhealth.org)
9. 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**

**III. Introductions & Goal Review**

- i. Jenn began the meeting by recentring us on the mission and goals of our sub-committee
- ii. She reminded us that we are focused on safe messaging and not on prevention, as there is a different sub-committee dedicated to prevention strategies
- iii. 9/10 reporting on suicide occurs after a death
- iv. All messaging is post-attempt or post-death
- v. Explained that our sub-committee has broken into two workgroups: 1.) Suicide Messaging Content work group that is centered on research-based suicidology and 2.) Public Relations group which is focused on graphics and appropriate messaging using visual representations of suicide
- vi. The clear deliverable we want to do will be to produce a toolkit for traditional and non-traditional media prior to suicide prevention week in September

**IV. Public Relations Work Group**

- i.** The committee shared progress on the branding for our general safe suicide messaging document
- ii.** We established that the color scheme and logo (puzzle piece) would be the same as what the Suicide Coalition uses
- iii.** We discussed that the document should also include the logos for Riverside University Health System-Public Health and Riverside University Health System-Behavioral Health
- iv.** We also discussed the importance of choosing document colors that could also be easily produced in grayscale
- v.** Established that all social media/documents that are created need to allow for co-branding with all large entities in the coalition



- vi. The social media post and general safe messaging document will be the framework for our objectives and the toolkit will provide handouts, resources, sample press releases, and any further details that are necessary

#### **V. Suicide Prevention Messaging Work Group**

- i. Shared the SAFE messaging social media post and asked the committee to share thoughts/changes/feedback
- ii. This document can be found on the shared Google drive:  
<https://drive.google.com/drive/folders/1XiNlarRfCABRHw9N4jgBShK-Tgd-fSU3?usp=sharing>
- iii. We changed the “A” to Avoid Sensationalizing Details
- iv. We discussed shame reduction and were reminded that shame is a feeling not something someone can do to someone else so we need to be careful with that language
- v. We want to eliminate using “focus on” and change it to facilitate, foster, or free.
- vi. Ultimately we want to start a conversation around reducing shame

#### **VI. Action Items**

- i. The Suicide Messaging Content group will have the final content for both the social media post and general messaging document by next meeting
- ii. The Public Relations work group will create a module including graphics, colors, and logo while they wait for the content to be finished
- iii. A proposed timeline would be to have the content, social media posts, and general document finished by July 1<sup>st</sup>
- iv. The shared Google Document link will be shared with committee members
- v. Next meeting we will discuss the general messaging document in more detail and establish a timeline for the toolkit

**Future Meetings:** Sub-Committee on April 14<sup>th</sup> at 10am, SP Messaging WK March 7<sup>th</sup> at 10am & PR WK April 29<sup>th</sup> at 10am

