



COMMUNITY HEALTH
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CHIP SUICIDE PREVENTION ACTION PLAN COMMITTEE
Meeting Minutes
June 28th, 2011
10:00am – 11:30am
Community Health Improvement Partners
9370 Chesapeake Drive, Suite 200
San Diego, CA 92123

Agi, Lawrence – Scripps Health	Kruidenier, Liz – NAMI NC LWV
Ambrosi, Sandra – Glenner Day Center	Kuykendall, Anabel – County of San Diego HHSA AIS
Bear, Bonnie – Survivors of Suicide Loss	Middleton, Loretta – SDCOE
Bongiorno, Gina – UCSD Bridge to Recovery	Qualls, Joe – Courage to Call
Correa, Alma – UCSD HSRC	Reyzer, Marge – Mira Costa College Health Services
Corona, Marianna - Harder & Co Community Research	Rodig, Leah - AdEase
Covell, Ruth, M.D. - UCSD	Scott, Kellie – BHETA & Aging Well
Crane, Melissa - HSRC	Sezeisputowski, Jana – Your Social Marketer, Inc.
Disner, Burton – North Coast Home Health Products	Sise, Beth – Scripps Health
Foster, Jean – SD Unified School District	Skiljan, Carol – Yellow Ribbon Suicide Prevention Program
Harper, Elizabeth – Community Research Foundation	Smith, Alan – County of San Diego
Jones, Kristi – Optum Health Access & Crisis Line	Touriel, Morris – Navy FFSC
Juarez, Reina - UCSD	Ventimiglia, Karen – County of San Diego HHSA
Judd, Katherine – County of San Diego HHSA	Walters, Courtney – MHS Peer2Peer Lines
Kenzelmann, Ruth – Optum Health Access & Crisis Line	AW - Harder & Co Community Research

1. Welcome / Introductions 10:00 am B Sise

Holly Salazar introduced herself to the room and turned the program over to Beth Sise and Carol Skiljan. Beth Sise welcomed everyone to the meeting and introductions were made.

2. Approval of Minutes 10:10am B Sise

Minutes were approved, with a slight modification to attendee organizations.

3. Media Briefing On Responsible Reporting 10:15am H Salazar

As the result of multiple murder-suicides in San Diego County, CHIP organized a media briefing on Guidelines for Responsible Reporting on Suicide on Friday, June 10th. A brief overview of Recommendations for Reporting on Suicide was presented by Holly, with time for questions for and comments by panelists, including Alfredo Aguirre, Ruth Kenzelmann, Beth Sise, and Carol Skiljan. San Diego County Sheriff Department Representatives, including Larry Nesbit (Homicide Lieutenant), Bob Brunk (Former PERT Sergeant), and Tim Curran (Central Investigations Captain) were available for

questions and comment, as well as Alan Smith, EMS Epidemiologist. It was recommended that the Access and Crisis Line and www.up2sd.org website be included in all suicide-related media coverage. Representatives from television, radio and print media attended the briefing.

Since the briefing, multiple news outlets have requested interviews with suicide prevention experts. Referrals to Ruth Kenzelmann at the Access and Crisis Line have led to more appropriate coverage by news outlets including Fox 6, NBC 7/39, Frontera, North County Times, Channel 10, and KOGO. However, while reporters may want to report appropriately, producers and editors are still seeking sensational headlines and coverage. It was determined by the committee that additional work be done to get the message out to media at all levels.

Holly suggested a media sub-committee may be in order and asked for volunteers. Kristi Jones, Bonnie Bear, Leah Rodig, Ruth Covell, Donna Peterson, Carol Skiljian, Ruth Kenzelmann, Anabel Kuykendall and Stan Collins expressed interest. Holly will follow up with an email in two weeks to organize.

4. SPAP Summit & Action Plan Overview 10:30am Harder & Co.

Harder & Co presented an overview of the structure of the action plan, as developed during subcommittee meetings and the Summit on May 23rd. A draft Suicide Prevention Action Plan will be sent to the county by June 30, 2011.

5. Development of SPAPC Strategic Plan 11:05am H. Salazar

Over the next few months, we will be working to develop a committee strategic plan, to determine actionable steps for us to take as the SPAPC. The process will be described more fully in July, but will include identifying key strategies based on recommendations from the draft action plan that the committee can commit to acting on.

6. SPAPC Mission and Vision Discussion 11:10am H. Salazar/All

The first step in defining a strategic plan is identifying a mission and vision. To start, all members received a sample mission and vision, and were asked to take two minutes to wordsmith and brainstorm. It was determined by consensus that the vision of the SPAPC will be “Zero Suicides in San Diego County.” There were varied opinions about the mission statement. Holly collected ideas, and will send 2-3 options for a mission statement to committee members later in the week. Based on feedback via email, a mission statement will be developed and presented to the SPAPC during the July meeting.

7. Other Announcements/Discussion 11:25am H. Salazar/All

- a. Two 30 second suicide prevention television spots were released this week by AdEase, as part of the It's Up to Us Campaign. These were presented to the committee.
- b. Holly announced CHIP's Crew Rendezvous event on Wednesday, November 16th, 2011.

SAVE THE DATE

Suicide Prevention Action Plan Committee

Tuesday, July 26th, 2011
10:00am – 11:30am
CHIP Training Room
9370 Chesapeake Drive
San Diego, CA 92123