



COMMUNITY HEALTH
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**SUICIDE PREVENTION WORK TEAM
MINUTES**
Thursday, April 1, 2010 12:00-1:30 p.m.

**San Diego County Emergency Medical Services,
Large Conference Room
6255 Mission Gorge Rd., San Diego, CA 92120
(Corner of Mission Gorge & Glacier. Parking across street on
Glacier)
Phone 619.285.6429
(Meetings generally held the first Thursday of the month)**

Attendees:

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| • Marcia Ayers, United Behavioral Health | • Dana Richardson, CHIP/HEAC |
| • Bonnie Bear, Survivors of Suicide Loss | • Leah Rodig, Ad Ease |
| • Jennifer Bransford-Koons, County of San Diego HHSA/AIS | • Beth Ruland, CHIP |
| • Ruth Covell, M.D., USCD | • Jana Sczeisputowski, Your Social Markets/Ad Ease |
| • Aron Fleck, CHIP | • Beth Sise, Scripps Health |
| • Katherine Judd, County of San Diego HHSA | • Carol Skiljan, Yellow Ribbon Suicide Prevention Program |
| • Liz Kruidenier, NAMI North Coast | • Alan Smith, Epidemiologist County EMS |
| • Jenel Lim, County of San Diego HHSA | |

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| 1. Welcome / Introductions | 12:00pm | (All) |
| <p>All members introduced themselves.</p> <p>The Committee welcomed L Rodig and Y Sczersputowski from Ad Ease. Ad Ease has been contracted for the County's Suicide Stigma Reduction Media Campaign (see agenda item 3b for further details).</p> | | |
| 2. Approval of Minutes | 12:05pm | (All) |
| <p>Minutes from the December meeting were approved.</p> | | |
| 3. County of San Diego RFP | 12:15pm | A Fleck |
| <p>A Fleck presented an update on the County of San Diego RFP.</p> <p>We are in final negotiations with the County of San Diego and expect to have a signed and final contract completed by Friday, April 2nd.</p> <p>The Action Plan and scope of work was developed by A Fleck and the Suicide Prevention Work Team Co-chairs, B Sise and C Skiljan, and mirrors the California Suicide Prevention Action Plan. The initial plan is designed to last two and a half years, with potential for additional two years funding.</p> <p>The first six months of the plan include completing a county wide behavioral health needs assessment process to determine the need and capacity of this plan. The needs assessment will include gathering community input and suggestions at forum and summit events in order to build the foundation for an inclusive project. Next steps include creating job descriptions, hiring contractor(s) to complete the needs assessment and developing an implementation plan for year two and beyond. See <i>Appendix 7-Methodology for Action Plan Development.pdf</i> for further details on the timeline and milestones for year one of the Action Plan.</p> <p>The Committee voted to change its name to the Suicide Prevention Advisory Council – San Diego (SPAC-SD) to reflect its new charge, as directed by the Action Plan.</p> | | |

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| a. Update Steering Committee on 2010 Work Plan | | A Fleck |
| <p>SPAC-SD will share their work plan with the CHIP Steering Committee for approval once plans have been further developed and the contract is signed.</p> <p>The group is scheduled to present a mid-year update at the April 28th Steering Committee Meeting.</p> | | |
| b. Who Should Be at the Table? | 12:25pm | (All) |
| <p>The County mandates that efforts for the Suicide Prevention Action Plan be inclusive and coordinated both across sectors and with other County PEI grants, including:</p> <ul style="list-style-type: none"> • Suicide Stigma Reduction Media Campaign (led by Ad Ease) • Discriminatory Housing Stigma Campaign • San Diego Unified School District Campaign <p>SPAC-SD requested to receive a summary of the Ad Ease project plan.</p> <p>The Committee discussed available resources and opportunities for the two campaigns to collaborate. It was noted that the Media campaign is charged with addressing the general population, while the SPAC-SD Action Plan must focus on reaching underrepresented populations.</p> <p>It was noted that the following populations/organizations should be targeted in Suicide Action Plan Efforts:</p> <p><u>Community Groups and Community Leaders:</u></p> <ul style="list-style-type: none"> • Eric Revere, Mental Health Board and Fair-weather Lodges • The Trevor Project • Faith Community Groups • Society for Human Resource Management (SHRM) • Indian Health Council – George Pojas • Veterans Village/Courage to Call • Building Bridges Together • Recovery Innovations California (RICA) • Union of Pan Asian Communities (UPAC) – Emily Wu • Psychiatric Education and Research Team (PERT) • Suicide Attempters (keep in mind legal counsel and liabilities) <p><u>Underrepresented Populations:</u></p> <ul style="list-style-type: none"> • Teenagers (through the Yellow Ribbon Youth Group) • Employee Assistance Groups (Bob McCleur – Sharp Employee Assistance) • Family and Youth Advocates | | |

- Alcohol and Drug Prevention and Organizations
- Business Perspectives (ex: Qualcomm case)

c. What Else Would the Committee Like to See?

12:45pm

(All)

Additionally, the Committee recommended that:

- (1) Research from the AIS Mental Stigma Campaign be considered in planning efforts;
- (2) Community Forums and Focus Groups be coordinated with other Community Events and;
- (3) Stakeholder contacts be shared across grants.

Action Item: B Bear to send A Fleck a schedule of SOSL upcoming events in order to coordinate Action Plan events with those already planned in the community.

Action Item: A Fleck to send message to SPAC-SD to notify them that they may be contacted by Ad Ease for Suicide Prevention/Media Campaign efforts.

4. Suicide in San Diego County - Update

12:50pm

A Smith

A Smith gave an update on the Suicide in San Diego County Report; highlights include:

- 2009 data is expected to be released in the next few months; an updated Suicide in San Diego County Report is expected to be released shortly thereafter.
- Demographic trends remain fairly consistent; however, age distribution rates are shifting somewhat as 45-64 year old males are gaining numbers. It was noted that this shift may be due in part to the economic climate.
- The Committee requested to receive statistics on geographic/ethnic trends and statistics regarding foreclosure/unemployment and suicide rates by zip code.
- Past Suicide in San Diego County reports are available on the CHIP website (www.sdchip.org).

5. Other Announcements / Information Sharing

1:00pm

(All)

- To celebrate Mental Health Awareness month, the County of San Diego is hosting activities throughout the month of May; the theme of this year's campaign is "Mental Health: Everyone's Business"
- San Diego Survivors of Suicide Loss (SOSL) is hosting a panel discussion "After Loss: Finding a New Normal" for survivors and professionals on Saturday, May 22nd from 10:00 a.m. – 2:00 p.m. at the Vista Grande Community Church (10881 Terrasanta Blvd., San Diego, CA 92124).

Next Meeting: May 6, 2010

Thank you for your participation!