



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

**SUICIDE PREVENTION ADVISORY COMMITTEE**  
**Thursday, July 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)

**In Attendance:**

• Joan Ainsworth, County of San Diego HHSA	• Betty Plewek, SDSU
• JoAnne Bushby, J&B Consulting	• Jayne Reinhardt, County of San Diego HHSA
• Minola Clark Manson, BHETA	• Leah Rodig, AdEase
• Stan Collins, Yellow Ribbon Suicide Prevention Program	• Carol Skiljan, Yellow Ribbon Suicide Prevention Program
• Ruth Covell, M.D., UCSD	• Alan Smith, County of San Diego
• Aron Fleck, CHIP	• Sally Tucker, SD City Schools
• Katherine Judd, County of San Diego HHSA	• Tracy Ball, County of San Diego HHSA
• Jenel Lim, County of San Diego HHSA	• Kristin Jones, Access and Crisis Line SD
• Pei-Chen Emily Wu, UPAC-Positive Solutions Program	• Anabel Kuykendall, HHSA-Aging & Independence Services
• Donna Peterson, County of San Diego HHSA	

1. Welcome / Introductions 12:00pm B Sise/C Skiljan  
All members introduce themselves.
2. Approval of Minutes 12:05pm B Sise/C Skiljan  
Minutes from the June 3<sup>rd</sup> Meeting were approved.
3. Work Plan
  - a. Other County Grant Updates 12:10pm Multiple Stakeholders

Representatives from PEI funded Suicide Prevention Projects gave updates on their respective projects; highlights include:

Leah Rodig presented an update on the AdEase Anti-Stigma Campaign:

- A representative study of 602 interviews of San Diegans within the county was used as a baseline study for the AdEase Campaign. A community input meeting was held in June to raise awareness of the project and research outcomes. A cumulative campaign report of those interviews and the process should be available shortly.
- AdEase recently completed a creative testing campaign. The AdEase Anti-Stigma Campaign has been named "It's Up to Us", and will incorporate positive strength-based programs.

Betty Plewak presented an update on the Suicide Prevention Education Awareness and Knowledge (SPEAK) Program. The SPEAK Program is designed to educate parents, teachers and kids how to work with at-risk children in order to reduce suicide risk among students.

**Action Item: For future meetings, please list the PEI funded programs in the agenda.**

b. Action Plan Update

12:25pm

A Fleck

i. COTR Reports

The Committee was presented with the June COTR report (see CHIP.SPAP.532990.BMSR.0610.doc for details).

ii. Contractor Update

The Committee was presented with an overview of the Contractor applications.

We received several applications for the contractors positions, including two groups (Harder + Co. and J & B Consulting). Interviews with the two groups are scheduled immediately following the SPAC-SD meeting. It was the feeling of the group that managing a group for the project would be a better solution than 5 or more individual contractors.

iii. Kick-Off Event

The Suicide Prevention Action Plan Community Kick-off is scheduled for Wednesday, July 14<sup>th</sup> from 8:00 a.m. -12:00 p.m. at the Mission Bay Hilton. The goal of this event is to inform stakeholders of PEI funded programs, maximize opportunities for coordination/ collaboration and begin working towards the community needs assessment.

A tentative agenda was distributed in the meeting handouts. Each PEI grant program is invited to present an overview of their program; the meeting will end with a facilitated discussion.

4. Suicide in San Diego County - Update

1:15pm

A Smith

A Smith noted that the County is still waiting to close out a few pending cases before a final Suicide In San Diego County report can be released. The Committee asked if we could use this preliminary data at the kickoff event. Alan agreed.

5. Other Announcements / Information Sharing

1:25pm

B Sise/C Skiljan

- United Behavioral Health and the Access and Crisis Line present the 2010 Save A Life 5k Walk to benefit the Yellow Ribbon Suicide Prevention Program and Survivors of Suicide Loss on Sunday, November 14<sup>th</sup> at Balboa Park (6th Ave. & Laurel St.). Follow the link below for further information: <http://savealifewalk.kintera.org/faf/home/default.asp?ievent=346396>
- K Ventimiglia announced a Prevention and Early Intervention (PEI) Conference scheduled for January 2011. The Committee discussed suicide prevention efforts in other Southern California Counties.
- It was announced that sheriffs and deputies are provided with Suicide Prevention Cards including information on symptoms, plans of action and recommendations for dealing with suicidal persons. The Committee discussed the possibility of creating a key ring with similar information.

**Action Item: The Committee would like a copy of the card scanned and sent (See [Suicide\\_Prevention\\_Card.pdf](#))**

- Stan C brought to the groups attention an NPR a segment about the depression of widows of Iraqi soldiers and how these widows are shunned by the community because they are "bad luck". This group might also need to be addressed because of their lack of support.
- The 2010 CHIP Needs Assessment Advisory Committee has been working to develop a comprehensive needs assessment for San Diego County. The next step in this process is to hold

regional meetings to present the results of the prioritization process and discuss the identified priority health issues at a regional level of which Mental Health is one. Regional meetings will be held throughout the months of August and September. Please contact A Fleck ([afleck@hasdic.org](mailto:afleck@hasdic.org)) for further information.

- Next SPAC-SD Meeting is scheduled for Thursday, August 5<sup>th</sup>. **Please note, this meeting will be held at the County Health Services Complex (3851 Rosecrans St., San Diego, CA 92110).**

**Next Meeting: Thursday, August, 5 2010**

**Suicide Prevention Action Plan Community Kick- off Event, Wednesday, July 14th**

**Thank you for your participation!**