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**SAN DIEGO COUNTY SUICIDE
PREVENTION COUNCIL (SPC)
MEETING - MINUTES
Tuesday, March 24, 2015
10:00 am – 11:30 am
United Way
4699 Murphy Canyon Rd. San Diego, 92123**

Our Vision: Zero Suicides in San Diego County

Our Mission: To prevent suicide and its devastating consequences in San Diego County

Sandra Ambrosi – Glenner Day Center	Joel Nowak
Laura Andrews – MHASD	Christopher Oneal – Optum Health
Sherry Boucher – Coronado Bridge Collaborative	Judy Patacsil – Miramar College
Janet Cacho – HHSA BHS	Marge Reyzer – MiraCosta College
Stan Collins – Consultant	Leah Davis – Civilian Agency
Candice Colon – Wave Academy	Carol Skiljan – Yellow Ribbon
Ruth Covell, MD – UCSD	Oscar Telaro – BHS
Kurt Cunningham – MHASD	Gary Ulmer-Goodrich –HHSA-PPU
Burton Disner – North Coast Home Health Products	Aaron Weislogel – BHETA
Janet Green – Kaiser Permanente	Juan Velasco
Shannon Jaccard – NAMI SD	Alex Miranda – CHIP
Janelle Kistler – UCSD Community Psychology	Carolina Reyes
Toni McGowan – Coronado Bridge Collaborative	Roselyna Rosado – Telecare
Jenifer Mendel – BHAB/CUHSD	Julie Benn – NAMI SD
Michael Miller – CRF-MAST Program	Dana Richardson – CHIP
Jenni Morel – SOSL	Yeni Palomino – CHIP
Andrew Niestas – Aurora BHC	Lora Cayanan – CHIP

Welcome/Introductions

10:00am

Carol Skiljan

Carol Skiljan welcomed the group and everyone proceeded with roundtable introductions.

SPC Overview/Website Update

10:10am

Yeni L. Palomino

Yeni Palomino provided a brief history of the Suicide Prevention Council and went over updates to the SPC website. An agenda for the meeting was also presented.

SPC Subcommittees Updates

10:20am

Yeni L. Palomino

Media Subcommittee (Stan Collins)



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A more in-depth update on the media subcommittee will be presented by Stan later on in the meeting.

Faith Organization Outreach (Lora Cayan)

The 4th Annual Faith Breakfast will be held on Friday, May 22nd from 7:30-11:30am at Marina Village. The keynote speakers of this event will be Adrienne Cedro-Hament (County of LA Department of Mental Health) and Pastor Melvin Ashley Jr (Faith Build International). The group has been working to finalize the panelists for the local spotlight portion of the event. Members of the subcommittee will be participating in the “Empowered Congregants” panel to offer their insights on stigma reduction, barriers, and creating caring congregations. A flyer has been created and is awaiting approval.

Assessment + Evaluation Subcommittee (Yeni L. Palomino)

The Assessment & Evaluation Subcommittee is the process of collecting data for the 2015 Report to the Community and is creating a draft. The subcommittee has received information on 3 out of the 6 indicators that will be in the report. This report will have a “Through the Ages” theme and will feature pieces on three different age groups and suicide –youth, adults, and older adults.

Higher Education Subcommittee (Marge Reyzer)

The Higher Education Subcommittee held a Campus Plunge on March 13th at MiraCosta College, in which 40 higher education instructors were invited to attend. During the event, the campus’ peer education group presented information on veteran-related suicide prevention and depression. Following this, Jeff Zlotnik gave a demonstration on meditation. The group then discussed funding opportunities and shared program updates. Marge Reyzer also discussed MiraCosta’s upcoming tabling event/health fair.

SPC Media Tools Presentation

10:30am

Stan Collins

Stan Collins gave an overview on the available media tools for reporting on suicide and mental illness. San Diego is considered a leader in appropriate reporting. Included in the media tools package are online responses for the comments section of articles on suicide or mental health. This framework for messaging serves as a way to redirect the conversation. Stan also discussed letter templates expressing both concern and praise for stories and newscast. The It’s Up to Us Reporting Recommendations is another tool that provides members of the media with five recommendations when reporting on suicide. The media tools package also includes a contact list of individuals for interviews with the news and other media.

SPC Media Event + PIO Workshop

10:50am

Stan Collins

Media Forum 4/23/15 from 6:30-8:00pm at SDCOE

The Media Subcommittee will be hosting a Media Forum on April 23 from 6:30-8pm at the San Diego County Office of Education. This event will feature a case study on Robin Williams’ death and media reports and present recommendations to appropriately address suicide and mental illness. The Society of Professional Journalists has partnered with the subcommittee and has offered their support. Journalists and media members will be given priority for this event, however interested individuals can still RSVP.

PIO Workshop 4/24/15 from 9:00am-12:00pm at NAMI SD

The Media Subcommittee will be hosting a follow-up event, a PIO Workshop on April 24 from 9am-12pm at NAMI San Diego. This event will provide Public Information Officers and Communication Specialists with new strategies and tips to appropriately address mental illness and suicide when engaging with the media. During this event, attendees will get to participate in mock interviews and role play to practice their skills.

SPC Spotlight – National Alliance for Mental Illness (NAMI)

11:00am Julie Benn/Shannon Jaccard

NAMI San Diego was founded in 1978 and is the largest NAMI organization nationwide with over 1,000 affiliates. Julie Benn opened the presentation on how she became involved with NAMI. Following this, Julie and Shannon Jaccard went over NAMI’s efforts in education, outreach, social media, advocacy, and their current endeavors. NAMI offers a number of peer-led educational classes for families on mental illness. Shannon also presented NAMI’s Friends in the Lobby Program, where volunteers go into hospital lobbies to offer support for patient families. This program is now in the process of being nationally adapted. Some upcoming NAMI events include their annual NAMI Walk which will be held on May 2 at Liberty Station which has garnered over 5,000 participants in the past.

Additional Updates / Announcements

11:20am

All

- April – Directing Change winners will be announced
- April 2 – MiraCosta College Mental Health Fair
- April 11 – 8th Annual Survivors of Suicide Loss Day
- June 13 – SOSL Inaugural 5K Run/Walk at Road Runner

Adjournment

11:30am

Carol Skiljan

Next SPC Meeting

Tuesday, April 24, 2015, 10:00-11:30am

United Way (4699 Murphy Canyon Rd. San Diego, 92123)

(Email: Lora Cayanan to RSVP lcayanan@sdchip.org)

Other Upcoming Meetings:

Assessment & Evaluation Subcommittee Meeting

April 14, 2015 from 1:30-3:00pm

United Way

(To RSVP email lcayanan@sdchip.org)

Media Subcommittee Meeting

April 6, 2015 from 2:00pm-3:30pm

Community Health Improvement Partners

5095 Murphy Canyon Rd. Suite 105

(To RSVP email lcayanan@sdchip.org)

SPC Faith Outreach Subcommittee

Wednesday, April 15, 2015, 11:00am-1:00pm

United Way

(To RSVP email lcayanan@sdchip.org)

Helpline Subcommittee Meeting

April 20, 2015 from 1:00pm-2:30pm

Community Health Improvement Partners

5095 Murphy Canyon Rd. Suite 105

(To RSVP email lcayanan@sdchip.org)

School Collaborative Subcommittee Meeting

TBD

Community Health Improvement Partners
5095 Murphy Canyon Murphy Rd. Suite 105

(To RSVP email lcayanan@sdchip.org)

Upcoming Events

SPC: News Reporting on Suicide and Mental Illness

Thursday, April 23, 2015 6:30pm-8:00pm

Location: San Diego County Office of Education, (6401 Linda Vista Road, SD, 92111)
(Rooms 401-402)

(Who should attend: All journalists and members of the media)

Please RSVP by April 16, 2015

(RSVP/Information): lcayanan@sdchip.org)

SPC: Suicide and Mental Illness in the News: Strategies for PIOs

Friday, April 24, 2015 9:00am-12:00pm

Location: NAMI San Diego (5095 Murphy Canyon Road, Suite 320 SD, 92123)

(Who should attend: Public Information Officers, Communication Specialists representing law enforcement, Emergency Medical Services, hospitals, mental health/suicide prevention organizations and professionals, faith communities, and others in related fields)

Please RSVP by April 16, 2015. (RSVP/Information: lcayanan@sdchip.org)

NAMI Walk

Saturday, May 2, 2015

(for information email: www.namisandiego.org)

SPC: 4th Annual Faith Breakfast 2015

Friday, May 22, 2015 7:30am -11:30am

Location: Marina Village (1936 Quivira Way, SD 92109)

Register here: <https://www.eventbrite.com/e/suicide-prevention-council-4th-annual-faith-breakfast-tickets-16239270094>

(RSVP/Information): lcayanan@sdchip.org)

SPC: ASIST Workshop

May 2015

Location: Marina Village (1936 Quivira Way, SD 92109)

(RSVP/Information: lcayanan@sdchip.org)

SPC Tools:

SPC 3-Year Strategic Work Plan; SPC Charter; SPC Elevator Pitch
SPC Flyer; SPAP & SPC Standard Presentation;
San Diego County Responsible Reporting on Suicide Guidelines
SPAP & SPC Sample Newsletter Text; SPC 2011 Activities
www.spcsandiego.org

Suicide Prevention Action Plan

www.up2sd.org/find-help/resources/suicide-prevention-and-support
www.sdchip.org/committee/publications.aspx

Question, Persuade, and Refer (QPR) Gatekeeper Trainings for Suicide Prevention

FREE 1 HOUR TRAINING JUST CALL TO SCHEDULE

www.sdchip.org/suicide-prevention-training.aspx

To schedule training(s): Contact Lora Cayanan at 858-609-7971 or lcayanan@sdchip.org.