

SPC SPAP Update 2018: Media & Communication Campaigns Implementation Plan (MCC-S2)

| Strategic Directions | Specific Activities | Timeframe | Lead Partners |
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| 2a. Expand and enhance stigma reduction and suicide prevention campaigns. | i. Develop and implement a plan to more effectively promote the Access function of the Access & Crisis Line. | 2018, ongoing | SPCMS ³ , Optum, and Civilian |
| | ii. Identify new venues and partnerships for distributing <i>It's Up to Us</i> materials and Access & Crisis Line information based upon community suggestions (i.e. DMV, County Benefits Offices, Padres Stadium, bathroom stalls in bars, MTS, bus, trolley passes. | 2018, ongoing | SPC, Optum, and Civilian |
| | iii. Diversify the types of prevention messages and messengers to represent multiple at-risk populations in future campaign materials and incorporate prevention focused stories. | Ongoing ² | SPCMS, and Civilian |
| | iv. Engage SPC partners in efforts such as <i>Each Mind Matters</i> ¹ and opportunities such as the <i>Directing Change</i> Film Contest | Ongoing | SPC MS and Each Mind Matters |
| 2b. Strengthen SPC's partnership with media. | i. Host events with local media and public information officers (PIOs), including PIO at local colleges, to promote recommendations for responsible reporting on suicide. | Ongoing | SPC-MS |
| | ii. Coordinate one-on-one meetings with media and include Spanish language media outlets. | 2018, ongoing | SPC-MS |
| | iii. Outreach to media and communications faculty and POI at local colleges and universities to identify journalism and communications programs and provide presentations to students. | Ongoing | SPC-MS and HE ⁴ |
| | | 2019, ongoing | SPC-M&C and SPC-FOO |

¹ *Each Mind Matters* is California's Mental Health Movement, details can be found at <https://www.eachmindmatters.org/about-us/>

² "Ongoing" references activities that started prior to 2018 and will be sustained

³ SPC-MS references the Media subcommittee of SPC

⁴ SPC-HE references the Higher Education subcommittee of SPC

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| | iv. Partner with local media to develop mental health/suicide prevention themed segments, including faith-based radio stations to do segments on faith, suicide prevention and mental health. | | |
| 2c. Create new communication and education resources. | i. Create SPC flyers or brochure that includes information about SPC subcommittees and provide to subcommittee members, so they can be shared with their contacts (i.e. other faith organizations or school districts) – in support of the Integrate & Coordinate plan to conduct outreach to attract more SPC members. | 2018 | SPC and all SPC subcommittees |
| | ii. Prepare the “SPC Annual Report to the Community”, host and promote via a press conference. | Annually | SPC-MS and A&E ⁵ |
| | iii. Build upon and regularly update the SPC and It’s Up to Us websites to serve as a communications hub that includes information on different topics and a variety of “boiler plate” type documents. | Ongoing | SPC-M&C |
| | iv. Inform and orient SPC members to the SPC and <i>It’s Up to Us</i> websites and resources and provide information on how to access and disseminate resources. | 2018, ongoing | SPC and Civilian |
| | v. Develop and implement a comprehensive plan for K-12 that includes information on available resources – i.e. policy framework/templates for AB 2246 bill, prevention and postvention activities, SAMHSA schools toolkit. | 2019, ongoing | SPC-MS, SPC-SC12 ⁶ and SDCOE |
| | vi. Develop a tool and process for providing information on what suicide prevention resources are available for higher education, and how to access these resources - to include information on textlines. | 2019, ongoing | SPC-HE and SPC-MS |
| | vii. Collaborate with programs and providers such as Urban Beats and San Diego Youth Services (SDYS) to develop and implement a plan on how to reach and support youth through social media, textlines, and apps. | 2019, ongoing | SPC, SDYS, Civilian, SDCOE |

⁵ SPC-A&E references the Assessment & Evaluation subcommittee of SPC

⁶ SPC-SCK12 – references the School Collaborative K-12 of SPC