

a project facilitated by:



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

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**Suicide Prevention Council (SPC)  
MEDIA & A+E SUBCOMMITTEE  
MINUTES  
Monday, August 14, 2023  
2:00pm – 3:30pm  
Zoom Meeting**

**Purpose Statement:**

The Media Subcommittee aims to impact safe and effective messaging and reporting on suicide and suicide prevention through education and engagement.

**Goals:**

1. Fulfill activities outlined on the Suicide Prevention Action Plan (SPAP) Media & Communication Campaigns Strategy Implementation Plan and SPC Media Engagement Plan.
2. Promote recommendations for safe messaging on suicide.
3. Coordinate annual press conference to release the SPC’s Annual Report to the Community.
4. Enhance diverse representation in media efforts and promote targeted educational resources for high priority groups.
5. Respond to media requests related on the topics of suicide and suicide prevention.

<b>Yeni Palomino</b>	<b>Linda Puebla</b>
<b>Bri Ferreira</b>	<b>Aiza Leon</b>
<b>Andrew Sarkin</b>	<b>Brittany Wood</b>
<b>Charles Westfall</b>	<b>Dave Jones</b>
<b>Frances Reyes Yee</b>	<b>Kacie Rodvill</b>
<b>Melissa Penaflor</b>	<b>Sarah North</b>

1. **Welcome/Introductions** 2:00pm Sarah N. /Dave J.
  - a. In the chat, please type in your name, organization/position, and contact information.
  - b. Icebreaker: If you could have an “entrance” song, what would it be?
  
2. **Purpose of Meeting** 2:10pm Sarah N./Dave J.
  - a. Discuss: SPC Updates
  - b. Update: SPC Report Card
  - c. Update: SPC Report to the Community 2023 Press Conference
  - d. Next Steps
  - e. Partner Updates
  
3. **Discuss: SPC Updates** 2:15pm L. Puebla
  - a. CHIP Job Opportunity
    - i. Linda announced the SPC team is still looking for a Training and Outreach Coordinator. The position is open until filled. <https://www.sdchip.org/wp-content/uploads/2023/05/CHIP-SPC-Training-Outreach-Coordinator-II-Job-Description-2023-FINAL05-18-23.pdf>
  
4. **Update: SPC Report Card** 2:20pm Y. Palomino

- a. Yeni informed the committee the report has completed its final draft and has been sent to the county for approval. Unfortunately, there has been a delay at this point but once approved we can use the final version to pull some talking points.

**5. Update: SPC Report to the Community 2023 Press Conference 2:30pm** Y. Palomino

- a. Possible messaging to the community
  - i. Yeni reminded the group our theme this year is Data. She also reviewed the confirmed logistics of the event. For example: Staff is to arrive at 8:30am and speakers of the event are to arrive by 9:30am. Please see other logistics below:
- b. Date & Time – September 7<sup>th</sup> 2023 @ 10:00 AM – confirmed
- c. Location – 1600 Pacific Way Rm 310 Board of Supervisors room - confirmed
- d. Event Speakers – Yeni confirmed with the committees our confirmed speakers but is tentative on one personal testimonies. She also advised the group that Dr Burgmann and his staff will be in attendance. The staff will also follow up with Anita to verify the “Check your mood” poster will be available.
  - i. MC – Linda Puebla | SPC Program Manager
  - ii. County Leadership – Luke Burgmann
  - iii. Personal Testimonies –

**e. Event Visuals** 2:50pm Y. Palomino

- i. County Facebook Livestreaming
- ii. Poster Boards

**f. Talking Points**

- i. Charles confirmed his attendance.
- ii. YP went over order of speakers and mentioned she’s repeating order according to county preference. She also asked how we can connect the personal testimonies to data.
  - 1. Possibility of linking Veterans/Military with means?
- iii. Supervisor Fletcher talking points will be split amongst Dr. Burgmann and will be centered around behavioral health services.
- iv. This year’s closing remark will come from Linda.
- v. The talking points draft will be sent out the committee for reviews and staff requested feedback.

**6. Next Steps** 3:10pm Y. Palomino

- a. Action Items
  - i. LP requested we meet one more time prior to the SPC Press conference. The group agreed to 08/31 at 2pm. Bri will send out a zoom meeting on 08/24.
  - ii. D.J. requested a debrief meeting in September for press conference and in October we can go back to individual meetings.

**7. Announcements** 3:20pm All

- a. Nami announced they will be hosting a Community Advocacy training where you can learn to tell your story in 2 minutes or less. Zoom link was dropped in the chat:  
[https://us02web.zoom.us/meeting/register/tZ0pf-GqrT4oHtM7N0pfCD3pdubhZH63\\_-sb#/registration](https://us02web.zoom.us/meeting/register/tZ0pf-GqrT4oHtM7N0pfCD3pdubhZH63_-sb#/registration)

**8. Adjournment**

3:30pm

Sarah N./Dave J.

**Next Media Subcommittee Meeting:**

<b>January 2023</b> (no meeting)	<b>February 2023</b> (no meeting)	<b>March 2023</b> 03-13-23 2:00pm-3:30pm Via Zoom	<b>April 2023</b> 04-17-23 2:00pm-3:30pm Via Zoom	<b>May 2023</b> 05-08-23 2:00pm-3:30pm Via Zoom	<b>June 2023</b> 06-12-23 2:00pm-3:30pm Via Zoom
<b>July 2023</b> 07-10-23 2:00pm-3:30pm Via Zoom <i>[Joint meeting with A&amp;E Subcommittee]</i>	<b>August 2023</b> 08-14-23 2:00pm-3:30pm Via Zoom <i>[Joint meeting with A&amp;E Subcommittee]</i>	<b>September 2023</b> TBD <i>[Joint meeting with A&amp;E Subcommittee]</i>	<b>October 2023</b> 10-09-23 2:00pm-3:30pm Via Zoom <i>[Joint meeting with A&amp;E Subcommittee]</i>	<b>November 2023</b> (no meeting)	<b>December 2023</b> (no meeting)

**Next SPC Meeting:**

**Tuesday, August 22, 2023 from 10:00am-11:30am via Zoom**  
 (RSVP to [bferreira@sdchip.org](mailto:bferreira@sdchip.org))