

Kentucky Suicide Prevention Group Meeting Minutes April 29, 2005

Steering committee members present: Denis Walsh, Linda Lancaster, & Mary Bolin-Reece -- Connie Milligan and Jan Ulrich were not present.
Those in attendance: Greta Baker, Carl Boes, Rita Brooks, Marcia Burklow, Doug Burnham, Beth Sanderson, Doug Burnham, Carol Carrithers, Sheriall Cunningham, Barry Kellond, Barbara Kinne, Leigh Ann Luttrell, Barbara McFarland, Jim McFarland, Jason Padgett, Jeni Rolfes, Beth Sanderson, Doris Settles, Theresa Walton, Vivian Woods

TOPIC	ACTION TO BE TAKEN	BY WHOM / BY WHEN
Welcome and Introductions	NA	NA
<p>Staff Report</p> <p>Jason Padgett and Beth Sanderson shared information about staff projects currently underway including – SAMHSA grant application, state suicide prevention plan, and work on a report regarding suicide deaths and reported self-inflicted injuries. Jason shared that planning was ongoing for the September suicide prevention conference.</p>	Ongoing	Staff
<p>Steering Committee Updates and Election</p> <p>In Connie's absence, as Vice Chair, Denis provided this update. Also Jeni Rolfes was present to represent Jan Ulrich and media task group updates. Richard Greer resigned from Steering Committee; according to established protocol nominations were received and Mary Bolin-Reece was elected by KSPG to serve on Steering Committee.</p>	NA	NA
<p>American Association of Suicidology Conference Sharing</p> <p>Denis and Jason shared some highlights from the American Association of Suicidology conference. Most notable were the following:</p> <ul style="list-style-type: none"> ⇒ a presentation by Frank Campbell regarding the development of LOSS teams, more available at www.brcic.org and www.hopeline.com/journal/1003%20journal.pdf (pages 4 & 5 of the journal) ⇒ presentation by Barry McGale and Bernard McAnaney regarding suicide in Ireland co-presented with Frank Campbell and some of the interesting overlaps ⇒ Plenary by Judy Collins -- http://www.suicidology.org/ ⇒ Additional websites were shared for online training opportunities including www.endingsuicide.com. <p>Overall this was a great opportunity to learn about work being done in other states.</p>	NA	NA

TOPIC	ACTION TO BE TAKEN	BY WHOM / BY WHEN
<p>Task Group Membership & Reporting Guidelines</p> <p>Discussion focused upon the membership of and reporting guidelines for each task group. Groups were set to include the following (<u>lead contact/group facilitator underlined</u>):</p> <ul style="list-style-type: none"> ⇒ Awareness Survey –Allison Huck, <u>Jason Padgett</u>, Tena Robbins, Beth Sanderson ⇒ Community Toolkit – Phyllis Combs, <u>Evelyn Libe</u>, Connie Milligan, Bill Moulton, Bob Robey, Denis Walsh (need to confirm that Evelyn is willing to serve as contact) ⇒ Conference – Barbara Kaminer, Justina Keathley, <u>Jason Padgett</u> ⇒ Marketing – Doug Burnham, <u>Barbara Kaminer</u>, Barbara Kinne, Jeni Rolfes ⇒ Media – Carol Carrithers, Sheriall Cunningham, <u>Jeni Rolfes</u>, Rita Ruggles, Doris Settles, Jan Ulrich <p>Jason can make available a conference call line and/or meeting space so groups may communicate..</p> <p>Reports from task groups will be made by the contact/facilitator to include the task, status, needs, intended outcome(s) and expected completion date.</p>	<p>Jason to confirm that Evelyn will serve as liaison and create draft report template based upon feedback. Steering committee to review and approve.</p> <p>Communicate with task group and report status of each task.</p>	<p>Staff & steering committee by 6/2 meeting.</p> <p>Lead contact to facilitate communication and report at each meeting.</p>
<p>Task Group Updates</p> <p>Most groups are in a formation stage or reported in the staff update. The various tasks were discussed in general terms as members volunteered for each task.</p> <ul style="list-style-type: none"> ⇒ Awareness Survey – Ongoing with questions submitted to UK Survey Research Center ⇒ Community Toolkit – New group and facilitator needs to be confirmed. ⇒ Conference – Ongoing, yet awaiting submissions from presenters to complete brochure. Fee is being determined. Booths/exhibits will be held. ⇒ Marketing – New group and ideas for getting materials shared across the state were shared. ⇒ Media – Jeni Rolfes provided a written report, which is attached, and the group discussed ways to further address the goals of this task group. 	<p>Each task group needs to discuss goals and course of action. Then report at upcoming meetings.</p>	<p>Lead contact in order to provide updates at future meetings.</p>
<p>Additional Information</p> <ul style="list-style-type: none"> ⇒ Theresa Walton provided a copy of “A Secret” by Robert Rixman, a ninth grader from St. Xavier High School in Louisville, which placed second in a national essay contest. She can provide additional copies. ⇒ Volunteers for the KY State Fair are needed to help with various MH booths -- Theresa Walton and Sheriall Cunningham may be contacted if you are interested in assisting between 8/18 & 8/28. ⇒ Rita Brooks shared a book by Lana Castle entitled Bipolar Disorder Demystified, ISBN 1-56924-558-4. ⇒ Doris Settles shared that KCSS has an annual media competition and reminded the group of the suicide prevention radio segments generated in 2004. Those segments are available from KCSS. 	<p>Contact folks listed if Interested in these area.</p>	<p>NA</p>
<p>Next Meeting</p> <p>A next meeting date was tentatively set, yet was subject to change.</p>	<p>TENTATIVE June 7, 2005 Next meeting</p>	

“We Have a Problem and Have to do Something About It”

Media Task Group 4/29/05

Jeni Rolfes (Convener), Jan Ulrich, Sheral Cunningham, Carol Carrithers, Rita Brooks, Rita Ruggles, Doris Settles, Paula Quinn

The Steering Committee recently came together to discuss the direction of the Media Task Group and the KSPG. Jan and Jason have been e-mailing everyone with questions, ideas, etc. The decision was made that there needed to be on specific direction and then we would move onto other things from there. Unanimously the Steering Committee agreed that the primary focus should be the State Wide Media Campaign bringing recognition and notice to the KSPG through media, the conference, and locally. The following is a list of the direction ideas and what the next steps in order to make this work.

Direction of the KSPG group (Media Task Group): GROUP FOCUS

- Launching the State Wide Media Campaign Announcing the KSPG. We have the backing of Governor Fletcher. We have been given the go ahead by the Governor to begin developing a Proclamation concerning the KSPG and it's work on behalf of KY families. In a letter he wrote to Jan, he stated that he would like Jan and the group to continue to work with his office to provide the material we want in the document. He also suggested that perhaps this could be arranged to coincide with the observance of the September conference of suicide prevention.
- We all know that Suicide is a problem, state wide, locally, etc. We know Suicide is preventable and we all have a passion for being on this committee. We want to make a difference in the lives of KY residents all over the state. This means that we need to establish ourselves and our work on statewide and local levels. “Planting the Seeds in our Local Communities.”
- Jan and Jason met with a former owner of Public Relations and marketing Company and got some good information for the next steps.
- Jan ordered a Clark Media Guide and is waiting on its arrival.

NEXT STEPS:

At this point the Media Task Group consists of 8 people with one convener. We encourage more interest and involvement. This is going to be an entire group effort. We realize that everyone has their own commitments and little time. If there isn't a possibility for you to join the group, then we have some other ideas of how the entire group can help:

- Each member of this group has local resources and connections. Send out a couple e-mails; make a couple phone calls; talk to people (survivors) in your communities.
- If you are aware of someone in your community who the town will recognize that has lost someone to suicide, mental health crisis, and have stepped up to the plate, this would be another media draw. The more people we get on board and the more individuals with status, the higher up the line we get and the more press coverage we can get. We must realize that we are attempting to mount a Media Campaign with no money. **WE NEED PEOPLE AND SUPPORT!!**
- A suggestion offered by the media person, Jan and Jason met with was, to begin a road trip (anyone interested?) around the state of KY. Jan plans at this point to attempt starting this in June. She plans to tell her story as well as send a consistent message about Suicide Prevention. This is where we can begin getting other survivors on board, communities, etc.
- Contacting the Editorial Boards, Morning shows, newspapers, radio stations, etc, for the road trip.
- Hitting target communities that will branch to other areas.
- Come up with a consistent message that can be delivered in 2 minutes, 5 minutes, 20 minutes, etc. For various types of media it will be different
- Local communities continue to work hard on development.
- Set up QPR Trainings in local communities.
- Where to go from here?

The media task group is here to get this started; now we need support from the entire group to make it all happen!