

MARIN COUNTY SUICIDE PREVENTION COLLABORATIVE

COMMUNICATION AND OUTREACH TEAM MEETING

February 25, 2021

Co-Leaders:

Nancy Vernon

Aide to Supervisor Katie Rice

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Senior Program Coordinator for Suicide Prevention

BHRS



SUPPORT



UNITY



TRUST



EXCELLENCE

Agenda

- Icebreaker
- Updates
- BHRS “Need Support?” Campaign
- Grassroot campaigns
- Role of team
- Next steps

WOULD

YOU

RATHER

Would you rather know the history of every object you touched or be able to talk to animals?

Updates and Upcoming

- ❑ Partnership List (keep adding): Friday March 5
- ❑ Messaging presentation by Stan: March 3
- ❑ Website launch: May (focus group)
- ❑ BHRS ads and social media continue with updated campaign (Erin)
- ❑ **Grass roots planning for population reach campaigns (February-June)**
 - Universal men and boy's health (building from Movember)
 - LGBTQ+ youth (Fall 2021)
 - Gun and substance use safety (Brady Campaign, Gun Safety Task Force)
- ❑ May Mental Health Month
 - Youth engagement/intern updates
 - BHRS events
- ❑ September Suicide Prevention and Recovery Month

BHRS Campaign: Need Support?

- Marin IJ print ads, social media banner, etc.
- Bus kiosks
- Transit



Our Engagement Goals

| Group | Social media, TV, radio, ads | Print Materials (Articles/Brochure, flyers, palm card) | Training/Education |
|-----------------------|------------------------------|--|--|
| Older adults | Marin TV Marin IJ | Brochure | SP Training for caregivers/families |
| Middle age men | Social media, Schools | | Suicide prevention training |
| Boys | Video, social media, Schools | | |
| Reaches all boys, men | | | May Mental Health Month: Men and boys panel |

Communication and Outreach

- What role do you want to play?

Next Steps

- Partnership List build out: Mid March
 - Faith groups
 - Rec/sports clubs
 - Gym
 - Barber shops
 - Schools/Wellness Collaborative
 - Parent groups
 - Higher Ed (Dominican, COM)
 - Police, fire, EMS