

## CT Suicide Advisory Board Meeting Minutes

**Meeting Date:** Thursday, December 11, 2014

**Location:** Armed Forces Reserve Center,  
Middletown, CT

**Present:** Jeanette Baker (United Way of CT, 211), Emily Betts (JMPMF intern), Lynn Biella (CT Air National Guard), Kevin Borrup (CCMC), Heather Clinger (Wheeler Clinic), Kathleen Costello (Office of the Child Advocate intern), Ann Irr Dagle (Brian Dagle Memorial Foundation), Robin Dodds, Jennifer Donnelly (DMHAS intern), Andrea Duarte (DMHAS), Michael Dutko (CT Army National Guard), Amy Evison (CHR), Penny Geyer (Office of the Chief Medical Examiner), Marisa Giarnella Porco (JMPMF), Amy Hanoian Fontana (CT Poison Control Center), Holly Hinds (Special Education Attorney), Amy James (DMHAS), Sarah Jones (Governor’s Prevention Partnership), Celeste Jorge (DPH), Tim Marshall (DCF), Scott Newgass (SDE), Yania Padilla (Accenture Federal Services), Matt Riley (JMPMF), Steven Rogers (CCMC), Margaret Rosa (CCADV), Tom Steen (CASAC), James Sypher (CTARNG), Susan Tobenkin (CT Army National Guard), Meryl Tom (DPH), and Cheryl Weinstock (Freelance Journalist)

AGENDA ITEM/TOPIC	SUMMARY OF DISCUSSION	OUTCOME / ACTION/RESPONSIBLE
<b>I. Welcome and Introductions</b>	Tim Marshall welcomed the group and initiated introductions.	
<b>II. Presentations:</b>  Cheryl Platzman Weinstock Freelance Health/Science Writer  Responsible Reporting on Suicide	<p><b><u>Presentation by Cheryl Platzman:</u></b></p> <ul style="list-style-type: none"> <li>• The media has traditionally underreported suicides. With the death of Robin Williams, coverage of suicide greatly increased. When reporting suicide, reporters can take steps to avoid the risk of hurting the families with coverage. Responsible reporting involves saying someone died by suicide instead of saying that someone committed suicide. The use of appropriate terminology is important to not describe suicide similarly to a crime.</li> <li>• Cheryl Platzman Weinstock encouraged that stories in the media promote solutions to well-being. Journalists can be activists who are trying to find stories to bring about change and make a difference. Cheryl has strict rules and regulations about her type of journalism that is dependent on the facts. Reporters typically honor anonymous sources and off the record data. Cheryl hoped that her insight will encourage the board members to reach out to reporters. She suggested that people schedule a meeting with journalists or send them information on why reporters can be interested on their topics. Cheryl invited questions of the group.</li> <li>• Tim Marshall requested Cheryl’s assistance to forward safe messaging to other journalists and educating the media on how to report suicide.</li> </ul>	

**CT Suicide Advisory Board Meeting Minutes**

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<p><b>III. Review of November Minutes and Follow-up</b></p>	<ul style="list-style-type: none"> <li>• Tom Steen suggested that it is the challenge of the state group and of those of who are in the mental health field to get out information on safe messaging. The media needs to know how to write correctly to not send someone on the edge to over the edge.</li> <li>• Meryl Tom offered that the popular culture gets a lot of information from the media. More journalists need to be reporting with safe messaging when their articles on suicide are available to the general public.</li> <li>• Another comment was that people are much more likely to die by suicide than by homicide. People are often blown away to learn this because of the media’s larger amount of coverage on homicide.</li> <li>• Cheryl Platzman Weinstock suggested that suicide is currently underreported. Reporters often do not get information that a suicide has occurred. When Cheryl publishes stories related to suicide, she includes information on how to prevent suicide. Cheryl recommended that people do research on which newspapers and reporters to contact before requesting them to write a story. People can also give reporters guides of what to say and what not to say to encourage accurate and safe reporting.</li> <li>• Matt Riley questioned if at this time in the journalism community there is a momentum to report more suicides.</li> <li>• Cheryl Platzman Weinstock responded that suicide is not as taboo as it used to be. It has received increased coverage with Robin William’s death. A lot of people want answers. Media sources need to get out information on prevention efforts and information about whom people should contact.</li> </ul> <p>November minutes accepted.</p>	

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<p><b>IV. Updates regarding priority areas &amp; sub-committees</b></p>	<p><b><u>State Plan – State of CT Suicide Prevention Plan (PLAN-2014) Final Draft Presentation</u></b></p> <ul style="list-style-type: none"> <li>• Tim Marshall provided the first draft of the Suicide Prevention State Plan. He asked that the board members not distribute or make copies of the draft. Tim and Andrea will be hiring a professional to edit the plan, create graphic designs for the front and back cover pages, and professionally print the plan.</li> <li>• With input from the board members, Tim Marshall and Andrea Duarte would like to create an executive summary, as well as additional materials to creatively display the plan. These products can highlight the goals and key facts from the plan.</li> <li>• The state plan is a total of 89 pages: 46 pages are narrative and the additional 43 are appendices. Board members can send Tim and Andrea emails with feedback, including any noticed mistakes or recommended edits. Changes can be addressed in the January CTSAB meeting.</li> <li>• Under each goal, there are brief descriptions on current status and general recommendations. Each goal also has related objectives. Tim Marshall provided an overview of the five goals:</li> <li>• <b><u>Goal 1:</u></b> Integrate and coordinate suicide prevention activities across multiple sectors and settings.</li> <li>• <b><u>Goal 2:</u></b> Develop, implement, and monitor effective programs that promote wellness and prevent suicide and related behaviors.</li> <li>• <b><u>Goal 3:</u></b> Promote suicide prevention as a core component of health care services.</li> <li>• <b><u>Goal 4:</u></b> Promote efforts to reduce access to lethal means of suicide among individuals with identified suicide risk.</li> <li>• <b><u>Goal 5:</u></b> Increase the timeliness and usefulness of state and national surveillance systems relevant to suicide prevention and improve the ability to collect, analyze, and use this information for action.</li> <li>• Tim Marshall would like board members to serve as ambassadors for each goal. Ambassadors could reach out to service areas, such as hospitals and emergency units.</li> <li>• Andrea Duarte and Jennifer Donnelly are working to develop a survey monkey tool to send to service providers. This survey will collect information on suicide prevention programs occurring across Connecticut as they relate to the goals in the State Plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact Andrea Duarte (<a href="mailto:andrea.duarte@ct.gov">andrea.duarte@ct.gov</a>) and Tim Marshall (<a href="mailto:tim.marshall@ct.gov">tim.marshall@ct.gov</a>) to give feedback on the plan.</li> </ul>

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	<p><u><b>Awareness Campaign/ Website Campaign Update</b></u></p> <ul style="list-style-type: none"> <li>• Jeanette Baker presented a summary of all of the social marketing efforts done to date. The United Way has utilized multiple avenues:               <ul style="list-style-type: none"> <li>○ Malls: Malls are a popular place for all ages and cultures. One Word One Voice was in 9 malls for 8 weeks this year. These ads are still up in some of the malls, far beyond the timeframe of the 8-week campaign.</li> <li>○ Spanish Media                   <ul style="list-style-type: none"> <li>▪ In FY13, Univision played a short video during the soccer matches 80 times per week for 2 weeks, and they also put a banner on their website.</li> </ul> </li> <li>○ This year, CTSAB got the UConn Media buy for football, women’s basketball, and men’s basketball games. There were suicide prevention ads with warning signs and risk factors in the Game Day Programs and UConn Fan Guides. There were also web ads on uconnhuskies.com.</li> <li>○ The Catholic Transcript, the official newspaper of the Archdiocese of Hartford, has a circulation of 80,000 readers. CTSAB has an ad in it for Emergency Mobile Psychiatric Services (EMPS) to reach out to an additional population in Connecticut.</li> <li>○ Theatres: CTSAB had an 8-week ad in movie theatres.</li> <li>○ Pharmacies: A Public Service Announcement of the One Word One Voice Campaign was played at Walgreen and CVS and on 58 radio stations.</li> </ul> </li> </ul>	

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	<ul style="list-style-type: none"> <li>○ Billboard Campaign: Funding paid for four billboards, and they are being put up when available spaces are not in use.</li> <li>○ The publicity campaign will soon be expanding to hair salons.</li> <li>● Heather Clinger suggested that gas station radio ads through AMP Radio could be an additional way to do outreach to the public.</li> <li>● Tim Marshall affirmed that we can go to additional schools in the future to see what opportunities there are in sporting arenas for the social marketing campaign.</li> <li>● Jeanette Baker mentioned that a focus group was recently held to explore public opinion about the campaign. Several key points came out of this discussion:               <ul style="list-style-type: none"> <li>○ “Be the one to start the conversation” was the favorite tagline and was seen as a call to action.</li> <li>○ The favorite image was the row boat and the focus group did not like the flashlight.</li> <li>○ The focus group liked that people could pick up the brochure and others would not know what the topic was. This feature is great for youth and adults who want the information but do not want to be identified as needing help.</li> <li>○ The favorite sized material was the wallet card.</li> </ul> </li> <li>● Jeanette Baker expressed that the goal of the focus group was to take these comments and to improve the publicity campaign materials. The more people that know about this campaign, the more the public can reach out to people who might need help. The focus group consisted of two groups and an online group. The group was diverse by geography, race, age, and income characteristics.</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Tim Marshall expressed that the campaign was originally created as a class project. We will change or get rid of some of the graphics based on feedback from the focus group. The quick takeaways from the focus group were that the campaign is very successful and the umbrella and row boat images will be highlighted moving forward.</li> <li>• Jeanette Baker provided a Web Statistics 2014 document that outlined website sessions and page views for <a href="http://www.preventsuicidect.org">www.preventsuicidect.org</a>. To view the statistics, visit: <a href="http://www.ctclearinghouse.org/files/customer-files/1260-2014-Web-Statistics-CTSAB-Dec.pdf">http://www.ctclearinghouse.org/files/customer-files/1260-2014-Web-Statistics-CTSAB-Dec.pdf</a></li> <li>• <a href="#">PowerPoint Link</a></li> </ul> <p><u>New 1 WORD Gatekeeper Mobile App</u></p> <ul style="list-style-type: none"> <li>• Jeanette Baker provided information on an interactive iPad app that was created for providers in the community that goes through risk factors, warning signs, sources on where to get help, and what people who want to help can do. The information provided on the app is consistent with the text found in the literature. A mobile app is more expensive than the iPad app, but it remains as a future possibility.</li> <li>• Jeanette Baker is looking for feedback from CTSAB members if they find that anything is missing in the app. A quick draft of the training tool can be provided to those who are interested.</li> </ul> <p><u>Statewide Network</u></p> <p><u>Northern CT AFSP Chapter Update</u></p> <ul style="list-style-type: none"> <li>• Tom Steen announced that the AFSP Chapter has been filed and approved. There are currently nine board members and Tom is looking for additional people who are interested in joining the board. The Northern Connecticut Chapter will receive their official charter at the national conference at the end of January.</li> </ul>	<ul style="list-style-type: none"> <li>• Jeanette Baker United Way of Connecticut <a href="mailto:Jeanette.Baker@ctunitedway.org">Jeanette.Baker@ctunitedway.org</a></li>   <li>• Contact Tom Steen for more information: <a href="mailto:tsteen@casac.org">tsteen@casac.org</a>.</li> </ul>

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<p><b>V. Member Updates</b></p>	<p><b><u>Evidence-Based Practice Promotion</u></b>  <u>Block Grant Efforts</u></p> <ul style="list-style-type: none"> <li>• Andrea Duarte clarified that there are currently zero state dollars for suicide prevention. The current funding includes two SAMSHA block grants and two CDC grants related to suicide prevention.</li> <li>• Tim Marshall met with United Way. The suicide prevention grants are supporting the work at United Way that Jeanette Baker has done with the social marketing campaign. A future meeting will be held to assure that we are not duplicating our efforts within the media campaign.</li> </ul> <p><u>Intervention-Postvention Response Committee</u></p> <ul style="list-style-type: none"> <li>• The committee is meeting directly following the CTSAB meeting.</li> </ul> <p><u>Armed Forces Committee</u></p> <ul style="list-style-type: none"> <li>• The committee met directly after the November CTSAB meeting. They are moving from a committee to a panel and do not believe it is necessary to continue as a committee at this time.</li> <li>• Tim Marshall stated that we have two new work groups forming. The Student Well-Being Index Card Committee formed at the November meeting with nine members joining. Celeste Jorge indicated that she may be able to assist with funding for the design of the card.</li> <li>• Meryl Tom and Kevin Borrup signed up for the Media Work Group Committee and additional volunteers from the listserv are invited to join the committee.</li> <li>• Meryl Tom reported that the school-based health center at Newtown Middle School will be providing services in early 2015.</li> </ul> <p>The meeting adjourned at 11:03am.</p>	<ul style="list-style-type: none"> <li>• Contact Tim Marshall at <a href="mailto:tim.marshall@ct.gov">tim.marshall@ct.gov</a> to sign up for the Media Work Group Committee.</li> </ul>

**CT Suicide Advisory Board Meeting Minutes**

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<p><b>VI. Upcoming Meetings</b></p> <p>Meetings are the second Thursday of the month, 9:00am—11:00am</p> <p>MG Maurice Rose Armed Forces Reserve Center 375 Smith Street Middletown, CT 06457</p>	<p><b>2014-2015 Meetings</b></p> <p>1/8/15: Jennifer Glick, DMHAS Older Adult Services, Older Adult Suicide 2/5/15: Dr. Nina Heller, UCONN School of Social Work, American Association of Suicidology Psychological Autopsy 3/12/15: Mark McKinney, Faith, Spirituality and Suicide Prevention 4/9/15: Faith Vos Winkel, Office of the Child Advocate, Child Fatality Review 5/14/15: Tom Matthews, Solutions EAP, Workplace Suicide Prevention in Employee Assistance Programs 6/11/15: Annual Meeting 7/9/15: Martin Burke &amp; Hilary Bryant, Alternatives to Suicide Support Group Presentation 8/13/15: Judy Murray, Don't Accept No 9/10/15: Suicide Awareness Month</p> <p><u>Topics TBD:</u> 10/08/15 11/12/15 12/10/15</p>	<ul style="list-style-type: none"> <li>• Contact Andrea Duarte with suggestions of presenters <a href="mailto:andrea.duarte@ct.gov">andrea.duarte@ct.gov</a> .</li> </ul>