

Vermont Youth Suicide Prevention Coalition (VYSPC) – April 2, 2010

Osgood Bldg-Waterbury, VT

Minutes

In attendance: Patty Baroudi-Prevention ADAP; Mercedes Avila- Evaluator, VCHIP and Cultural and Linguistics Coordinator for Youth in Transitions Grant; Linda Livendale-Chair, American Federation for Suicide Prevention; Bill McMains-Child and Adolescent Psychiatrist, Medical Director, VT Department of Mental Health; Ali Siemianowski-UVM Graduate Student; Joanna Cole-NAMI-Vermont; Courtney Bridges and Vanessa Lang-Youth in Transition; Elliott Nelson-Pediatrician, UVM Faculty, VT Child Health Improvement Program, Injury Prevention, New England Gun Violence Prevention; Charlotte— McCorkel, First Call, Howard Center; Mary Ellen Mendl, Director of 211; Heather Danis, VDH Regional Director; Sally Kirschner-VDH Injury Control Specialist; Donna McAllister-Health Education Consultant, VT Department of Education

Review of Umatter Professional Brochures

The group spent 20-30 minutes viewing Umatter brochures targeted to professional audiences.

Comments:

- Spiritual and Funeral Directors- Joanna expressed some concern about why those two groups are targeted together. Brian explained that we grouped them that way based on the NH Connect model because of the focus of postvention. Joanna stressed that we want Spiritual Leaders
- “You can help a troubled teen.” Using the word teen excludes 11-12 year olds. If you target “troubled” teen – does that message misrepresent the idea that it could be anyone. Eliot pointed out that these brochures are aimed at the professionals who have the skills to sort out indicators of “trouble.”
- Target audience needs to be clearly identified on the front cover to differentiate audience for brochure.
- Change Primary Care Physicians to Healthcare Professionals

Web Strategy and Marketing-Peter Kriff, PDI Creative Communications

JoEllen explained that a part of the public information campaign is web dissemination with a goal of having 100 websites host or connect to Umatter suicide prevention information for adult Gatekeepers. Annie asked who the audiences are for Umatter. There are two target audiences: Adult Gatekeepers and Youth/Young Adults.

Peter Kriff, Media Consultant from PDI Creative Communications, explained the internet strategy and that we are experimenting with ways to package the specialized content and provide it to others in a variety of formats that integrate into their websites. Peter provided a presentation of various formats.

Comments:

- Search Engine Optimization Issue- Per a questions raised by Eliot, we need to to ensure that when someone Googles up Suicide Prevention we appear high on the list.
- Heather raised the issue of how much content is optimal to get someone to go to Umatter.
- Donna asked where Facebook fits in. Peter responded we have a strategy in mind for Facebook. The target for this would be ages 15-adult.
- Eliot and Bill asked if the suicide prevention message was clear enough. We determined that in the five options there should be some designs that clearly identify suicide and some that are less direct.

- Charlotte asked if messages on the youth page will contain content aimed at peers helping peers. Brian responded that there will be.
- Suggestion that Umatter website have a link to VYSPC which has a list of partnering organizations.

Web Dissemination Survey

A survey was put up on the screen and the group was asked to provide input.

Comments:

- Make it clear what we are asking the VYSPC to do to help build infrastructure in their organizations and agencies.
- Change the language of the final question to something like...”The Umatter logo and raw content which you can modify and put into your own format”
- Clarify how to address this at AHS- who are we asking to make contacts with other AHS websites.

Early Identification Referral and Treatment Data Presentation-Mercedes Avila

Mercedes provided current data on the data we are collecting.

Q: If a student is identified by two different people in two different months it is counted as two referrals? A: Yes

Comments:

- Sally raised the idea that it would be interesting if the data could answer the question, “How would this look differently because of the training program?” She suggested we could ask the practitioner whether the training impacted their referral.
- Heather suggested that the local VDH School Health Liaison might be a good support for bringing on schools who are resistant and offered her services making those connections.
- Bill asked about whether we should report the total number of students at each school. We will think about presenting that information in the presentation of the data.

YRBS Data Collection

Mercedes is obtaining from the VDH ten years of YRBS data on measures related to mental health and school climate, as well as compare with emergency discharge visits and attempts. CHL hopes to create school profiles to use as a basis of discussing the relationship between mental health issues and academic success.

VDH Infrastructure

Comments/Suggestions:

- Heather suggested that the local VDH School Health Liaison might be a good support for bringing on schools who are resistant and offered her services making those connections.
- We can also include VDH School Health Liaisons in the local suicide prevention effort. Any connections you can make to EPSDT and Medicaid school reinvestments (MAC funding).
- Look at the MAC top ten ways of spending MAC funding and work with Garry Schaedel in how suicide is represented in the top 10.
- JoEllen or Brian attend a VDH District Directors meetings.
- *Healthy Vermonters 2020* – Heather asked how to get engaged in that initiative which is happening now. Sally suggested we look at the CDC site to see what language is being proposed for suicide prevention.
- JoEllen asked Sally and Heather to look at the VDH Strategic Plan which is near completion, to see how suicide prevention is represented and identify ways we could connect to it. This will

help us be strategic about how to connect with the VDH, e.g., Workforce development, or health disparities focused on depression, etc.

Yellow Pages

- The group read and discussed the preliminary research on how mental health and suicide are represented in the phone book. It was suggested we try to get this represented in the Yellow pages and the Community Pages at the front of the phonebook.
- We also want to try to get represented on internet phone directory services.
- Mary Ellen would like to see 211 listed with 911.

Patty obtained a phonebook from a neighboring office and checked it.

- Fairpoint has the National Suicide Prevention Hotline number on the community page. They also list all the mental health and crisis numbers on the community pages.
- 211 number is listed in the Community pages under Information.

Creating a Multi-Year Plan for Prevention of Suicide in Vermont

Brian reviewed the current process:

1. Review the Vermont Suicide Prevention Platform published in 2004
2. Determine what other information, resources and people do we need to move forward
3. Set priorities
4. Revise objectives for the priorities
5. Develop the implementation plan

The question about who might represent bullying and harassment issues at the Coalition was raised. The question is whether Student Assistance Professionals are supposed to handle this. JoEllen responded that each school appoints a Designated Employee as the point person for this.

How can we integrate the work of mental health and suicide into the work of organizations?

- Sally suggested that plans could be aligned, e.g., Injury Prevention Plan with VYSPC multi-year plan
- JoEllen raised the issue of each agency hosting a Trainer of Trainers for Gatekeeper training. Mary Ellen shared that 211 staff is using a Train the Trainer model for the ASSIST training.
- AHS has prioritized domestic violence and trauma as priorities for all staff to be prepared to address. Is there a way to connect to this?
- Bill McMMain mentioned there is a five year grant to train agency personnel in the ARC model- responding to psychological trauma, e.g., children with repeated exposures or refugee populations, etc. Is there a way to connect to this?
- There is also another project focused on veterans. Is there a way to connect to this?
- Reach out to the National Guard
- Grand Rounds- continue to offer
- Child Fatality Review Board- attend, connect and identify issues that could be addressed through our multi-year plan
- Donna talked about the need at the VT DoE to connect mental health issues to academic success, and think broadly about mental health issues to include ATOD use, Risk Behaviors, mental health and suicide. Heather suggested we need to show how what we are doing complements the mission we already have.

Gay, Lesbian, Bisexual, Transgender and Questioning population

There is a new report out by the Suicide Prevention Resource Center that we plan to distribute and discuss at an upcoming meeting of the VYSPC. We have postponed this until there is a representative of Outright Vermont at the meeting.

Announcements:

1) Linda asked for help in thinking about how we can get *More Than Sad* out into as many schools as possible.

- Heather suggested this may be something schools could use their MAC money for and offered to check on this.
- List as a resource schools can buy on Umatter registration forms.

2) Mary Ellen announced that 211 received national accreditation

Submitted by:

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