

LAC Suicide Prevention Network



Media/Communications Workgroup

Next Meeting: Tuesday, January 8th 2:30-4:30pm

For questions email info@LASuicidepreventionnetwork.org

Notes and Action Items December 14, 2018 Mtg

Discussion/Planning: PIO Workshop February 5th

After some discussion, it was decided to move forward with a media focused event on February 5th, 2019 to utilize space reserved at the CA Endowment.

Suggested details and outline:

- **Target Audience:** The event will focus on upstream engagement of public information and communication officers who might be contacted for interviews about suicide prevention or in response to a suicide death.
 - There will be a morning session focused on schools and organizations that serve youth.
 - The afternoon session will be a general session for other groups including: law enforcement, Fire/EMS, local government entities, probation departments, hospitals, non-profits, community-based organizations, and other organizations focused on mental health and suicide prevention.
- **Purpose:** The goal of the event will to prepare representatives from these entities to respond effectively during news interviews related to suicide and suicide prevention
- **Agenda/outline for event:**
 - Introduction to suicide prevention: AFSP “Talk Saves Lives” (25 min)
 - Principles of effective messaging / Recommendations for reporting on suicide (45 min)
 - Group activity: Mock interview exercise
- **Additional support:** The group provided suggestions on additional individuals to bring into support the group activities.
 - Robert Stohr
 - Scott Ponsky (Media/PR expert, would likely charge a fee)

Discussion/Planning: Goals and objectives of Media/Communications workgroup

- Members discussed potential goals and objectives of the Media/Communications workgroup. Engagement of news media around recommendations for reporting on suicide was listed as a primary goal of the group. In addition, it was suggested that the group's goals should expand beyond news media and should include other activities to help establish a presence for the LASPN, provide guidance for all member organizations to establish consistent prevention messaging goals, as well as capitalize on the entertainment and sports media channels (celebrity presence).

Review of San Diego Media Workgroup Activities:

An overview was provided on activities of the San Diego County Suicide Prevention Council's Media Sub-Committee. Discussion included interest levels and suggestions for adopting efforts as part of the LASPN Media/Communications workgroup.

- Media Engagement Plan: Overall strategy for roll-out and engagement of media around recommendations for reporting on suicide
 - Build relationships with "media friendly" entities: Society of Professional Journalism (SPJ), and Women in Media
 - One-on-One meetings with news outlet leadership
 - Conduct trainings for media outlets
 - Development and adoption of "Media Packet" (details below)
- Media Response Plan: Strategic goals and steps to respond effectively to incidents and reports of suicide in news media
 - Creation of media response team, identify members
 - Draft template media responses (praise, corrections) for review of news media pieces (all formats: print, TV, radio)
 - High profile incident response ("In light of recent events")
- Creation of speakers / interviewee panel: To support quick response to media inquiries for interviews. All members to be vetted and reviewed, as well as invited to Feb. 5th event.
 - To include 3 levels:
 - Suicide Prevention/Mental Health Experts (core response group) to include members of LASPN
 - Advisory group: individuals with specialty working with specific populations
 - Lived experience panel: to include loss and attempt survivors as well as those who managed a suicide crisis/ideation without an attempt
 - NOTE: will require a specialty training specific to lived experience story telling
- Development of "Media Packet":
 - Localize recommendations for reporting on suicide (brand with "HERO")
 - Speaker/Interviewee listing
 - AFSP "10 Tips" document
- Annual Press Conference
 - To release annual report to the community on status of suicide and suicide prevention activities in LA.
 - NOTE: will be developed in partnership with Data Workgroup

Next Steps

- Immediate: Develop materials for promotion of Feb 5th PIO Workshop: Save the date flier, Eventbrite survey link
- Next Meeting: Planning for Feb PIO Workshop