

**HOPE Coalition Meeting
Minutes
8:30-9:30 a.m. 2.24.2021
Zoom**

Meeting facilitator: Shannon Abrahamson, AMHI Coordinator

Attendees: Brenna Olson, Paula Hedlund, Kelly Felton, Ruth Finseth, Tim Denney, Brad Norland, Frances Tougas, Jeri Nomeland, Kim Myers, Kris Sterton, Laura Underdahl, LeeAnn Felix, M Hedlund, Michelle Adolphsen, Sarah Lefebvre, Stephanie Downey, Brenda Dale & Shauna Reitmeier

Agenda Topic	Discussion Points	Actions/Discussion	Whom
Welcome	<ul style="list-style-type: none"> • Introductions 		All
Recruitment	<ul style="list-style-type: none"> • Recruitment updates? 		All
Funding	<ul style="list-style-type: none"> • Crisis Text Line Project Funding <ul style="list-style-type: none"> ○ DHS must distribute funding by June 2021 <ul style="list-style-type: none"> ▪ Develop & Print specific materials (Mental Health Awareness) - push out to counties (Restaurants, Newspapers, Schools, Chamber, City Hall) ▪ Swag- Pen's, Magnets, Key chain- Hand sanitizer, chapsticks, pop sockets, can koozies (Partner with Electric/City Utilities to release) ▪ Social Media Push (Boost Posts/Create Frames) 	<p>Money available as mini grant set at \$1000- Good chance it could be \$2000. We could get more reach through Billboards, FB Posts & Radio (considering paying extra for boosting posts)</p> <p>Brenna to pull data before March meeting. Target specific age groups/demographics. Tim will fill out app and Subcommittee will work on completing at next Subcommittee meeting. Pull in Michelle on marketing when needed. Shannon will forward invite to Michelle</p> <p>Another idea was to put these dollars for printing posters as a physical visual and distribute throughout the region. We need to look at higher risk groups such as Middle aged men, farmers and adolescents (Distribute to schools)</p> <p>Stephanie –I can confirm boosting posts is a really good strategy that works.</p> <p>Stephanie – we also want to include the hope based information – what do we want people to get? Is it to reach out, etc. not just the data or scary facts.</p> <p>Shauna – as we get these things solidified then we will be able to push these out across the region.</p> <p>Brad – putting it in a place like the bathroom where guys can take a picture of it without people knowing.</p> <p>Shauna – we have taken national data and some regional data to look at. So LGBTQ+, veterans, middle aged men, farmers have been identified as high risk populations. The data Wilder is putting together will help us pull in more targeted groups in our area.</p> <p>Shauna gave background info on coalition and intent.</p> <p>Shauna – Crookston now has a beyond the yellow ribbon chapter to help families when they deploy. May want to get an update from the BYMR committee? Bill and Jamie are still heading this up – haven't done much this year as most of their work is in person. So I expect this group to start being much more active again.</p>	Tim D.
Trainings	<ul style="list-style-type: none"> • Trainings opportunities- MDH <ul style="list-style-type: none"> ○ Postvention, Kognito, SafeTalk, etc. 	<p>8 staff on the suicide prevention unit currently with wide variety of training certifications.</p> <ul style="list-style-type: none"> • QPR– 1 to 2 hour training • Mental health first aide & Youth mental health first aide – 8 hr training. • Safe talk instructors – gatekeeper training- a training for general population to increase knowledge on how to ask questions. 4 hr training 	Stephanie

		<ul style="list-style-type: none"> • Assist – next step in gatekeeper – gives more intervention and safe planning and keeping individuals safe – 2 day training. If anyone has more of a support role- assist would be a good training. • Post vention – 4-6 hr training. Communities receive info and content on response after a death and how they might coordinate an after death response. • We have a statewide role out of online kognito at risk. 3 simulations and 3 different grade bands – Elementary, MS and HS. Online experience similar to gaming. Register your account and play in a situational role play. • We also have an opportunity with the kognito company for students – this will be rolled out next week (friend2friend) This simulation is about a half hour. The student would take the simulation and there are student peers guiding this simulation. The adult would then facilitate a follow up conversation with them. <p>Shannon –are all offered online? Stephanie – currently the only company that is allowing their gatekeeper training online is QPR. QPR can be taken virtually – NAMI is offering them regularly for free. The rest of the trainings need to be in person. Stephanie can send out some information and links for Shannon to share with the group. Shauna – this is designed for teachers or students Stephanie - Kognito is for school staff and friend2friend is for students. Shauna – Jeri, I could see you connecting with Tricia and connecting with all the school based social workers to coordinate watching this. Maybe this could be funneled through grants to pay for time. Stephanie – there is an informational webinar tomorrow for 45 minutes and how schools can roll it out. We really encourage a blended roll out of watching, discussion and plan. The simulation ends in June, but there is a bill that should be heard next week. So hopefully we will have funds to continue for the next biannual. https://www.health.state.mn.us/communities/suicide/communities/kognitoatrisk.html The more schools we can get to use it the better information we can provide to legislator. Jeri – Our next regional meeting is March 8, so I will get this to Jim. Stephanie said she would be willing to talk at that meeting if needed.</p>	
<p>Outreach Activities</p>	<ul style="list-style-type: none"> • Rise & Shine Virtual Coffee & Connection • March Campaign- National Nutrition Month- Healthy Nutrition & Mental Well-being Campaign <ul style="list-style-type: none"> ○ Communication Resource: Eatright.org- Personalize your plate <ul style="list-style-type: none"> ▪ https://www.eatright.org/food/resources/national-nutrition-month/toolkit ▪ Unhealthy eating habits- (Stress, anxiety & depression) 	<p>Brenna provided update on outreach projects. March is National Nutrition month. Sara putting together posts to include nutrition and your mental health. April is Alcohol Awareness and Stress Awareness Month. Looking at doing two separate campaigns for each with a Gratitude campaign running for the entire month. Weekly email and Roll out on social media- FB, Instagram, Twitter, all to share as able.</p>	

	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ▪ Brenna requested materials ○ Media Outlet: Facebook <ul style="list-style-type: none"> ▪ Weekly Social media campaign ▪ Social Media Toolkit- (Distributed by the HOPE Coalition) ▪ https://www.health.harvard.edu/blog/nutritional-psychiatry-your-brain-on-food-201511168626 ○ Who: Sarah will put together resources and send to Shannon/Brenna <ul style="list-style-type: none"> ▪ PCPH, AMHI, HOPE, & NWMHC will push out on FB pages ● April Campaign - Alcohol Awareness Month- Riverview Recovery (2 weeks) ● Stress Awareness Month- HOPE Gratitude Campaign (Month) <ul style="list-style-type: none"> ○ Communication Resource: (Gratitude Campaign) <ul style="list-style-type: none"> ▪ Yellow Zone ▪ Bounceback Project (Bounceback Book) ▪ Thrive? ▪ Choose Gratitude, What does it mean to practice gratitude and how do you do that? <ul style="list-style-type: none"> ● Journal ● 5 things grateful ● Express gratitude to others ○ Communication Resource: Riverview Recovery: Alcohol Awareness Campaign (2 weeks) ○ Media Outlet- Facebook & Newspaper/Radio Press Release <ul style="list-style-type: none"> ▪ Valley Talk (KROX), Interview (Paper, Radio) Email- Interview/Pictures ○ Who: Tim will connect with Riverview for materials (Alcohol Awareness) 		Brenna O
Picture	<ul style="list-style-type: none"> ● Check Presentation Picture (In Person & Zoom) 	Received \$2000 check from "Ride the Wind for Wendy" and took picture.	All
Adjourn	<ul style="list-style-type: none"> ● Next HOPE Coalition Subcommittee Meeting: March 5th, 2021 1:00-3:00, via Zoom ● Next HOPE Coalition Meeting: March 24th, 2021 8:30-9:30, via Zoom 		All