

## Action Plan

| Key Activities  | Timeline         |                | Who is Responsible?                  | Process Indicators   |
|---|------------------|----------------|--------------------------------------|--|
|   | Start Date       | End Date       |                                      |  |
| <b>Approach 1: Increase Community Knowledge of Efforts/Increase Community Knowledge and Support of Coalition</b>  |                  |                |                                      |  |
| Develop outreach plan (who, what, when, where) <ul style="list-style-type: none"> <li>a. Develop Speaker Bureau</li> <li>b. Develop Engagement Committee</li> <li>c. Develop Materials to engage local leaders</li> <li>d. Schedule presentations at Chamber, and other local events</li> </ul> | October 31, 2020 | March 31, 2021 | Coalition Chair<br>Coalition members | Plan developed with detailed steps of entities to contact and which member will do the contacting                        |
| Develop marketing plan <ul style="list-style-type: none"> <li>e. Social media campaign</li> <li>f. Partner with Senior Services, UC Clermont, Faith Based entities and work out facilities to target high risk groups</li> </ul>  | October 31, 2020 | March 31, 2021 | Coalition Chair<br>Coalition members | Plan developed with detailed steps of where marketing will occur and who will be distributing the materials              |
| Contact entities by phone to set up meeting   | April 1, 2021    | April 30, 2021 | Coalition Chair<br>Coalition members | Entities identified will be contacted and a meeting will be set up   |
| Hold meeting with the identified entities. Provide information on the Coalition, its efforts and invite to Coalition.   | April 30, 2021   | June 30, 2021  | Coalition Chair<br>Coalition members | Meeting was held and information given to the entity<br><br>Entity agrees to participate in Coalition and/or its efforts |
| Continue outreach to new partners   | June 30, 2021    | Ongoing        | Coalition Chair                      | Partners are fully engaged   |

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|  |                  |                | Coalition members                                    | with the effort and participating in Coalition work   |
| Distribute Coalition materials to new partners   | January 2, 2021  | Ongoing        | Coalition Chair<br>Coalition members                 | New partners reach out to Coalition for additional educational materials                                    |
| Distribute Coalition materials through community events  | October 31, 2020 | Ongoing        | Coalition Chair<br>Coalition members<br>New Partners | New partners invite Coalition to their events   |
| <b>Approach 2: Increase Community Knowledge of Issue/ Increase Knowledge of Crisis Hotline for high-risk groups</b>  |                  |                |  |   |
| <p>Develop marketing plan to broaden crisis hotline/suicide prevention marketing campaign to reach high -risk groups</p> <ol style="list-style-type: none"> <li>1) Distribute crisis hotline posters in community. Focus on primary care physicians, medical clinics, Emergency Room, restaurants, bars (bathroom stalls), Chamber of Commerce, VA, civic organizations, home improvement stores and other areas where high-risk groups may congregate</li> <li>2) Distribute “You are Enough” yard signs in high visibility areas in the County</li> <li>3) Explore possibility of mailing postcards to those that have called 911 to inform them of resources</li> <li>4) Coordinate with Hope Squads to implement campaign</li> <li>5) Implement a county wide ‘wellness campaign’ to include mental wellness/suicide prevention focusing on</li> </ol> |                  | March 31, 2021 | Coalition Chair<br>Coalition members                 | Plan developed with detailed steps of where marketing will occur and who will be distributing the materials |

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| recovery response from pandemic   |                   |                 |                                      |   |
| Distribution of materials<br>Church bulletins, newsletters, flyers in high visibility areas,  | January 2, 2021   | Ongoing         | Coalition Chair<br>Coalition members | Materials are posted in identified spots throughout the County  |
| Publish newspaper articles on a quarterly basis   | October 31, 2020  | Ongoing         | Coalition Chair<br>Coalition members | Newspaper articles are published quarterly  |
| Conduct survey of community members and/or focus group  | March 31, 2021    | April 30, 2021  | Coalition Chair<br>Coalition members | Community members participate in survey   |
| Conduct town hall meetings throughout the county  | May 1, 2021       | Ongoing         | Coalition Chair<br>Coalition members | Town hall meetings are conducted  |
| Development of Social Media Campaign  | January 2, 2021   | March 1, 2021   | Coalition Chair                      | Social media campaign posted  |
| Find a leader who can work at the grass roots level with identified high risk group including QPR trainings<br><br>Implement grass roots campaign using leader to engage high risk groups | March 31, 2021    | August 31, 2021 | Coalition Chair<br>Coalition members | Leader found<br><br>Campaign implemented  |
|   |                   |                 |                                      |   |
| <b>Key Activities</b>   | <b>Timeline</b>   |                 | <b>Who is Responsible?</b>           | <b>Process Indicators</b>   |
|   | <b>Start Date</b> | <b>End Date</b> |                                      |   |
| <b>Approach 3: Increase Community Knowledge of Issue/Broaden focus of gatekeeper trainings</b>  |                   |                 |                                      |   |
| Continue gatekeeper trainings in community /SOS trainings in schools  | October 31, 2020  | Ongoing         | Trained Instructors                  | Conduct 6 QPR trainings during FY22<br>Conduct 6 MHFA trainings during FY22<br>Conduct 4 SOS or other suicide prevention programming in schools during FY22 |

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| Implement plan to train Fire/EMS, businesses, and faith-based entities in QPR  | January 2, 2021   | Ongoing           | Trained Instructors<br>Coalition Chair | Conduct at least 2 QPR trainings during FY22 with Fire/EMS, 2 QPR trainings with faith-based entities and 2 QPR trainings with businesses |
| Increase number of QPR instructors by targeting faith-based entities to become trainers  | February 28, 2021 | Ongoing           | Coalition Chair<br>Coalition members   | Development of training plan and completion of "train the trainer" training   |
| <b>Approach 4: Increase community knowledge of resources related to the issue/Increase the visibility of suicide prevention resources</b>                              |                   |                   |  |   |
| Complete an analysis of prevention resources in Clermont County  | June 30, 2021     | December 31, 2021 | Coalition Chair<br>Coalition members   | Analysis complete detailing strengths and gaps  |
| Work with community partners to advertise prevention resources (Safety Net Alliance, Mercy Hospital, Health Source, Treatment providers, Google ads, social media ads) | March 31, 2022    | June 2022         | Coalition Chair<br>Coalition members   | Prevention resources marketed in community through community partners   |