

## Garrett Lee Smith Grant Update (as of February 2, 2009)

### Accomplishments:

**Executive Steering Team** – We have developed a very strong Executive Steering Team for the project that includes:

Director of the Florida Office of Suicide Prevention, Erin MacInnes  
CEO of Mental Health America of Northeast Florida, Susan Lee  
Project Manager at Mental Health America of Northeast Florida, Virginia Holland  
Principal Investigator at University of South Florida, Dr. Marc Karver  
Co-PI at USF; Dr. Krista Kutash  
Project Manager of Evaluation at USF, Renee Brown  
Graduate Student at USF, Bailey Smith  
Quality Assurance Manager at USF- Kim Gryglewicz  
Child Guidance Center (the main community mental health center in Duval County); Veronica Valentine, Dr. Theresa Rulien and Ray Mallari (County Case Manager)  
United Way (full service schools and the county crisis lines), Ross McDonough and Terri Swanson  
Duval County Public Schools, Kathy Bowles  
CEO of Smart Strategies, Joy Mills

### **Update on 5 main grant programmatic activities:**

**Staff Gatekeeper trainings** – QPR (Question, Persuade and Refer) – Susan, the overall prevention program project director hired a project manager, Virginia Holland, who will oversee training activities; Virginia and Susan created a strategic plan for implementation of QPR in Duval county. They have identified numerous agencies to get QPR trainings and they are identifying 10 people who will be trained as QPR trainers. On the evaluation side, we are very close to putting evaluation materials with consent together with trainings. We expect this will be ready to go very soon.

**School based prevention** – SOS (Signs of Suicide) and QPR – Members of our Steering Team met with the schools Health Advisory Committee and received their approval for programmatic activities in the school district. The director of Full Service Schools said that the full service schools were on board with implementing these programs in those schools. Further, Florida passed a bullying prevention statute in 2008 requiring bullying prevention education for all teachers, administrators and school staff. Duval county public schools plan to weave suicide prevention into the required prevention education activities. This is something that can definitely be modeled for the rest of the state. On the evaluation side, we have been in touch with the SOS program – through lots of effort of Bailey Smith a graduate student, they are sending us their materials so we can develop our relevant evaluation materials. The SOS screening component has been previously evaluated but we will be the first to ever evaluate the gatekeeper training component of this program.

**Social Marketing** – Joy Mills, the social marketing coordinator has been interviewing people for a senior social marketing strategist position. Erin, the Director of the Florida Office of Suicide Prevention has newsletter called Well Aware that is sent out to school administrators to educate them on the link between suicide prevention and academic achievement. The Office of Suicide Prevention is planning on dedicating the next two issues of Well Aware to complement the social marketing component of the grant. Amongst the Steering committee we have started to share initial ideas for a social marketing campaign but we are holding off on more detailed development of ideas until we have the social marketing strategist hired. We have also talked with United Way 211 crisis line services and they said they will be able to adjust data collection information based on what we need to evaluate depending on what campaign we design that may target use of the crisis line. Meanwhile, our social marketing coordinator said that word of the grant has gotten out and she is receiving lots of calls from sales reps at various media outlets.

**Case Management services** – Child Guidance has hired Ray Mallari to be the community case manager to be in charge of tracking all suicide prevention referrals in the community. He has been getting ready for when this part of the grant starts. He is well coordinated already with case managers throughout Duval County and with the County's Rapid Response Team and with Family Preservation Teams. We are working with him currently to have evaluation materials ready and to further develop his referral list.

**Parent Involvement** – Susan and Virginia are working on this also. They have amazingly contracted with DCFS to provide QPR training to all Duval county foster parents; they are also working on developing other parent involvement activities and working with other members of our Steering Team to pull together a parent and youth advisory board.

**Quality Assurance Manager** – USF has hired Kim Gryglewicz to be quality assurance manager. She will work closely with the Project Director, Susan, and the PI/Lead Evaluator, Dr. Mark Karver to develop and utilize tracking forms to monitor whether we are achieving our grant objectives and outcomes both programmatically and relative to required SAMHSA evaluation activities. In her position, she serves as the perfect go-between between programmatic people and issues and evaluation people and issues. She'll help to make sure we are all talking the same language, delivering grant required services with quality and fidelity; and collecting data as specified by SAMHSA and the cross-site evaluators – MACRO International.

**Local evaluation** – We are putting together an easy to read chart of data collection responsibilities for all of our collaborators. This chart will have added measures once Macro has them ready to roll out and Nicole comes to train us at USF. We are also creating manuals for each component of the grant so that all of our collaborators will consistently implement all grant procedures programmatically and relative to evaluation requirements.

### Plans:

**Staff Gatekeeper trainings** – Susan and Virginia plan to hire a mental health educator soon. They plan to pick shortly the 10 persons who will be trained to be QPR trainers. This will line up with the key sectors that we have identified in our grant proposal. A trainer from South Carolina will be coming down in March to train our QPR trainers. Our QPR manual/ checklist will be coming in a couple of weeks so we will be starting trainings with collection of data very soon.

**School based prevention** – The schools have 4 hours of continuing education required for professional development. They are planning to have QPR be one hour of this training. The schools are planning to collect Youth Risk Behavior Survey (YRBS) data on an annual basis so we should have amazing information on the effectiveness of the prevention program in reducing suicide attempt rates. The school district is planning on all of their health education staff receiving QPR training in August. The plan is for specific schools to get QPR training to all school staff first before they can get the student targeted SOS training.

**Social Marketing** – We will hire social marketing strategist and further develop plans. Once this is done, we plan to have a phone conversation with Anara Guard and Katie Wootten from SPRC to discuss our plans and get any helpful hints. Likely first stage will be focus groups before any campaign is started to test social marketing messages on targeted populations. Plans to utilize existing connections once the messages are developed – connections exist with the major newspaper's editorial page editor and someone on one of the major TV stations. We have discussed that initial planning of social marketing campaign be integrated with evaluation activities.

**Case Management services** – We are working on finalizing measurement materials before getting started. Kim in particular is working with Ray, the county case manager to coordinate Macro data collection measures, our local evaluation measures, and typical information already collected by Child Guidance. At our last meeting, Katie had recommended we connect with West Virginia as they had a similar crisis response team.

**Parent Involvement** – We are planning on putting together youth and parent advisory boards – there are plans relative to engaging persons already involved in other advisory capacities.