



JUNEAU SUICIDE PREVENTION COALITION

A Program of NAMI Juneau

ORIENTATION PACKAGE

Join Us!

Support a community approach
to suicide prevention.

Thank you for your interest in the Juneau Suicide Prevention Coalition (JSPC), an active program of NAMI Juneau. This orientation packet offers information about the coalition and an invitation to join us. There are a number of ways to get involved, and all support a community approach to suicide prevention!

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JSPC Guiding Documents

Vision

To support communities in Southeast Alaska where all individuals have a path to improved mental health, a sense of belonging, connectedness to others, and value their lives.

Mission

The Juneau Suicide Prevention Coalition is committed to reducing the loss and suffering caused by suicide and suicidal behavior in Southeast Alaska. Through partnerships, we will increase suicide prevention resources in each community.

Land Acknowledgement

NAMI Juneau and Juneau Suicide Prevention Coalition acknowledge that Dzántik'i Héeni (or Juneau) is the unceded ancestral homelands of the Áak'w K'wáan. We thank the Áak'w K'wáan and neighboring T'aakú K'wáan for their stewardship of this life-giving land.

We also recognize the resilience of Indigenous Peoples of Alaska in the face of past and present trauma. To move forward, our work in Southeast AK requires a deep understanding of the harm, suffering, and pain caused by colonization, racism, and unjust actions. Our mission of promoting mental health is only complete once we honor the wisdom in different ways of knowing and commit ourselves to being a part of the healing and liberation process with Alaska's Indigenous Peoples, now and for future generations.



JSPC History

In 2008, after several student suicide deaths, Juneau School District Psychologist Brendan Kiernan, applied for a grant from the State of Alaska Department of Health and Social Services, Division of Behavioral Health to fund implementation of a suicide prevention curriculum known as “Signs of Suicide” or SOS at all district high schools.

Recognizing the importance of community-wide communication to address the problem of suicide in a comprehensive way, Brendan also formed a community-level advisory group consisting of representatives from local agencies and concerned Juneau residents. This group became known as The Juneau Community Suicide Prevention Task Force.

Over the next three years, the Task Force implemented the SOS curriculum in Juneau high schools and began presenting a version of the curriculum to middle school students. Suicide prevention brochures and a community-based suicide intervention curriculum was developed to increase community awareness and to train agency support staff. A Juneau Suicide Prevention website was developed and the www.juneaumentalhealth.org resource matrix was created.

In the Summer of 2011, Juneau Youth Services assumed responsibility for managing the state grant. The Task Force was able to add two behavioral health specialists to work within the middle schools and high schools to support students and provide training to school personnel. Additionally, a community-based services coordinator was hired to coordinate community public awareness, training and postvention activities.

In March of 2012, the Juneau Community Suicide Prevention Task Force voted to change its name to the Juneau Suicide Prevention Coalition in order to reflect the group’s broad-based and ongoing mission.

JSPC History cont.

In 2015, the coalition focused on the relationship between childhood trauma and suicide. The coalition helped to form Raising Our Children With Kindness (ROCK Juneau), a cross sector collaborative aiming to reduce ACEs and increase equity for all kids.

In 2020, the Juneau Suicide Prevention Coalition (JSPC) became a program of NAMI Juneau, one of JSPC's closest partners. Signs of Suicide (SOS) continues to be offered in the Juneau School District middle and high schools and NAMI Juneau continues to manage the www.juneaumentalhealth.org resource matrix.

Since our merger, NAMI Juneau and JSPC staff and leadership underwent the heartfelt process of defining equity, accessible programming, inclusion of lived experience, and the creation of our Land Acknowledgement, which serves as a guiding document with our Vision and Mission Statements. This process and these principles continue to serve us in the examination (and re-examination) of how we serve our communities and each other.

Our partnerships have grown and reflect the communities we are able to provide meaningful services to. We are excited to share with you JSPC's 2024 highlights, and at the same time, invite you to join us to better serve our communities in 2025-2026.

Together We Are Strong!



Coalition Structure

In 2024, JSPC staff recognized that our existing coalition structure was no longer adequate to support the growing scope and scale of our work. In response, we are excited to launch a new structure in 2025: JSPC Work Committees.

These committees are guided by our Strategic Plan and are designed to focus our collective efforts more effectively. Each committee will be scheduled and chaired by JSPC staff, ensuring coordination and alignment across our initiatives.

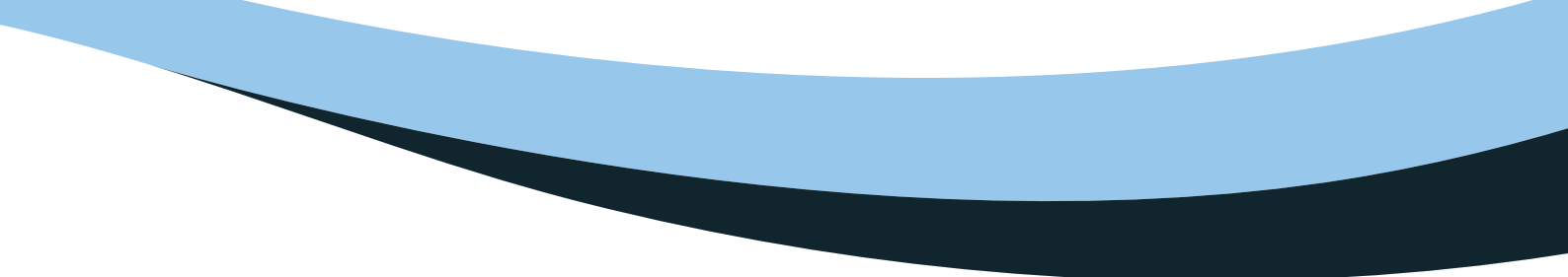
This new structure will allow coalition members to focus their time and energy on the objectives that most closely align with their interests and expertise.

In addition to committee work, the full coalition will come together twice a year. These coalition meetings will provide opportunities to review the Strategic Plan, share committee workplans, and celebrate our collective accomplishments.

2024-2026 JSPC Work Committees:

1. Youth & Parent/Guardian Education
2. Build & Provide Suicide Prevention Education in Juneau
3. Public Awareness & Outreach in Juneau
4. Suicide Prevention in Southeast Alaska
5. JSPC Structure





Juneau Suicide Prevention Coalition Strategic Plan 2024-2026

1. Prioritize Youth and Parent/Guardian Education in Juneau

- Work with schools to continue expanding suicide prevention and social/emotional health education programming
- Continue work at Johnson Youth Center
- Explore outreach to youth who are not enrolled in mainstream schools
- Provide resources to parents/guardians

2. Build & Provide Suicide Prevention Education in Juneau

- Co-create accessible training with disproportionately impacted populations
- Provide suicide prevention training to organizations and the general public
- Provide T-o-T opportunities to committed partnering organizations and individuals
- Grow postvention and survivor services

3. Increase Public Awareness of Mental Health Resources in Juneau

- Promote 988 & other crisis services available, and stigma reducing campaigns
- Seek partnership to raise awareness for signage on buses, grocery stores, etc.
- Share needs assessment findings with partners
- Maintain bi-monthly newsletters and coalition meetings

4. Increase Suicide Prevention Resources in SE AK with Community Partners

- Increase local capacity to promote suicide prevention
- Support suicide prevention education
- Support postvention efforts
- Represent Southeast Alaska in state-wide suicide prevention efforts

5. Review JSPC Structure

- Review JSPC capacity to support partnering efforts promoting mental health
- Review how coalition decisions are made
- Review what coalition membership entails
- Enhance JSPC sustainability by pursuing diverse funding streams
- Ensure staff and volunteer training is culturally competent



Coalition Membership

JSPC welcomes both community members who are passionate about suicide prevention and representatives of organizations or agencies who partner in suicide prevention work. Coalition members play a vital role in shaping and supporting community-driven efforts to prevent suicide and promote mental well-being across Juneau and throughout Southeast Alaska.

Coalition Member Responsibilities:

- Attend bi-annual coalition meetings.
- Join at least one committee within the coalition and contribute to the development and implementation of that committee's workplan.
- Share information and resources with your networks to raise awareness and support prevention efforts.
- Provide feedback and insight to strengthen coalition strategies and initiatives.

Membership Commitment Requirements:

- Join at least one work committee and commit to a minimum one-year term (renewable).
- Attend regular work committee meetings.
- Actively participate in committee meetings and contribute to at least one coalition initiative, project, or event per year.

Member Expectations:

- Bring a collaborative and respectful spirit to all coalition activities.
- Uphold the mission and values of the JSPC.
- Maintain confidentiality and respect lived experience shared by others.
- Stay informed about coalition work and communicate proactively with committee leads and fellow members.

Meetings & Workplans:

- Coalition meetings are scheduled by group consensus to accommodate availability
- Each committee determines its own meeting schedule and develops its workplan collaboratively.

Benefits of a Coalition

Coalitions are able to accomplish objectives beyond the scope of any single organization. Additional advantages of working as a coalition include:

- Understanding community needs & diverse perspectives
- Sharing common agendas and conserving resources
- Achieving a more widespread reach within communities
- Increased credibility with shared views from multiple organizations
- Providing a forum for sharing information

The Power of Partnerships!



First delivery of *Together We Are Strong*
April 9-10, 2025

JSPC staff, partners, & coalition volunteers developed & presented an intensive 2-day suicide prevention training infused with SE Alaska Indigenous values during our 3rd annual Building Community to Support Community event. Attendees were from SE Alaska communities and interested in becoming trainers for their communities.



Family Night at the Turf
March 20, 2025

JSPC staff partnered with AEYC and CBJ to bring mental health resources to parents of young children at a family fun night hosted at the Dimond Park Field House. Books on building social emotional skills and mindfulness, as well as, emotion charts and coloring pages flew off the table!

Available Services

School-Based Suicide Prevention Curriculum

In partnership with the Juneau School District, JSCP offers several programs aimed at supporting student mental health - including:

- The Signs of Suicide (SOS) program, designed for middle and high school students, seeks to reduce suicide and suicide attempts by increasing awareness of depression, promoting help-seeking behaviors, reducing stigma, and involving parents, staff, and community partners in prevention efforts.
- Social Emotional Health Education (SEHE) program is a 6–8 week group discussion series covering various mental health topics.
- CHOICE Camps are day-long events that engage students in conversation and activities focused on healthy decision-making.

Community Suicide Prevention Education

JSPC provides free suicide prevention training to equip individuals with the skills to identify and support those struggling with suicidal ideations.

- Suicide Safety Planning Workshop (2 hours): Learn how to create a personalized suicide safety plan to recognize crisis signs, identify supports, and reduce risk for yourself or others.
- Holding Each Other Up: QPR Suicide Prevention Training (3–4 hours): This culturally grounded QPR training teaches how to recognize suicide warning signs and respond using a supportive, community-focused approach rooted in SE Alaska Traditional Values.
- Together We Are Strong (2 full days): A 2-day, Indigenous values-based training combining lived experience and evidence-based practices to empower communities in suicide prevention.

Postvention Response

JSPC staff facilitate a Survivors Support group, offering a space for individuals impacted by suicide to share experiences and find solace. Additionally, JSPC collaborates with local agencies to develop community-specific crisis response plans, ensuring immediate support and resources are available following a suicide death or attempt.

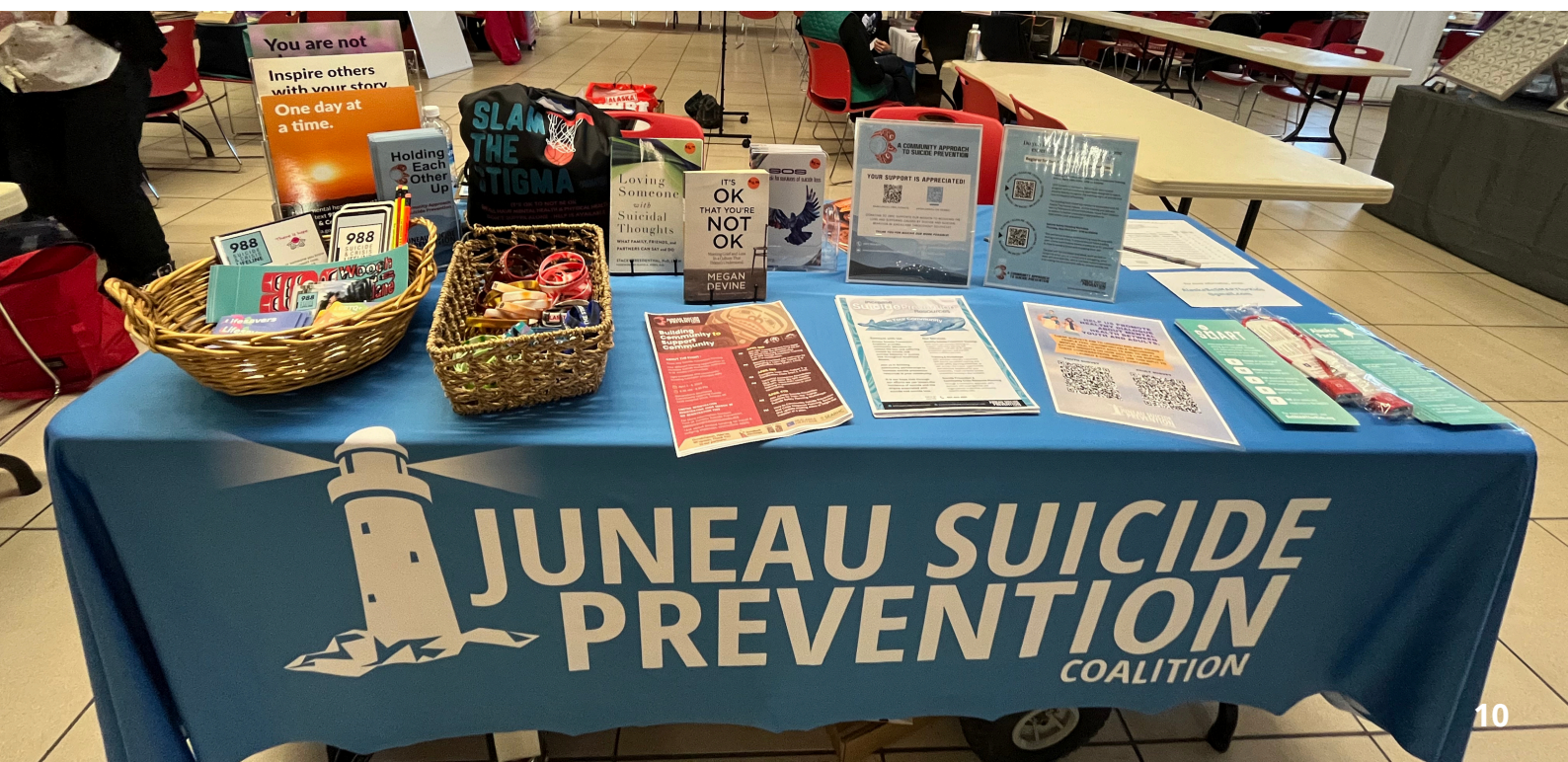
Available Services (Continued)

Community Outreach & Awareness

JSPC engages in community outreach and awareness by partnering with local organizations to offer meaningful and accessible events that foster connection and education. These include book clubs that spark thoughtful dialogue around mental health, community picnics that promote belonging and reduce isolation, and survivors of suicide loss luncheons that provide space for healing and remembrance. The coalition also participates in tabling events to share resources and leads means reduction campaigns to educate the public on safe storage of lethal means. Through these collaborative efforts, the coalition works to build a stronger, more connected, and suicide-safer community.

Southeast Alaska Suicide Prevention Support

JSPC strengthens suicide prevention efforts across Southeast Alaska by working closely with community partners to build local capacity, deliver education, and support postvention initiatives. Through collaborative engagement, JSPC has expanded access to suicide prevention resources and training throughout the region. JSPC also hosts monthly Southeast Alliance on Suicide Prevention meetings focused on fostering a network of collaboration among various Southeast Alaskan stakeholders, including local organizations, healthcare providers, and community members.



JSPC Programming Highlights, 2024

Community Suicide Prevention Awareness, Education & Support

- Building Community to Support Community, 3-Day Suicide Prevention Training
- 3rd Annual Community Picnic & Canoe Healing Journeys in recognition of Suicide Awareness and Recovery Month. (Welcoming approximately 250 guests!)
- 8-week Book Club covering “Loving Someone with Suicidal Thoughts” (What Family, Friends, and Partners Can Say and Do) by Stacey Freedenthal
- 3rd Annual Survivors of Suicide Loss Luncheon
- Monthly Survivors Group Gatherings
- Support to those experiencing loss due to a suicide death or those working their way through a suicide attempt.
- Monthly SEAS Meetings (SE Alliance on Suicide Prevention)
- 2-Day ASIST Training in Juneau (Applied Suicide Intervention Skills)
- Assortment of 12 other suicide prevention trainings (2 in neighboring SE AK communities)
- Coalition Restructure (see below for more information on how to get involved)
- Partnered with Tlingit & Haida Indian Tribes of Alaska and volunteers to begin development of a new, more intensive and culturally relevant training for SE Alaska communities.

Youth & Parent/Guardian Education

- Youth & Adult Mental Health Dialogues Survey & Report
- Bi-Weekly “Ask Clem” Articles (A mental health column for Juneau Schools Newsletters)
- 2 Q&A Parent Panels during parent-teacher conferences
- Lived Experience Panel on mental health and suicide at Yaa̋oosgé Daakahídi High School
- Signs of Suicide (SOS) Training to approximately 1000 JSD middle & high school students and the Johnson Youth Center
- Social Emotional Health Education (SEHE) A 6 to 8-week program of group discussions on different topics related to mental health. (Provided to the Johnson Youth Center and continuing in 2025 at TMMS and Sayeik - Gastineau)
- 2 CHOICE day-camps for Yaa̋oosgé Daakahídi students (Choosing Healthy Options in Cooperative Education Camps)
- 8-week “Why I Stay” mental health writing program for UAS students (partnership w/ UAS)