Suicide Prevention Summit Planning for CFMA Chapters

Summit Planning Committee

Formation
The chapter must form a suicide prevention summit planning committee that is comprised of members who are dedicated to suicide prevention. Establishment of the committee should be discussed and approved by the chapter board. The board or committee should alert Kristy Domboski (kdomboski@cfma.org or 609-945-2427) at CFMA HQ of the summit. CFMA HQ can assist with the summit planning process by providing resources.

Member Roles
Identify a committee chairperson, and then define the roles of other members and any other additional responsibilities.

- Chairperson – Keep the group on track, make sure action items are moving forward, and lead planning calls. Guide/establish the ‘message’ and assure this message remains consistent.
- Fundraising – Seek sponsors for the event
- Program – Identify potential speakers and subjects, and develop an agenda
- Logistics – Identify a location and any other necessary materials, volunteers, and registration information
- Media – Develop and share press releases and other promotional materials
- CPE credit coordination
- Budgeting
- Resource and community outreach

Summit Planning

Fundraising/Sponsors
The goal is to offer the summit at a reasonable fee or at no charge to drive as many attendees to the event as possible. Some chapters may feel that a nominal fee is preferred, while some may decide to offer it at no charge. This is subject to the budget. To support coverage of the event costs, seek sponsorships. Chapters with excess money earned from the summit have previously donated the funds to suicide prevention or to mental health organizations.

Look outside of the chapter’s comfort zone and seek sponsorships from benefit providers, employee assistance programs (EAPs), insurance companies, safety/risk management providers, and mental health organizations. Even though they are non-profit entities, many mental health organizations have funds available to support community outreach events like this. Exploit contacts that your chapter members may have in the mental/behavioral health community and develop a master list of potential sponsors. Use this list to track who on the committee has a connection with a company as well as any other sponsorship commitments and payments (see summit planning schedule).

Give sponsors a resource table at the event for attendees to visit before the summit and during any breaks. This will allow for networking amongst attendees and sponsors, and it will give attendees an opportunity to gather all available resources. Display sponsor logos on all promotional materials for the summit including flyers, the event page on the chapter’s website, the registration form, and
more. Remember that the purpose of the summit is to educate others and offer resources, so even though a local resource may not be able to provide sponsorship dollars, it may be appropriate to allow them to have a resource table.

**Budget**
Budgets should be set up as quickly as possible. Establish speaker fees, event location charges, and any other administrative costs so you have an idea of what the event will cost. Look at ways to reduce budget costs such as eliminating any hosted bar costs.

**Partner Up!**
Connect with other local construction associations (especially the CIASP stakeholders) and ask committee members to utilize their contacts within these associations to spread the word and/or to see if they would be willing to partner up with you. This is the key in gathering a diverse crowd and having attendees outside of CFMA membership.

**Attendees/Registration/Promotion**
Set up a participant goal early in the planning stage. This topic is geared toward executives, safety, and human resource personnel, so ensure that attendee marketing is directed at this audience. Ask CFMA members to spread the word among their safety and HR personnel, and encourage your associate members to spread the word to clients. This is a “value-added” service that CPAs, insurance agents, and benefit providers can offer to existing clients or prospects.

Determine if you are going to offer CPE credits for the event. To help incentivize HR participation, file and obtain HRCP CPE certification accreditation – suicide prevention summits qualify for this CPE. Additionally, CFMA HQ can help issue “general” CPE for the event as long as all guidelines are followed.

Representation from CFMA HQ is important in “validating” the cause, and any national personnel that can participate would be a huge plus. Contact Cathy Wasner (cwasner@cfma.org or 609-945-2432) to coordinate this effort with CFMA HQ.

Testimonials from attendees of previous summits may also be helpful when it comes to marketing your summit. In addition to this, testimonials from contractors who have experienced an employee suicide will add tremendous depth to the program. These testimonials really hit home for summit attendees.

**Program**
The program length and content may change during your planning process. Most chapters prefer a half-day summit to make it substantial and easy enough to fit into a participant’s day. As you establish keynote speakers, panel participants, and testimonials, you will recognize that the time slots will fill quickly.

**Panel Format**
If a panel is considered, panelists should represent a wide range of backgrounds and areas of expertise. Anchor the panel with an expert, someone deeply committed to suicide prevention, and ensure that you have an emcee who knows the subject and is comfortable guiding the discussion.
Testimonials bring in a personal element, and a panelist with a story to share can add to the depth of the panel.

The panel discussion portion of the program is a great way to get multiple perspectives on topics and to engage the audience by allowing for a question and answer period. For the panel to be successful, you must have a moderator who has taken the time to know the panelists’ areas of strength/expertise and who has knowledge and comfort with the subject. Consider bringing in a panelist from a local organization to share local resources with attendees.

*Additional guidelines for a successful mental health panel are at the end of this document.*

**Press**
CFMA HQ can create a press release that can be sent out to a large list of media contacts, including CIASP stakeholders. Send out e-mails that contain the press release and event information to all local television stations and business journals. Follow-up with phone calls and a second e-mail.

**Social Media**
Social media should be utilized as much as possible to provide awareness and broader recognition by the industry. Ask attendees to utilize #SuicidePreventionCFMA when tweeting about the event. In addition to this, during the event, someone should be assigned to #SuicidePreventionCFMA to send out messages on behalf of CFMA, the local chapter, and the CIASP.

**Resources**
The CIASP [website](#) has tremendous resources (i.e., articles, posters, reference materials, etc.) for a summit and to spread the initiative. For your summit, the key will be local resource groups that offer support for your geographic region. After the summit, follow-up with an e-mail that contains resource information that is specific to your region.

**Event Volunteers/Staffing**
Utilize non-profit groups to aid with event day activities. Many of these groups have volunteers who are willing to help out even if they cannot support financially. Make sure the registration table is staffed and have volunteers assist with the setup of materials displayed by the resource organizations. Also assign someone to help with CPE handouts after the summit.

**Follow-Up: Action Steps**
After the summit:
- Send a thank you to volunteers, sponsors, resource groups, and attendees
- Send out a press release to broaden awareness and thank participants
- Provide resource lists to all attendees
- Compile final financial results
- Hold a de-brief session with the committee and speakers to determine any additional and necessary follow-ups