



BOARD OF COMMISSIONERS

AGENDA REQUEST & STAFF REPORT

MEETING DATE: September 29, 2021

SUBJECT: Request BOCC Approval to Apply for ODVA Suicide Prevention Grant

RECOMMENDED MOTION:

Board approval for the Veterans' Service Office to apply for a \$4,000 grant from the Oregon Department of Veterans' Affairs for a suicide prevention campaign.

BACKGROUND AND POLICY IMPLICATIONS:

The Oregon Department of Veterans' Affairs (ODVA) announced a funding opportunity for the purposes of raising awareness regarding veteran suicide. Suicide rates among Oregon veterans is higher than non-veterans. The grant funds can be used to raise awareness around veteran suicide, help to de-stigmatize behavioral health challenges when asking for help, and for other local work designed to prevent suicide. Deschutes County is eligible to apply for up to \$4,000.

Veterans' Service Office (VSO) staff and the County's Suicide Prevention Coordinator met and developed the following proposal:

- Similar to the "I am a Vet" campaign, a video will be produced to de-stigmatize veterans reaching out for help, information about veterans accessing local resources, and help family members of veterans recognize when a veteran needs help. Deschutes County veterans and a family member will be featured in the video. The cost to produce the video is estimated at \$1,500.
- Once produced, the video will be part of an ad campaign to educate veterans and their family members. The ad campaign will include targeted social media, other free media sources, TV buys, and possible billboard(s).
- The grant funds will first pay to produce the video. The remaining balance will be used for media buys. In addition, the VSO is asking ODVA if carry over funds currently in the VSO budget can be used as additional resources to support the campaign.

If the grant application is successful, staff will come back to the Board with a budget adjustment reflecting the additional revenue and expenditures.

BUDGET IMPACTS:

Up to an additional \$4,000 in revenue and expense if grant is successful.

ATTENDANCE:

Keith MacNamara, Manager, Veterans' Service Office

Caroline Suiter, Community Health Specialist III, Suicide Prevention Coordinator

Erik Kropp, Deputy County Administrator