



Advisory Committee

Meeting Notes

December 10, 2025, 1:00 p.m. – 3:00 p.m.

Meeting started at 1:06pm

1. Welcome, Introductions and Agenda

- Committee members were welcomed to the HearMeWA Advisory Committee meeting.
- AGO staff began the meeting by reviewing the AGO's antiracist, trauma-informed and youth-centered statements. Definitions can be found on the [HearMeWA website](#).
- Members of the public were instructed that [registration](#) for public comment opens after the meeting agenda is posted online to the [HearMeWA Advisory Committee website](#) and closes 5pm the evening before the meeting is scheduled to begin.

2. Procedural Discussion

- AGO staff acknowledged that they have not received any comments or suggestions about the meeting notes from the September advisory committee meeting.
- **Updates from Advisory Committee Members:** committee members were invited to share updates from their organizations.

Meeting opened for Committee Updates & Feedback

UW Forefront Suicide Prevention Center: The Center will be hosting a statewide conference in May 2026. The conference will be a good opportunity for programs to share county-level data, raise awareness about suicide, and engage people. If you would like to learn more about this opportunity, please contact Larry Wright.

Washington State Health Care Authority: The Children and Youth Behavioral Health Work Group (CYBHWG) released the [Washington Thriving Strategic Plan](#). This plan is audacious, as it looks into the age span from prenatal to 25. A bill has been introduced to create an advisory body for implementation and to ensure that it includes people who haven't been involved in

this work, as well as people with lived experience. People can sign up for the newsletter to receive more information. Also expressed gratitude for HearMeWA's intentionality when working with other services in Washington. Washington mental health services for youth and HearMeWA are leveraging each other's strengths and working together rather than duplicating efforts. HearMeWA also works with Youth Crisis Mobilization teams to learn from them and how to conduct appropriate referrals.

3. Outreach and Engagement

- HearMeWA Youth Advisory Group (YAG).
 - The YAG held two meetings in November: a subcommittee meeting on November 4th and their quarterly YAG meeting on November 18th. During the subcommittee meeting, topics addressed included:
 - Analyzing HearMeWA data and providing input on how to engage with schools to increase school enrollment. They also talked about tip trends and whether they are aligned with what youth are seeing at school and among their peers. Youth also shared other challenges that peers are facing in their communities.
 - Asked YAG members if they attended outreach events before, how they found events, if they could share more about the county they live in and if HearMeWA should host its own event.
 - At the quarterly YAG meeting on November 18th, members learned about the work of the subcommittees and provided feedback on the information shared. The meeting also included presentations from:
 - Washington State LGBTQ Commission.
 - Teen Health Hub and Youth Advisory Council.
 - Washington State Legislature Civic Education Programs.
 - The AGO is recruiting new members for the 2026 YAG. Youth ages of 10-25 who reside in Washington State are encouraged to apply. The application will remain open until the end of the day, January 2nd, 2026. [Here](#) is the link to apply for the 2026 YAG.
- HearMeWA Monthly Outreach Report.
 - By the Numbers: In November, the HearMeWA team conducted 15 meetings with agencies and community-based organizations. The team made five presentations, attended three events, and reached out to 24 organizations, including those that serve youth who are unhoused, teenage parents, and foster care. Overall, the HearMeWA team connected with 573 individuals in November.

- **HearMeWA Outreach 2025.**
 - Between January and November 2025, the HearMeWA team held 323 meetings, conducted 48 presentations, attended 21 events, hosted four Tip Manager Training sessions, and reached 390 agencies, organizations, and over 3,000 people.
- **2026 HearMeWA Outreach Plan.**
 - The team is developing criteria for county-by-county outreach in 2026. The goal is to increase reach to areas with few resources for youth, such as small rural counties, as well as counties with a high concentration of youth struggling with mental health (suicide ideation/attempt, depression, etc.), low-income, youth who identify as BIPOC, refugees and asylees, English Language Learners, immigrant youth, LGBTQIA2S+ youth and youth eligible for free and reduced lunch.

Meeting opened for Committee Q&A: None.

4. Program Updates

- **HearMeWA Digital Campaign.**
 - The HearMeWA program invested in a second digital media campaign to increase program awareness. The campaign included advertisements in English, Spanish, and Chinese, to zip codes with high density youth populations. HearMeWA ads were available on social media platforms, such as Snapchat, as well as on streaming services like YouTube and Disney+.
 - The campaign amassed 2,976,381 impressions and 11,976 clicks during its one-month run-time in October. When compared to our last campaign, we saw an increase in engagement and Snapchat continued to out-perform any other tactic by a considerable amount.
 - This social media campaign resulted in a 28% increase in tip volume when compared to October 2024.
- **Tip Manager Training.**
 - The HearMeWA team is offering a one-hour virtual training designed for school districts and law enforcement agencies. The goal is to ensure that all tip responders have access to and understand how to effectively use the HearMeWA Tip Manager.
 - This training series was a suggestion from the advisory committee and includes the following contents:

- Setting up an account and accessing the HearMeWA Tip Manager.
- Instructions for tip responders on using the HearMeWA Tip Manager.
- Practice submitting and receiving tips.
- Identifying ways to improve or customize the system for tip responders.
- Tip responders can sign up for the training by completing this [form](#) and are asked to register at least a week prior to the training session. Future training sessions are listed below:
 - December 17, at 2pm.
 - January 21, from 2 pm to 3 pm.
 - February 4, from 10 am to 11 am.
 - February 18, from 2 pm to 3 pm.
 - March 4, from 10 am to 11 am.
 - March 18, from 2 pm to 3 pm.

Meeting opened for Committee Q&A:

Question: Can you send training information via email so I can share with school district staff?

Answer: Yes, I'll send that information via email.

- HearMeWA Legislative Proposal.
 - In September, the advisory committee had a brief conversation about the HearMeWA Legislative Proposal, that if passed, would establish the HearMeWA program under RCW 43.10, which defines the powers and duties of the Washington State Attorney General. This bill would also amend RCW 42.56.230 to exempt personal identifying information and files submitted to HearMeWA from public disclosure. However, after the meeting on September 12, we learned that it will no longer be part of the 2026 AGO legislative agenda.

Meeting opened for Committee Q&A:

Question: Are program users aware that HearMeWA is subject to public records?

Answer: Yes. Information about public records can be found in the terms of use that people must agree to before sharing information with HearMeWA. The same information is shared via an audio recording for those who call the hotline.

5. HearMeWA Data

- AGO staff presented data on the reports sent to HearMeWA between April 2024 and November 2025.
 - Bullying and cyberbullying remain the most frequently reported issue to HearMeWA, followed by depression, harassment, general concerns, and anxiety. HearMeWA data aligns with trends in other states. Bullying is also the primary concern reported to similar programs in Colorado, Oregon, Utah, Michigan, Illinois, Missouri, Pennsylvania, and Wyoming. The concerns reported to HearMeWA are also consistent with the 2023 Healthy Youth Survey, which found that bullying, depression, and anxiety are significant issues among Washington state students.
 - 57% of the reports sent to HearMeWA were deemed critical, 31% were considered urgent and 12% life-safety.
 - HearMeWA saw an increase in tip volume in May and October 2025, likely because of the program's digital awareness campaign.
 - So far, November has had the highest number of tips, which aligns with the trend we observed last year.
 - More than half of the tips to HearMeWA came through the web-based tip form.
 - 48% of the reports came from bystanders and 45% were self-reports. This pattern seems to be unique to our state compared to others, but more research is needed.
 - Most of the reports were sent to education services.
 - About 11% of the reports sent to HearMeWA were considered non-actionable.
 - Most tips were received on Tuesdays, Wednesdays, and Fridays.
 - Most tips came after school at 3 PM, and in the morning between 9 and 11 AM.
 - HearMeWA received tips from youth in 22 counties in Washington.

Meeting opened for Committee Q&A:

Question: When it comes to reporter information (self-report and bystanders), does the data change geographically?

Answer: I'm unsure if this is a report we can run on the HearMeWA Tip Manager. I'll look into it and share any available data at our next meeting.

Question: How does the data on non-actionable tips align with other state's tiplines?

Answer: I remember talking to other states and learning that about 3% of all their tips were pranks, so our data seems to be aligned, but more research is needed. I'll try to collect this data and report to you all in the future.

Comment: Kudos to the crisis center. It's great to have someone monitoring the tips and screening them before they are sent to schools, so school staff don't have to handle prank tips.

Comment: Appreciate the share out and putting these data reports together.

- Discussion with Jessica Jackson, Sandy Hook Promise National Crisis Center Director.
 - Shared that HearMeWA is unique when it comes to who is contacting the program. While most calls from other states come from bystanders, 45% of calls in Washington are self-reports. Washington also differs from other states in how youth contact the program: 33% of tips were submitted by phone, which is usually lower in other states.
 - Jessica shared a success story about a youth who was depressed and struggled with social anxiety. The youth called, seeking advice on how to build social connections. The crisis center helped them set small daily goals for social connections, such as going out in public, making eye contact, and talking to people in stores. The crisis center, with the youth's permission, also reached out to the school for additional support and collaboration.

Meeting opened for Committee Q&A:

Question: Is there any advice for School Districts and Safety Leads on how to support youth?

Answer: We encourage school staff to use the team communication section in the HearMeWA Tip Manager to ask the crisis center questions to help them understand the situation. HearMeWA crisis counselors strive to collect as much information as possible from the person contacting the program to ensure tip responders have everything they need to support youth. We've collaborated with schools in the past, and they shared a list of questions they use in their suicide and threat assessments, which we incorporated into our triage process.

6. Feedback & Next Steps

- Advisory Committee Progress.
 - AGO staff shared a timeline summarizing the work of the HearMeWA Advisory Committee between 2023 and 2025.

- HearMeWA Advisory Committee 2026.
 - Based on survey results and the conversation the advisory committee had in September, the majority wants to continue the work of the HearMeWA Advisory Committee in 2026. Meetings will be quarterly.
 - In 2026, the advisory committee will advise the AGO through HearMeWA implementation as the agency:
 - Conducts outreach to increase program awareness among tip responders, youth and youth-serving organizations.
 - Reviews tip trend data, identify areas for improvement, and proposes solutions for challenges regarding program utilization and tip response.
 - Proposes policy recommendations for youth mental health needs in Washington.
 - Develops an evaluation plan to assess program's effectiveness and whether it is being implemented equitably across the state.
 - Application process:
 - **Current Members:** if you would like to continue serving on this committee, please let Clarissa Lacerda know via email.
 - **Agencies Appointed by the Legislature:** you'll receive an appointment letter via email.
 - **New Members:** submit an application letting us know why you would like to be part of the advisory committee.
 - Application will open from February 2 to March 2. Applications will be thoroughly reviewed, and applicants can expect to hear about their submission by the end of March. The first meeting will be on May 13 at 1pm.
- HearMeWA Advisory Committee Feedback.
 - Advisory committee members were asked to provide feedback on the meetings of the HearMeWA Advisory Committee and identify areas for improvement.

Meeting opened for group discussion

- *How effective were these meetings in providing you with the necessary information to offer informed advice?*
 - These meetings give members the information they need to offer informed advice. There is still room for follow-ups and a closer look at the data. Visuals and graphs are especially helpful.

- *Was the frequency and structure of our meetings appropriate?*
 - The current meeting schedule works well for some committee members. However, meeting quarterly can make it hard to keep up momentum. Recaps and updates between meetings could help.
- *What changes to the meeting format, duration, or agenda would you suggest?*
 - Shorter meetings would be helpful if possible. Attendance may be affected by the current two-hour meeting length.
- *What can the AGO do to improve meeting engagement?*
 - Long meetings are hard to fit into busy schedules. One way to help is to offer an alternative to breakout sessions, so members can send feedback electronically before or after the meeting. This would support those with limited time.
 - It is also hard to engage when participants do not use the system. We appreciate having the chance to give updates at the start of the meeting.
- How can we keep advisory committee members updated on the progress of HearMeWA during the months we don't meet?
 - Sending an interim email with program updates, stats and new developments would be helpful.
 - It would be helpful to hear more detailed examples of actual calls and success stories.
 - If meetings are held quarterly, monthly email updates would help keep everyone informed. It would also be helpful to include the previous newsletter when sending out the meeting agenda.

7. Action Items & Next Steps

- Action Items:
 - All original materials created by Advisory Committee members on behalf of this committee need to be retained for 6 years. Upon conclusion of this committee, ***members will be asked to send their records to the AGO for retention purposes.***
- Next steps: HearMeWA Advisory Committee application will be open from February 2 to March 2. First meeting will be on May 13 at 1pm.
- Public Comments: There were no public comment requests for the call.

Meeting adjourned at 2:47 p.m.

ATTENDEES

Committee Members

Youth

Name	Present
Akshaya Ajith	No
Adama Angelina Mbodji	Yes
Micah Brielle Fitzgerald	No

Professional Members

Name	Affiliation	Present or Alternate
Margaret Albaugh	Asian and Pacific Islander Coalition of Spokane	No
Tanya Aggar	Washington State Parent and Teacher Association	No
Theresa Carter-Vincent	Building Resilience Awareness & Variations of Excellence	No
Diana Cockrell	Washington State Health Care Authority	Yes
Amber Wynn	Washington Office of Superintendent of Public Instruction	Jocelyn Nunez
Cameron Fordmeir	Greater Columbia Behavioral Health	No
Dave Sands	Washington Association of Sheriffs & Police Chiefs	No
Mary Jo Margeson	Washington State Patrol	No
Jamie Heil	Boys & Girls Clubs of King County	No
Joshua John William Goss	The Coffee Oasis	No
Adrienne Marie Jensen	HopeSource	No
Carolyn Cox	SPARK Peer Learning Center	Yes
Kirstin McFarland	Washington State Department of Health	Yes
Liz Pray	Washington Education Association	No
Kelli Robinson	Our Sisters' House	No
Maithri Sarangam	Seattle Indian Health Board	No
Beverly Sarles	Washington State University	Yes
Adam Wasserman	Washington Emergency Management Division	No
Chris Weedon	Washington Association of Educational Service Districts	Yes
Mallory Wilson	Association of Washington School Principals	Yes
Rashel Wise	Washington Student Achievement Council	No
Larry Wright	UW Forefront Suicide Prevention Center	Yes

AGO Staff

Amanda Hohlfeld, Policy Division
Clarissa Lacerda, Policy Division
Erica Chang, Policy Division
Evan Kim, Information Services
Shevonda Joyner, Policy Division

Public Attendees

- Darren Nelson