



Advisory Committee

Meeting Notes

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

Meeting started at 1:04pm

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 June advisory committee meeting.
- **Updates from Advisory Committee Members:** committee members were invited to share updates from their organizations.

Meeting opened for Committee Updates & Feedback

Washington Health Care Authority: Washington Thriving is seeking feedback on the draft Strategic Plan for Washington's prenatal-through-age-25 behavioral health system. They received input and support from many different collaborators, including members of the Children and Youth Behavioral Health Work Group and individuals with lived experience with the behavioral health system. To learn more about the Strategic Plan and how to provide feedback, visit <https://www.washingtonthriving.org/blog/take-survey-5-feedback-on-the-strategic-plan-draft-summary>.

3. Outreach and Engagement

- HearMeWA Youth Advisory Group (YAG).
 - The YAG held two meetings in August: a subcommittee meeting on August 12th and their quarterly YAG meeting on August 19th. During the subcommittee meetings, topics addressed included:
 - Analyzing HearMeWA data and providing input on how to reach counties that the program hasn't received tips from and increase tip volume when schools are not in session.
 - Gathering input from youth on the priority counties for outreach in 2026, as well as getting their perspectives on what would lead youth to use HearMeWA and what value they place on social media.
 - At the quarterly YAG meeting on August 19th, members learned about the work of the subcommittees and provided feedback on the information shared. The group also discussed concerns in their communities and potential solutions for addressing them. The meeting concluded with a discussion on human trafficking, including its definition, how to recognize warning signs, reporting procedures, and safety strategies.
- HearMeWA Monthly Outreach Report.
 - By the Numbers: In August, the HearMeWA team conducted 30 meetings with agencies and community-based organizations. The team made five presentations, attended two events, and reached out to 37 organizations, including those that serve youth from diverse demographics such as neurodivergent, disabled, BIPOC, low-income, foster, homeless/unhoused youth. Overall, the HearMeWA team connected with 259 individuals in August.

Meeting opened for Committee Q&A: None.

4. Program Updates

- HearMeWA Digital Campaign.
 - The HearMeWA program will invest in a second digital media campaign to increase program awareness. The campaign will include advertisements in English, Spanish, and Chinese, to zip codes with high density youth populations. HearMeWA ads will be available on social media platforms, such as Snapchat, as well as on streaming services like YouTube and Disney+.
 - The last social media campaign resulted in an 85% increase in tip volume.

- 2025 HearMeWA Annual Report.
 - HearMeWA [released](#) its third annual report, which includes information about:
 - How HearMeWA operates.
 - The process for building the HearMeWA program, including the work of the HearMeWA Advisory Committee.
 - Program data along with testimonials from individuals who have used the program, tip responders, and youth from the HearMeWA youth advisory group.
 - Information about all the youth surveys conducted to ensure that HearMeWA remains youth-centered.
 - Outreach efforts to engage with youth, community-based organizations, state agencies, and tip responders.
 - The 2025 HearMeWA Report is available [here](#).
- 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:
 - October 1st at 10am.
 - October 15th at 2pm.
 - November 5th, at 10am.
 - November 19th at 2pm.
 - December 3rd, at 10am.
 - December 17th, at 2pm.

- IP Address / Caller ID Protocol.
 - On March 11th, the HearMeWA Advisory Committee discussed the possibility of authorizing the HearMeWA crisis center to pull the tipster's IP address and/or caller ID in extremely rare cases where the program receives a life-safety tip without identifying information.
 - The HearMeWA team incorporated feedback from the advisory committee and youth members of the YAG to develop an emergency protocol for retrieving IP addresses or caller ID.
 - AGO staff presented the protocol to the advisory committee and invited questions.
- HearMeWA Legislative Proposal.*
 - As part of the AGO legislative agenda for 2026, the agency is proposing legislation to establish the HearMeWA program under [RCW 43.10](#). It would also amend [RCW 42.56.230](#) to exempt personal identifying information and files submitted to HearMeWA from public disclosure.
 - The legislation would also remove the section about the HearMeWA Advisory Committee to give the group flexibility to pause meetings if there is mutual understanding that the group has accomplished its goals.
- Future of the HearMeWA Advisory Committee.
 - AGO staff facilitated a conversation regarding the future of the advisory committee since the group is scheduled to conclude in December, unless the AGO determines that there is a need to continue the advisory committee.
 - AGO staff presented two options, and invited committee members to propose a third option if needed:
 - Pause the advisory committee and re-convene when ready to assess whether the program is being implemented equitably across the state.
 - Reduce meeting frequency to twice a year. The HearMeWA team would use these meetings to share program updates and address emerging challenges. When the time is right, the advisory committee would advise the AGO as it works on an evaluation plan for HearMeWA.
 - Five committee members voted to keep meeting, but at a reduced frequency, since the group's work remains important. AGO staff explained that if the group continues, there will be an application process for those interested in serving.
 - To gather everyone's input on the committee's future, AGO staff will send out a survey.

- The committee will continue this discussion and decide when it meets again in December.

**After the meeting, the HearMeWA Team learned that this proposal will no longer be part of the 2026 AGO legislative agenda.*

5. Work Session

- HearMeWA Priority Counties for Outreach.
 - AGO staff presented information about the program's outreach efforts to the four priority counties for 2025: King, Pierce, Spokane and Okanogan.
 - In 2025, the HearMeWA team held 212 meetings, 30 presentations, attended 12 events, reached 241 organizations and 1,706 people.
 - AGO staff shared the program's outreach and engagement goals which include:
 - Creating an outreach plan;
 - Choosing priority counties for outreach;
 - Increasing program awareness among youth and youth-serving organizations;
 - Developing and maintaining relationships with communities; and
 - Collaborating with youth.
 - AGO staff explained the process for choosing the four priority counties for 2025 and asked the advisory committee to help the team select the new four counties for 2026.

Meeting opened for Committee Q&A:

Question: Are we changing priority counties yearly?

Answer: Yes.

Question: Have we looked at Healthy Youth Survey data?

Answer: Yes. We included the data in the annual report and compared it to the concerns youth have reported to HearMeWA. AGO staff will present this information at the December meeting.

Meeting opened for group discussion

1. What criteria should be considered when choosing 2026 priority counties?
 - Priority counties should be based on population size; we suggest reaching out to counties that have a denser population. Also, look for counties that have not engaged with the HearMeWA program.

<ul style="list-style-type: none"> ○ Consider counties with fewer resources and where there is a surge of emergencies for youth. Also consider counties with indigenous tribes and reservations. ○ Focus on counties with a high number of youths from minority groups that are lacking resources, such as LGBTQIA2S+ youth that are underserved due to financial cuts from the federal government. <p>2. What are your suggestions for 2026 priority counties?</p> <ul style="list-style-type: none"> ○ The counties that were suggested include Benton and Franklin to represent eastern Washington and because they are geographically close; Skagit and Clark counties to represent western Washington. They are more densely populated and reflect the north and south areas of the state. <p>3. Do you see any challenges in having priority counties?</p> <ul style="list-style-type: none"> ○ Having priority counties for outreach makes sense and is a good strategy for spreading the word about HearMeWA.
<p>6. Action Items & Next Steps</p> <ul style="list-style-type: none"> • Action Items: <ul style="list-style-type: none"> ○ Help us promote HearMeWA by sharing this resource with your networks and youth. ○ Let us know of in person opportunities to create awareness about HearMeWA. • Next meeting: Wednesday, December 10 from 1:00 p.m. to 3:00 p.m. • Public Comments: There were no public comment requests for the call.
<p>Meeting adjourned at 2:20 p.m.</p>

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	No
Cameron Fordmeir	Greater Columbia Behavioral Health	No
Dave Sands	Washington Association of Sheriffs & Police Chiefs	Yes
Mary Jo Margeson	Washington State Patrol	Yes
Jamie Heil	Boys & Girls Clubs of King County	No
Joshua John William Goss	The Coffee Oasis	No
Adrienne Marie Jensen	HopeSource	Yes
Carolyn Cox	SPARK Peer Learning Center	Yes
Kirstin McFarland	Washington State Department of Health	Cassidy Christopher
Liz Pray	Washington Education Association	No
Kelli Robinson	Our Sisters' House	No
Maithri Sarangam	Seattle Indian Health Board	No
Beverly Sarles	Washington State University	No
Adam Wasserman	Washington Emergency Management Division	No
Chris Weedin	Washington Association of Educational Service Districts	No
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

- Roz Thompson