



St. Clair County Community Mental Health

*Promoting Discovery & Recovery Opportunities
for Healthy Minds & Bodies*

St. Clair County Community Mental Health Community Relations Activity Report – February 2021 (Reporting for January 2021)

Paid Media/Sponsorships/Advertisements

Newspapers/Magazines/Programs

- Yale Expositor: Medical Directory listing (CMH West). Ad runs each week.
- Bluewater Senior Options: CMH general ad

Radio/TV

- Radio First (Mental Health Minute) - Personal Mission Statement and New Year's Resolutions
- WGRT (Mental Health Minute) - Personal Mission Statement and New Year's Resolutions
- EBW-TV interview - Personal Mission Statement, How to be Successful with Your New Year's Resolutions, Using New Year's Resolutions to encourage mental health treatment, Martin Luther King Jr. Day, Birth Defects Prevention Month

Billboards

- Digital and static billboard runs ongoing in various locations

Sponsorships/Advertisements

- CAN Council, Agency Membership, \$50

Unpaid Media Coverage

Newspapers, Newsletters & Magazines

- None in January

Social Media Outreach

Facebook Report: SCCCMH

- Number of page likes: 2,803 (11 new likes in January)
- Number of posts to page (January): 19
- Post with highest reach: 5,549 impressions on "Creative Arts Contest" image and description.

Instagram: SCCCMH

- SCCCMH followers: 114 (28 new followers in January)
- Number of posts: 10 (January)
- Post with highest reach: 9 impressions on Martin Luther King Jr quote

LinkedIn Report: SCCCMH

- SCCCMH Followers: 77 (10 new followers in January)
- Number of posts to page (January): 4

- Post with highest reach: 61 impressions on “Give Yourself Permission to Unplug” image

YouTube Report: SCCCMH

- SCCCMH Subscribers: 33 (no new subscribers in January)
- Number of impressions: 659 (January)
- Top videos viewed (January)
 - CMH Players Present: Home for the Holidays
 - Recover Together: Eliminating Tough Love and Embracing Loving Well

Website Report: SCCCMH

- Pageviews: 13,020
- /: 2,655 views
- /cmh-visitors-covid-screening/: 2,033 views

Website Report: St. Clair County CSCB

- Pageviews: 704
- /resources/covid-19/: 305 views
- /: 123 views

Other Activities

Critical Incident Stress Management Activities:

- None

Pandemic Response Team Activities:

- None

Community Outreach/External Event Participation:

- 1/13/2021: YMCA Mobile Food Pantry
 - CIS staff handed out flyers during event
- 1/13/2021: Scouts BSA, Blue Water District
 - Adrienne Luckenbacher presented to scout leaders on “Understanding Suicide and Resources”
- 1/18/2021: East China School District
 - Adrienne Luckenbacher presented to staff on What is Mental Health, Stigma/Recovery, Signs and Symptoms of Anxiety and Depression, Self-Care, and SCCCMH Resources

CMH Sponsored Community Events

- 1/12/2021: Stress Less with Mindfulness
 - In partnership with the MSU extension, a five session series
- 1/12/2021: Powerful Tools for Caregivers; For Parents of Special Needs Kids
 - In partnership with the MSU extension, a six session series
- 1/13/2021: Powerful Tools for Caregivers
 - In partnership with the MSU extension, a six session series
- 1/14/2021: Relax
 - In partnership with the MSU extension, a four session series
- 1/14/2021: Create a Personal Mission Statement - Teen Class
 - Karen Palka, Beautiful Me, presented to a virtual teen audience on creating a personal mission statement
- 1/25/2021: Trauma Informed Parenting Virtual Series
 - Eight week series, open to the public

Upcoming Events/Activities

- February: Port Huron Police Department, all staff annual training
- February: SCC Sherriff Department Road Patrol, all staff training
- 2/17/2021: Parent Perspective Show on Trauma
- 2/18/2021: Port Huron Police Department, new hire training
- 2/19/2021: SC4 Faculty and Staff In-service training
- 2/20/2021: COVID-19 Summit For Healthcare Professionals