



# St. Clair County Community Mental Health

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

## St. Clair County Community Mental Health Community Relations Activity Report – July 2021 (Reporting for June 2021)

### Community Outreach

#### Community Outreach/Trainings

- 6/04/2021: Blue Water Girlfriends Luncheon
  - Presenter(s): Adrienne Luckenbacher
  - Adrienne Luckenbacher CRT staff attends a monthly luncheon of women in the community to share about community events and resources. Information related to CMH services and access to services as well as upcoming events shared with the group as well as informational flyers.
- 6/17/2021: Men's Health Series Part 1
  - Presenter(s): Kevin Fisher, NAMI
  - CMH is cohosting a six part series on Men's Health. This monthly series provides a face-to-face forum of presenters and discussion on Men's Health. Kickoff of the series featured Kevin Fischer of NAMI; focus was on Toxic Masculinity. Twelve members of the community attended. July's presenter will be focusing on positive messaging and communication with male youth.
- 6/18/2021: Gift of Knowledge 2021
  - Presenter(s): Deb Johnson
  - Deb Johnson presented 30 books to the St. Clair County Library System from the CMH employee Gift of Knowledge fund. Focus of books included trauma, meditation, health and wellness, minority health, anxiety and a variety of other topics for both adults and youth.
- 6/26/2021: Wear Purple for Elder Abuse
  - CMH staff joined in to provide support wearing purple, CMH also shared information related to Elder Abuse on social media and encouraged others to wear purple.
- 6/30/2021: Wear Everybody vs Stigma Shirts
  - CMH joined in support of EVS to provide CMH staff and others the opportunity to purchase EVS apparel. One hundred and ninety three CMH Staff ordered shirts in support. CMH provided credit to staff towards apparel ordered, all are encouraged to wear their EVS apparel at work and in the community. On June 30 staff wore their shirts in support of Everybody vs Stigma and posted pictures on social media.
- 6/26/2021: Black Lives Matter Port Huron Event
  - BLM hosted an event focusing on Black Men and Mental Health. CMH providing a variety of resources and informational materials, 60-80 males in the St. Clair County Community attended the event.
- SCCCMH Annual report/poster/resources/bookmark Distribution
  - 250+ packets of resources, posters, reports and additional materials including bookmarks were delivered a wide variety of individuals and groups in the county including but not limited to schools, CSCB's, local business, funeral homes, county and city offices, first responders, and health care providers.
- 6/25/2021: Mental Health First Aid Youth Module
  - Presenter(s): Melissa Hunt
  - Melissa trained an additional 13 adults in the community on MHFA for Youth; training was held at CMH and was open free to MCH staff and the community.
- 6/30/2021: Mental Health First Aid Adult Module

- Presenter(s): Melissa Hunt and Wendy Martindale
  - Sixteen individuals have been trained in MHFA, training was held at CMH and was open free to CMH staff and the community
  - 6/15, 6/22, 6/29/2021: Mental Health First Aid for Public Safety
    - Presenter(s): Amy Smith and Adrienne Luckenbacher
    - 85 Port Huron Police Department staff (including admin and clerical supports) were trained in Mental Health First Aid during the month of June. Chief Platzer continues to advocate for all of his staff including but not limited to officers (including himself and the command staff) to increase their understanding of mental health and how to support individuals in the community within their work role as well as their personal role. Chief recently sent the following email to Deb Johnson:
    - *A quick note on the training. Officer's Garska and Washkevich attended Mental Health First Aid training this past Tuesday, June 22<sup>nd</sup> and stated the next day at work and Officer Garska first call out of the office, they put their training to good use. Both officer's responded on two separate calls where the persons they were talking with was found to be suffering from schizophrenia. Officer's Garska and Washkevich indicated that from the training they were:*
      - *Able to recognize the signs of needed mental health assistance quicker*
      - *Able to communicate with the persons, using phrases and words learned in class*
      - *Able to recognize that the persons were hearing voices and that the voices were louder than the officers voice (class room exercise)*
      - *Able to offer the persons assistance going forward*
- It was great hearing that the training provided by Adrienne and Amy is practical and as already assisted officers in the field.*

#### Critical Incident Stress Management Activities:

- 6/17/2021: Port Huron Police Department

#### Pandemic Response Team Activities:

- 6/10/2021: Lake Huron Medical Center

### **Other Activities**

#### Casual for a Cause

- 5/14/2021: St. Clair County Car Seat Program, \$306.00
- 5/21/2021: A Beautiful Me, \$306.00
- 5/28/2021: A Beautiful Me, \$304.50
- 6/04/2021: People's Clinic for Better Health, \$304.50
- 6/11/2021: People's Clinic for Better Health, \$310.50
- 6/18/2021: CMH Caring For Kids Fund, \$310.50

### **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) – Veteran's Navigator Program – Wendy Martindale; Save Our Public Health Care System – Deb Johnson
- WGRT (Mental Health Minute) - Veteran's Navigator Program – Wendy Martindale; Save Our Public Health Care System – Deb Johnson

- EBW-TV interview - Legislative Attempt to Privatize Public Behavioral Health System, Daily COVID-19 Clinic at CMH, June is Men's Health Month, June is National PTSD Month, Upcoming Events – Run for Recovery, Blue Water Race Series, Walk a Mile in my Shoes

#### Billboards

- Digital and static billboard runs ongoing in various locations

#### Sponsorships/Advertisements

- The Council on Aging Inc., Mainstreet Memories, \$500
- Blue Water Safe Horizons, Golf Outing, \$500
- St. Clair County CAN Council, Golf Outing, \$500
- St. Clair County CSCB, Resource Fair Guide, \$150
- St. Clair County Veterans, Golf Outing, \$250

### Unpaid Media Coverage

#### Newspapers, Newsletters & Magazines

- None in June

#### Radio / TV

- 6/07/2021: Radio First (WPHM), Paul Miller - Legislative Attempt to Privatize Public Behavioral Health System, Daily COVID-19 Clinic at CMH, June is Men's Health Month, June is National PTSD Month, Upcoming Events – Run for Recovery, Blue Water Race Series, Walk a Mile in my Shoes.
- 6/08/2021: Paul Dingeman FOCUS Program - Legislative Attempt to Privatize Public Behavioral Health System, Daily COVID-19 Clinic at CMH, June is Men's Health Month, June is National PTSD Month, Upcoming Events – Run for Recovery, Blue Water Race Series, Walk a Mile in my Shoes.

### Social Media Outreach

#### Social Media Awareness Spotlights (June)

- National LGBTQ+ Pride Month
- National PTSD Awareness Day
- Juneteenth

#### Facebook Report: SCCCMH

- Number of page likes: 2,960 (23 new likes in June)
- Number of posts to page (June): 25
- Post with highest reach: 2,033 impressions on “Hard Days” image

#### Instagram: SCCCMH

- SCCCMH followers: 199 (17 new followers in June)
- Number of posts: 8 (June)
- Post with highest reach: 4 impressions on image about PTSD

#### LinkedIn Report: SCCCMH

- SCCCMH Followers: 113 (6 new followers in June)
- Number of posts to page (May): 2
- Post with highest reach: 118 impressions on Veterans Walking Group

#### YouTube Report: SCCCMH

- SCCCMH Subscribers: 38 (2 new subscribers in June)

- Number of impressions: 1,089 (June)
- Top videos viewed (May)
  - What is Treatment? A Quick Overview of ASAM
  - The Galley Quick Tips: How to cut an onion

#### Website Report: SCCCMH

- Page views: 21,072
- /cmh-visitors-covid-screening/: 4,054 views
- /: 3,867 views
- /the-galley/: 1,282 views

#### Website Report: St. Clair County CSCB

- Page views: 1,677
- /resources/covid-19/covid-vaccine/: 328 views
- /: 298 views

#### Upcoming Events/Activities

- 7/04/2021 - Pickerel Run - Second Race in the Blue Water Race Series
- 7/15/2021 – Men’s Health Series: Reframing the Game (Session 2)