



St. Clair County Community Mental Health

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

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

Community Outreach

Community Outreach/Trainings

- 3/03/2021: Secondary Trauma Training
 - Presenter(s): Adrienne Luckenbacher, Melissa Hunt and Anthony Theel
 - Virtual zoom presentation (2 hours) open to anyone in the community, continuing education credits were offered. CMH Children's staff Melissa Hunt and Anthony Theel shared information including what is trauma, secondary trauma, skills strategies and supports and CMH and community resources. Estimated 40 attendees.
- 3/03/2021: Marysville High School: PLC
 - Presenter(s): Deb Johnson, Adrienne Luckenbacher and Andrea Taube
 - Virtual presentation to all Marysville high school educational staff (1.5 hours, 40 staff). Topics included Deb Johnson discussing CMH services and supports, Adrienne Luckenbacher presenting on what is mental health, signs and symptoms to recognize when a youth is struggling, some techniques and strategies for supports, Andrea Taube presented on the school based mental health program at Marysville and the physical health based clinic staffed by the Health Department. Tentative plan is for Andrea to continue to present at monthly Marysville staffing meetings.
- 3/04/2021: St. Clair County Sheriff Department Annual Staff Training
 - Presenter(s): Adrienne Luckenbacher and Bill Slusher
 - SCC Sheriff Department requested SCCCMH to return to present at the department's annual training to continue to support the law enforcement/mental health collaboration project. 80+ Sheriff department staff (road patrol, DTF, Detectives Bureau) were trained by Adrienne Luckenbacher and Bill Slusher including updates on CMH services and resources, SUD services, Recovery Court, Mobile Crisis Unit linking, communication and updates The training was 1.5 hours face to face, and found to be very well received and helpful by the Sheriff Department staff.
- 3/10/2021: St. Clair County Sheriff Department Annual Staff Training
 - Presenter(s): Adrienne Luckenbacher and Bill Slusher
 - SCC Sheriff Department requested SCCCMH to return to present at the department's annual training to continue to support the law enforcement/mental health collaboration project. 80+ Sheriff department staff (road patrol, DTF, Detectives Bureau) were trained by Adrienne Luckenbacher and Bill Slusher including updates on CMH services and resources, SUD services, Recovery Court, Mobile Crisis Unit linking, communication and updates The training was 1.5 hours face to face, and found to be very well received and helpful by the Sheriff Department staff.
- 3/11/2021: Yale School District Resource Bags
 - Organizer(s): Sarah Herrle
 - Social Work and Admin staff from Yale High School requested 500 resource bags for students at Yale Public Schools after a student died by suicide. This young woman's family requested private funeral services, so the school chose to do a building-wide celebration of life in honor of this student. CMH provided information on suicide prevention geared towards both parents and students, outreach materials with crisis line information as well as some marketing items, stress balls, key chains etc. A package of additional resource was provided for the school office/counseling office as additional resources for staff and students.

- 3/18/2021: Disability and Disconnect with League of the Blind Webinar
 - Presenter(s): Adrienne Luckenbacher and Alana Gottler
 - SCCCMH partnered with Blue Water League of the Blind to present virtually, and offered the presentation with closed captioning. This presentation was open to any members of the community, and had additional factors to provide better accessibility to the visually impaired (closed captioning, zoom accessibility shortcuts, and reduced barriers for viewing. Focus of the presentation was on information, skills and strategies for depression and isolation for individuals with disabilities and their supports. This virtual was offered in closed captioning to increase accessibility to individuals, closed captioning will now continue to be offered for any zoom platforms.
- 3/19/2021: Youth Mental Health First Aid for Day Treatment Night Watch
 - Presenter(s): Melissa Hunt
 - Melissa provided Youth Mental Health First Aid training for 18 DTNW staff, training was provided face to face.

Critical Incident Stress Management Activities:

- 3/31/21: St. Clair County Sheriff Department / Jail administration

Pandemic Response Team Activities:

- None

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) – Intellectual/DD Awareness Month, World Down syndrome Day, Social Workers’ Month
- WGRT (Mental Health Minute) - Intellectual/DD Awareness Month, World Down syndrome Day, Social Workers’ Month
- EBW-TV interview - Intellectual/DD Awareness Month, World Down syndrome Day, Social Workers’ Month
- Public Service Announcements - Social Workers’ Month

Billboards

- Digital and static billboard runs ongoing in various locations

Sponsorships/Advertisements

- Radio First, Vacationland Guide, \$1,090

Unpaid Media Coverage

Newspapers, Newsletters & Magazines

- None in March

Radio / TV

- 3/03/2021: Radio First (WPHM), Paul Miller - Intellectual/DD Awareness Month, World Down syndrome Day, Social Workers’ Month
- 3/04/2021: Paul Dingeman FOCUS Program - Intellectual/DD Awareness Month, World Down syndrome Day, Social Workers’ Month

Social Media Outreach

Social Media Awareness Spotlights (March)

- ID/DD awareness month
- National Nutrition month
- Social work month
- Women’s History month
- Invest in Veterans week
- National Self Injury Awareness Day
- World Teen Mental Health Wellness Day
- Employee Appreciation Day
- International Women’s Day
- National Doctors Day

Facebook Report: SCCCMH

- Number of page likes: 2,886 (45 new likes in March)
- Number of posts to page (March): 26
- Post with highest reach: 4,734 impressions on We’re Hiring image and link

Instagram: SCCCMH

- SCCCMH followers: 166 (18 new followers in March)
- Number of posts: 8 (March)
- Post with highest reach: 7 impressions on image about growth

LinkedIn Report: SCCCMH

- SCCCMH Followers: 91 (10 new followers in March)
- Number of posts to page (March): 4
- Post with highest reach: 185 impressions on “Why Writing Things Down Is Better for Your Brain ” shared article from Psychology Today

YouTube Report: SCCCMH

- SCCCMH Subscribers: 32 (no new subscribers in March)
- Number of impressions: 2,127 (March)
- Top videos viewed (March)
 - What is Treatment? A Quick Overview of American Society of Addiction Medicine (ASAM) Criteria
 - SCCCMH – Credo for Support

Website Report: SCCCMH

- Pageviews: 18,850
- /: 3,625 views
- /cmh-visitors-covid-screening/: 3,375 views
- /the-galley/: 475 views

Website Report: St. Clair County CSCB

- Pageviews: 1,496
- /: 964 views
- /resources/covid-19/: 218 views

Upcoming Events/Activities

- 4/10/2021: Special Needs & Autism Day w/ Port Huron Police Department