



St. Clair County Community Mental Health

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

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

Community Outreach

Community Outreach/Trainings

- 8/5/2021: Youth Mental Health First Aid
 - Presenter(s): Melissa Hunt and Adrienne Luckenbacher
 - YMHFA training held at CMH, 26 attendees including 19 staff from Ennis Center, CMH staff and community members
- 8/10/2021: St. Clair County Diversity Group
 - Presenter(s): Deb Johnson
 - Deb attended and presented/provided the community members/group CMH information and packets re: services, access to services and upcoming events.
- 8/10/2021: Panic Attacks vs. Anxiety Michigan Youth Opportunities Initiative
 - Presenter: Krystal Nowak, Children's Clinician
 - Virtual presentation, 30 youth attended. Discussed anxiety vs. panic attacks and the difference between the two, how to recognize signs of both, how to prevent an cope with both, how to help friends and themselves, and the difference between empathy and sympathy.
- 8/10/2021: Lake Huron PHO Virtual Presentation
 - Presenter(s): Deb Johnson
 - Virtual Meeting, Deb presented to 65 PHO providers information related to CMH services and upcoming events. Participants received CMH packets of information re: resources and information.
- 8/17/2021: Sibling Relationships - MYOI
 - Presenter: Krystal Nowak Children's Clinician
 - Virtual Presentation, 30 youth attended. Topic, siblings' relationships, discussed improving siblings relationships for youth in foster care, boundaries, self-advocacy, patience with younger siblings, and appropriate social media use when contacting siblings.
- 8/19/2021: Man to Man Series
 - Presenter(s): Kevin Watkins and Dr. Wilfred Allen
 - Event open to the community at the City Building – Topic of discussion was Men's Physical Health and Wellness, supporting prevention and action. 16 community members attended
- 8/21/2021: Harbor Impact Open House
 - CRT staff provided a resource table at the open house event, 150-200 community members in attendance.
- 8/21/2021: Habitat for Humanity Rock the Block
 - Four members of team CMH attended as volunteers to participate in the Rock the Block Annual Event. CMH was a sponsor of the event.
- 8/24/2021: Blue Water Woman Shine Event

- CMH resource table at the Shine event location Port Huron Yacht Club 60-80 members of the community in attendance. CMH was a sponsor of the event.
- 8/25/2021: Blue Water Council on Aging Foster Parent Breakout Session Presentation
 - Christina Howard, Children's/Infant Mental Health Clinician
 - Twenty-Five foster grandparents attended the breakout session. Session covered overall signs and symptoms if a youth is struggling, CMH resources and linking to information, pen pal program, and self-care for foster grandparents.
- 8/26/2021: Lake Huron Hospital Resource Fair
 - CMH hosted a resource table at the event. Approximately 100+ community members and professionals in attendance.
- 8/28/2021: NAMI Walk
 - CMH Peer Support Chris Apperson staff and three individuals that receive CMH services participated in the annual walk at Belle Isle.
- 8/28/2021: NAACP Music Fest
 - CMH hosted a resource table at the event, 100+ community members in attendance.
- 8/30/2021: St. Clair Rotary
 - Presenter: Deb Johnson
 - Deb discussed services, access to services and upcoming events at the St. Clair Rotary Luncheon. Provided CMH packets of information to all attendees, approximately 30 community/business members

Critical Incident Stress Management Activities:

- 7/28/2021: YMCA of the Blue Water Area

Pandemic Response Team Activities:

- None in August

Other Activities

Casual for a Cause

- 7/16/2021: Habitat for Humanity, \$328.50
- 7/23/2021: Council on Aging, \$330.00
- 7/30/2021: St. Clair County CAN Council, \$330.00
- 8/06/2021: St. Clair County CAN Council, \$334.50
- 8/13/2021: St. Clair County CAN Council, \$334.50

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) - How Friendship Helps People with Behavioral Disorders
- WGRT (Mental Health Minute) - How Friendship Helps People with Behavioral Disorders
- EBW-TV interview - The Power of Friendship, International Forgiveness Day, Promoting Man to Man Health Series, Run for Recovery, CMH participation in Rock the Block, CMH participation in the NAMI Walk, Empty Bowls, SCC Suicide Prevention Committee's Walk to Remember, Walk to Prevent fundraiser, CMH Player's production of "We're All Connected"

Billboards

- Digital and static billboard runs ongoing in various locations

Sponsorships/Advertisements

- None in August

Unpaid Media Coverage

Newspapers, Newsletters & Magazines

- None in August

Radio / TV

- 8/04/2021: Radio First (WPHM), Paul Miller - The Power of Friendship, International Forgiveness Day, Promoting Man to Man Health Series, Run for Recovery, CMH participation in Rock the Block, CMH participation in the NAMI Walk, Empty Bowls, SCC Suicide Prevention Committee's Walk to Remember, Walk to Prevent fundraiser, CMH Player's production of "We're All Connected"
- 8/05/2021: Paul Dingeman FOCUS Program - The Power of Friendship, International Forgiveness Day, Promoting Man to Man Health Series, Run for Recovery, CMH participation in Rock the Block, CMH participation in the NAMI Walk, Empty Bowls, SCC Suicide Prevention Committee's Walk to Remember, Walk to Prevent fundraiser, CMH Player's production of "We're All Connected"
- 8/25/2021: Live United Interview - How serious a problem is behavioral health disorders in the U.S. and locally right now, COVID-related increases to mental health treatment, the overall mission of CMH, services available from CMH

Social Media Outreach

Social Media Awareness Spotlights (August)

- The Power of Friendship

Facebook Report: SCCCMH

- Number of page likes: 2,989 (17 new likes in August)
- Number of posts to page (August): 17
- Post with highest reach: 7,762 impressions on "Donation from the YMCA for getting COVID vaccine"

Instagram: SCCCMH

- SCCCMH followers: 208 (4 new followers in August)
- Number of posts: 4 (August)
- Post with highest reach: 5 impressions on image on "Self-Care"

LinkedIn Report: SCCCMH

- SCCCMH Followers: 132 (13 new followers in August)
- Number of posts to page (July): 4
- Post with highest reach: 114 impressions on "Children's Mental Health Focus of CMH Collaboration"

YouTube Report: SCCCMH

- SCCCMH Subscribers: 40 (1 new subscribers in August)
- Number of impressions: 754 (August)
- Top videos viewed (August)
 - SCCCMH - Credo for Support
 - St. Clair County Community Mental Health

Website Report: SCCCMH

- Page views: 17,879
- /: 3,632 views
- /cmh-visitors-covid-screening/: 2,911 views
- /the-galley/: 763 views

Website Report: St. Clair County CSCB

- Page views: 1,758
- /resources/covid-19/: 784 views
- /resources/covid-19/testing-sites/: 284 views

Upcoming Events/Activities

- Recovery Summit
 - 9/02/2021 - Complementary Supports for Recovery The Role of Peer Recovery Coach Supports and Recovery Court
 - 9/2/2021 - Overview of the Michigan Automated Prescription System (MAPS)
 - 9/2/2021 - The Relationship between Trauma and Substance Use Disorders
 - 9/9/2021 - Voices of Recovery
 - 9/9/2021 - What Is Treatment? A Quick Overview of American Society of Addiction Medicine (ASAM) Treatment Criteria
 - 9/9/2021 - The Impact of Substance Use Disorders on Child Welfare
 - 9/9/2021 - Marijuana Use in Teens: Shifting through the Weeds
 - 9/16/2021 - Law Enforcements Role in Recovery
 - 9/16/2021 - Incorporating the Eight Dimensions of Wellness
 - 9/16/2021 - Substance Use Disorder in Pregnancy
 - 9/23/2021 - Teen Substance Use: Signs, Symptoms, and Prevention
 - 9/23/2021 - Culturally Competent Treatment Approaches for Substance Use Disorders
 - 9/23/2021 - Core DEC Awareness - Identifying Drug Endangered Children: A Collaborative Approach
 - 9/30/2021 - Medication Assisted Treatment For Substance Use Disorder
 - 9/30/2021 - Identifying Drug Endangered Children A Collaborative Approach
 - 9/30/2021 - State of the County
- 9/19/2021 - P.S. You're My Hero
- 9/23/2021 - Empty Bowls
- 9/29/2021 - Walk A Mile In My Shoes
- 10/09/2021 - Healthy Minds Healthy Bodies Run for Recovery
- 10/10/2021 - Walk to Remember Walk to Prevent