

Social Marketing Sub-Committee Meeting Minutes

April 12, 2006

3:00 p.m. – 4:30 p.m.

Participants:

Tina Clark-Co-Chair, Paula Masselli Co-Chair/Parent, Brianne Masselli-Youth Coordinator, Sharon Harbin-Parent/Advocate, Eddita Felt-Parent/G.E.A.R., Tonya Labbe- Family Coordinator, Chris Copeland Executive Director, TCMHS

Issue	Discussion	Person(s) Responsible
1. Introductions	Roles	All
2. About Trauma-informed system of care	Chris explained a trauma-informed system of care.	All
3. Review of events to date	<p>Brianne, Tonya, Tina reviewed the kickoff event, Roger Fallo's &amp; Ken Martinez's presentations, break-out sessions of the kick-off, and the seven sub-committees.</p> <p>Tina spoke about the media coverage that occurred – print and radio coverage for the event; in-house presentations to TCMHS staff; and trainings.</p> <p>-A section for SOC has been added to the Tri-county website <a href="http://www.tcmhs.org">www.tcmhs.org</a> to help share information.</p> <p>-Trauma-Informed Newsletter has been posted on the website and will be mailed to @450 people this week.</p> <p>The group discussed e-news, and Tina provided a sample copy of an e-newsletter for members to review. Constant Contact is the provider of the service, and the cost for the service, depending on number of people on mailing list, would be 15.00 dollars per month. This cost would increase based on our distribution numbers, and we would have the ability to log the number of "hits" on the e-newsletter website.</p> <p>Also mentioned was how to collect specific data on who was</p>	All

	<p>accessing the website: parent? provider? community member? Eddita mentioned having the state family organizations as a link on the website.</p> <p>Sharon reminded us of Maine’s new 211 telephone feature.</p> <p>Tonya reviewed eligible service areas, e.g., Androscoggin; Franklin; and Oxford Counties. Also reviewed for sub-committee members a call with Lisa Conlan, national TA, concerning sub-committees and Family Councils.</p>	Send links to Tina for posting
4.Planning	<p>We are in the first year of the project, which is strictly a planning year. The Social Marketing workgroup is the second workgroup to launch, because we will be expected to use social marketing principles and planning to inform the project’s development. The evaluation group has had a few meetings.</p> <p>SAMHSA’s social marketing contractor, Vanguard, provides planning tools and templates to help with the process. It is expected that after the governing board meets and further defines its logic model and work plan we will be better able to plan.</p> <p>Next steps: conduct focus groups with families &amp; children to determine their needs and wishes.</p>	
5. Upcoming Events/Opportunities	<p>May 8<sup>th</sup>; Children’s Mental Health Awareness Day -letter to forty libraries within the catchment areas offering a toolkit for those libraries wishing to participate in Children’s Mental Health Awareness Day</p>	All

Paula mentioned the need to include the local schools – Montello, Pettengill, etc. Brianne and Tonya explained that we were only focusing on the libraries due to the activity being time-limited. We will include local school systems in next year’s activities when we have a longer planning phase. Brianne also mentioned to the group that we have recently found a DOE Representative for the Governing Council. The new DOE member is Nancy Connelly.

Brianne discussed her collaboration with the Lewiston Library. May 8<sup>th</sup> there is a reading time for 3-5 year olds, and May 9<sup>th</sup> is the Book Buddies time slot. We all agreed that it would be wonderful to participate in both activities for Children’s Mental Health Awareness Day.

Eddita mentioned that the Durham Library was not included in the outreach, so Brianne will ensure that they are included. Tina would like to see us utilize the coloring books for the younger children that Brianne obtained from the SAMSHA website. The committee agreed that we should move forward with this item.

Brianne also has checked with the Auburn Library for participation in an activity for Children’s Mental Health Awareness Day. Their grand re-opening is on May 8<sup>th</sup>, however, we would need a storyteller, and a parent to provide assistance to this event.

A poster contest was mentioned and we all agreed that this would be a great idea. Gift cards were mentioned, but Paula informed us that gift cards would have to be claimed as income by participants, so Brianne suggested a backpack filled with school supplies, art supplies, etc.

The age categories discussed were: 5-7; 8-10; and 11-13. Eddita suggested three prizes: 1<sup>st</sup>; 2<sup>nd</sup>; and 3<sup>rd</sup> place, and displaying the winners on the TCMHS tri-fold and other

	materials that we bring to conferences/ presentations Areas of advertising mentioned: Twin City Times; and in the town Lisbon, the Ledger.	
6. NEXT MEETING (s):	Second Wednesday of the month: May 10, June 14 3:00pm – 4:30 pm TCMHS offices at Rodman Road, Auburn	