



St. Clair County Community Mental Health

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

St. Clair County Community Mental Health Community Relations Activity Report – April 2020 (Reporting for March 2020)

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) – I/DD Month
- WGRT (Mental Health Minute) – I/DD Month
- EBW-TV interview – I/DD Month, World Down Syndrome Day and Brian Injury Awareness Week

Billboards

- Digital billboard runs ongoing in various locations

Sponsorships/Advertisements

- None in March

Unpaid Media Coverage

Newspapers, Newsletters & Magazines

- The Times Herald
 - 3/01/2020: Friendship is key to a fulfilling life (Deb Johnson community column)
 - 3/28/2020: Overcoming anxiety about the coronavirus (Deb Johnson community column)
 - 3/29/2020: Shower and dress every morning – don't stay in your pajamas all day (Deb Johnson community column)

Radio / TV

- 3/04/2020: Radio First (WPHM), Paul Miller – I/DD Month, World Down Syndrome Day and Brian Injury Awareness Week
- 3/05/2020: Paul Dingeman FOCUS Program – I/DD Month, World Down Syndrome Day and Brian Injury Awareness Week

Social Media Outreach

Facebook Report: SCCCMH

- Number of page likes: 2,349 (150 new likes in March)
- Number of posts to page (March): 48
- Post with highest reach: 22,997 impressions “I CANNOT CONTROL So I can LET GO of these things” image

Other Activities

Casual for a Cause

- 2/28/2020: Habitat for Humanity, \$274.50
- 3/06/2020: People's Clinic for Better Health, \$274.50
- 3/13/2020: People's Clinic for Better Health, \$279.00
- 3/20/2020: YMCA Open Arms Campaign, \$279.00

Critical Incident Stress Management Activities:

- None in March

Community Outreach/External Event Participation:

- 3/04/2020: Keewahdin Elementary Parent Night
- 3/07/2020: RESA Early Childhood Conference

CMH Sponsored Community Events

- None in March

Upcoming Events/Activities

- 5/09/2020: Healthy Minds Healthy Bodies Run For Recovery