



## St. Clair County Community Mental Health

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

### Community Relations Department Activity Report – January 2023

#### COMMUNITY OUTREACH ACTIVITIES

##### Community Outreach/Trainings

##### **01/09/2023: Law Enforcement Appreciation Day**

At the request of the St. Clair County Sheriff's Department, Deb Johnson recorded a 30-second video thanking the department for their work and partnership with SCCCMH. This was for internal use by the department as part of their appreciation activities. In addition, a letter was sent to each local municipal police department in the county, the St. Clair County Sheriff's Department, and the Michigan State Police thanking them for their service and partnership. *A copy of the letter sent to the St. Clair County Sheriff's Department is attached.*

##### **01/09/2023: Port Huron Northern Health and Wellness Week**

Information on youth mental health resources and topics, along with SCCCMH access information was available for the students at Port Huron Northern during their health and wellness week, which provided students an opportunity to browse health related tables with resources.

##### **01/10/2023: Traveling Art Show Reception**

SCCCMH held a reception to open CMHA's traveling art show. This event was held in the Galley, and was open to the community. Light refreshments were available for attendees.

##### **01/11/2023: Port Huron High School Health and Wellness Week**

Michelle Mazzara and Karlie Muxlow attended the health and wellness fair hosted at Port Huron High School. They provided youth mental health resources and SCCCMH access information to students who visited the resource table, and answered questions pertaining to maintaining a healthy mental health lifestyle.

##### **01/13/2023: SC4 Nursing Student Training**

SCCCMH provides quarterly training for SC4 nursing students, sharing information about mental health services and programs offered through SCCCMH.

##### **01/19/2023: St. Clair County Community Mental Health Community Forum**

SCCCMH's first Community Forum was held at Blue Water Recovery and Outreach Center. Approximately six community members joined staff that evening for the presentation. Many of the questions asked pertained to working in the mental health care field, including obtaining social work degrees and opportunities available at SCCCMH. Information was also provided about the Mobile Crisis Unit.

##### **01/31/2023: Harbor Impact Ministries Impact Day**

Sarah Herrle and Bethany Murdick attended Harbor Impact Ministries IMPACT Day providing attendees with information about SCCCMH services and supports. Access information was provided to 12 individuals and nearly 100 individuals received mental health resource materials. Attendance at this event will become a monthly activity.

#### OTHER ACTIVITIES

##### Casual for a Cause

- 12/22/2022: Mid City Nutrition Program \$448.50
- 12/29/2022: CMH Lifeline Fund \$448.50
- 01/07/2023: CMH Lifeline Fund \$454.50
- 01/14/2023: People’s Clinic for Better Health \$454.50
- 01/21/2023: People’s Clinic for Better Health \$453.00
- 01/28/2023: Kids in Distress \$453.00

## PAID MEDIA/SPONSORSHIPS/ADVERTISEMENTS

### Newspapers/Magazines/Programs/Online Publications

- Yale Expositor: Medical Directory listing (SCCCMH West). Ad runs each week.

### Radio/TV

- Radio First (Mental Health Minute): Self-care strategies for realistic new year’s resolutions
- WGRT (Mental Health Minute): Self-care strategies for realistic New Year’s resolutions
- EBW-TV: Deb Johnson interviewed Kathleen Gallagher. Together the two discussed New Year’s resolutions focused on improving mental health. They also discussed upcoming SCCCMH events including the Creative Arts Contests, Traveling Art Show, and the Community Forums.

### Billboards

- Digital and static billboards in various locations

### Sponsorships/Advertisements

- Lake Huron Foundation – Vineyards of the World: \$1,000.00
- Sanborn Gratiot Memorial Home – Dueling Pianos Fundraiser: \$250.00
- The Arc of St. Clair County – Arc Membership: \$150.00
- The Arc of St. Clair County – Rick Schock Golf Outing: \$500.00
- The Arc of St. Clair County – Show the Love Dinner/Dance: \$250.00
- Port Huron Northern Yearbook Advertisement: \$185.00
- Landmark Academy, Directory Advertisement: \$150.00
- Blue Water Woman Magazine, Winter 2023 edition: \$225.00

## UNPAID MEDIA COVERAGE

### Newspapers, Newsletters & Magazines

- None in January

### Radio / TV

- 01/04/2023: Radio First (WPHM), Paul Miller Show: Deb Johnson discussed setting New Year’s resolutions regarding improving an individual’s mental health. Deb also highlighted SCCCMH events, including the Creative Arts Contests, Traveling Art Show, and the Community Forums.
- 01/05/2023: In Focus with Paul Dingeman: Deb Johnson and Kathleen Gallagher discussed New Year’s resolutions focused on improving mental health. They also discussed upcoming SCCCMH events including the Creative Arts Contests, Traveling Art Show, and the Community Forums.
- January 2023: Public Service Announcements: Community Forum information

## SOCIAL MEDIA OUTREACH

### Facebook Report: SCCCMH

- Number of page likes: 3,484 (39 new likes in January)
- Number of posts to page: 24 (January)
- Post with highest reach: 8,834 impressions on Creative Arts entry deadline

### Instagram: SCCCMH

- SCCCMH Followers: 331 (3 new followers in January)
- Number of posts: 8 (January)

#### LinkedIn Report: SCCCMH

- SCCCMH Followers: 238 (11 new followers in January)
- Number of posts to page: 1 (January)

#### YouTube Report: SCCCMH

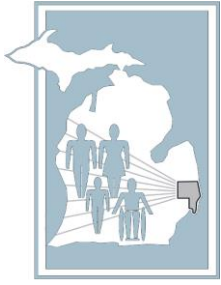
- SCCCMH Subscribers: 62 (0 new subscribers in January)
- Number of impressions: 1,972 impressions (January)
- Top videos viewed
  - Understanding Adverse Childhood Experiences (ACEs) Contingency Management
  - Nociplastic Pain: A New Name for an Old Type of Pain

#### Website Report: SCCCMH

- Page views: 14,446
- /: (main website landing page): 3,392 views
- /about-us/careers/: 1,157 views

### **UPCOMING EVENTS/ACTIVITIES**

- 02/15/2023 – Community Forum (5:30 p.m. – 7 p.m.; Community Enterprises – 1033 26<sup>th</sup> St., Port Huron)
- 02/16/2023 – Community Forum (5:30 p.m. – 7 p.m.; SCCCMH West – 14675 Downey Rd., Capac)
- 02/28/2023 – Harbor IMPACT Day
- 05/05/2023 – SCCCMH Annual Awards Breakfast
- 05/13/2023 – *15<sup>th</sup> Annual Healthy Minds, Healthy Bodies Run for Recovery*



## St. Clair County Community Mental Health Authority

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

January 9, 2023

Dear Officers of the St. Clair County Sheriff's Department:

Debra Johnson  
Chief Executive Officer

Mohammad Saeed, MD  
Medical Director

Nancy Thomson  
Board Chairman

On behalf of the staff of St. Clair County Community Mental Health thank you for the service, care, and protection you provide our community.

As a community, we are privileged to have municipal and county law enforcement committed to developing partnerships, using best practices, engaging in public activities, and striving to make our area a better place. The law enforcement team at St. Clair County Sheriff's Department certainly serves and protects far beyond expectations.

Thank you for courageously putting your badges on daily, working hard to protect residents you may never meet. It is comforting knowing we are protected by women and men like each of you.

It is with our deepest appreciation that we thank you for your service and partnership.

With gratitude,

Debra Johnson  
Chief Executive Officer

Healthy Minds Healthy Bodies

# RUN FOR RECOVERY

May 13, 2023



**1 Mile Walk**

**8:30 a.m.**

**1 Mile Timed Kids Run**

**8:30 a.m.**

**5K Run/Walk**

**9:00 a.m.**

## Registration Fees:

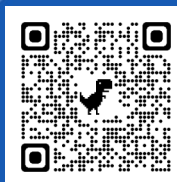
Before April 7<sup>th</sup>: \$25

April 8<sup>th</sup> or later: \$30

18 & under: \$15

## Why we run:

The name “Run for Recovery” serves as a reminder that recovery from mental health conditions is both possible and expected! Proceeds from this event will benefit Community Foundation and other local non-profit organizations that share our commitment to improving the health and wellness of our community.



Scan to register

**REGISTER:** [sccmh.org/events/run-for-recovery](https://sccmh.org/events/run-for-recovery)



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Connect with us:  
810-985-8900  
[www.sccmh.org](https://www.sccmh.org)  
[facebook.com/sccmh](https://facebook.com/sccmh)