



Community Relations Activity Report – October 2023

Outreach Activities

10.03.2023	Women’s Leadership Lunch – Blue Water Area Chamber of Commerce	The Blue Water Area Chamber of Commerce’s fall Women’s Leadership Luncheon was held at the Port Huron Golf Club. The panel featured women in various healthcare roles and included Deb Johnson as a panelist. More than 25 female SCCCMH employees also attended the luncheon; the employees have previously participated in leadership education opportunities within the agency or hold supervisory roles.
10.03.2023	Celebration of Recovery	The 2023 Celebration of Recovery, honoring individuals who have made remarkable strides in their recovery journeys, was held in the SCCCMH Auditorium. The audience was filled with support systems and agency staff supporting and celebrating the six honorees, one employee, and 13 DBT graduates.
10.07.2023	YMCA Bike for the Y	Staff from the In Shape program and Deb Johnson supported the YMCA of the Blue Water Area in the Bike for the Y event. The team raised funds for the YMCA through pledges and then spent the morning riding stationary bikes at the YMCA.
10.08.2023	Walk 2 Remember, Walk 2 Prevent	The annual Suicide Prevention Committee’s Walk 2 Remember, Walk 2 Prevent was held at East China Park. SCCCMH provided resource information to those in attendance.
10.20.2023	Donuts with Deputies	The second annual St. Clair County Sheriff’s Department’s trunk or treat event was held at the Sheriff’s office in Port Huron Township. Kathleen Gallagher and Sarah Herrle supported the event to pass out candy and Access magnets to the residents in attendance.
10.21.2023	NAACP Freedom Fund Dinner	Eight SCCCMH employees and guests attended the annual dinner for the local NAACP Chapter. Deb Johnson was recognized with the Geri Kimbro Humanitarian Award and was present to thank the organization for its recognition and support.
10.24.2023	Harbor Impact Ministries – IMPACT Day	SCCCMH staff provided information and resources to community members attending this monthly event. Mental health resources and access to services information were provided.

10.25.2023	Treat Trek @ Marine City SCCCMH	The staff at our Marine City office hosted the Treat Trek for community members celebrating Halloween. Attendees received treats and information about SCCCMH services and how to access them.
10.27.2023	Senior Health Fair at the Council on Aging	SCCCMH staff and clinicians provided attendees with information about mental health and access to services. Clinicians also provided depression screenings on-site. This is an annual event at the Washington Life Center in Marine City.
10.27.2023	Fort Gratiot Rotary Presentation	Deb Johnson presented at the monthly meeting of the Fort Gratiot Rotary to provide an overview of the public mental health system in St. Clair County and the services provided locally.

Casual for a Cause

09.16.2023	LGBTQIA+ Support Group	\$486.00
09.23.2023	Harbor Impact Ministries	\$486.00
09.30.2023	Council on Aging	\$489.00
10.07.2023	CMH Endowment Fund	\$489.00
10.14.2023	CMH Endowment Fund	\$489.00
10.21.2023	CMH Employee Emergency Fund	\$487.50

Paid Media, Advertisements, and Sponsorships

Newspapers/Magazines/Online Publications: Yale Expositor

Medical Directory Listing (SCCCMH West). Ad runs weekly.

	Second Wave Media	MI Mental Health Series is a partnership with CMHAM and community mental health organizations in the state. <ul style="list-style-type: none"> 10.03.2023: Living with disabilities can impact mental health 10.10.2023: Michigan’s community mental health agencies expanding crisis care 10.17.2023: Community mental health agency applies Lean processes to improve services to clients 10.17.2023: New be nice. video series focuses on young adults 10.24.2023: NAMI Michigan’s Kevin Fischer, “Michigan’s CMHs are the front door” 10.31.2023: Community Mental Health has made big strides over the past 12 months in Michigan
Radio/Television/Online Programming:	Radio First (Mental Health Minute)	Anti-stigma messaging and simple steps to help eliminate stigma in the community
	WGRT (Mental Health Minute)	Anti-stigma messaging and simple steps to help eliminate stigma in the community
	EBW-TV (Healthy Minds, Healthy Bodies)	10.13.2023: Deb Johnson interviewed Megan DeStafanis, RN, about caring for your mental health when faced with significant physical health diagnoses, specifically breast cancer. 10.18.2023: Deb Johnson interviewed Laura Bramlett, Peer Support Specialist, about peer supports and the importance of peer support in a positive recovery environment.
Billboards:	Digital and static billboards in various locations	October’s messaging included Building Resilience, Fostering Hope – Child & Family Services.
Sponsorships/ Advertisements:	Blue Water Recovery & Outreach Center (BWROC)	\$500.00 – Sponsorship of annual banquet; includes name on event banner, social media promotion, program recognition, and table with 10 guests
	Port Huron Northern High School	\$295.00 – Full-page advertisement in high school yearbook

Port Huron Police Officers Association	\$375.00 – Half-page advertisement in the program booklet for the upcoming country music show
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Unpaid Media Coverage

Newspapers/Magazines/ External Newsletters:	The Times Herald	10.13.2023: BWAT installing new bus shelters. <i>SCCCMH was highlighted in the article by the Times Herald regarding new bus shelters in the City of Port Huron, including a new stop at the Electric Avenue SCCCMH location; see attached.</i>
Radio/Television/Online Programming:	WPHM (Radio First) – Paul Miller Morning Show	10.10.2023: Deb Johnson discussed Mental Illness Awareness Week, accessing services through SCCCMH, Halloween and Stigma, Breast Cancer Awareness Month, and the CMH Players' November production.
	In Focus with Paul Dingeman	10.12.2023: Deb Johnson discussed Mental Illness Awareness Week, accessing services through SCCCMH, Halloween and Stigma, Breast Cancer Awareness Month, and the CMH Players' November production.

Social Media Insights

Social Media Insights will be provided quarterly with a new report format; the previous report is attached for reference.

Upcoming Events

11.10.2023	All SCCCMH locations closed in observance of Veterans Day
11.17.2023	CMH Players Presents <i>Home for the Holidays</i> , 7:00 pm at Citadel Stage
11.18.2023	Tickets are available at each SCCCMH service location or by calling 810.966.3706; limited tickets will be available at the door.
11.23.2023	All SCCCMH locations closed in observance of Thanksgiving
11.24.2023	
12.06.2023	Blue Water Area Chamber of Commerce Lunch and Learn: SCCCMH presents Caring for your Mental Health during the Holidays
12.08.2023	SCCCMH All Agency In-Service; Alexander’s Banquet Facility, Marysville

12.22.2023 All SCCCMH locations closed in observance of Christmas Eve
12.25.2023 All SCCCMH locations closed in observance of Christmas
12.29.2023 All SCCCMH locations closed in observance of New Year's Eve

PORT HURON

BWAT installing new bus shelters

Jackie Smith

Port Huron Times Herald
USA TODAY NETWORK - MICHIGAN

Blue Water Area Transit is replacing close to half its bus shelters around Port Huron in an effort to replace older ones with newer, more modern structures.

According to a news release, five shelters have been installed, including at stops near Port Huron and Port Huron Northern high schools, Community Mental Health, and the St. Clair County Courthouse downtown. In all, 15 out of 33 bus shelters are being replaced this fall.

The replacement shelters have tempered glass and solar-charged lighting for safety. They were paid for with \$154,000 worth of support from the Federal Transit Administration and the Michigan Department of Transportation's office of public transportation.

"Many of our shelters had met their useful life and were certainly in need of replacement," BWAT General Manager Dave McElroy said in a statement. "... Installation of the shelters is being done by local contractors utilizing local funds. We hope to replace the remaining 18 shelters sometime in 2024 after additional funding has been identified."

Fourteen of the initial shelters were made by the California-based Tolar Manufacturing. The 15th shelter, located on Electric Avenue outside CMH, was made by Brasco Manufacturing, out of Madison Heights.

The Blue Water Area Transportation Commission is asking local residents to help monitor the condition of new shelters by reporting any vandalism or other shelter issues to BWATC Dispatch at (810) 987-7373, option 2, or at info@bwbus.com.

In her own statement, BWATC Chairperson Linda Bruckner said, "BWATC is proud to offer our riders new, upscale bus shelters using green, solar-powered lighting. Riders can enjoy the ridership experience while helping our environment. Safe and secure shelters enhance our community image and provide our riders greater customer satisfaction."



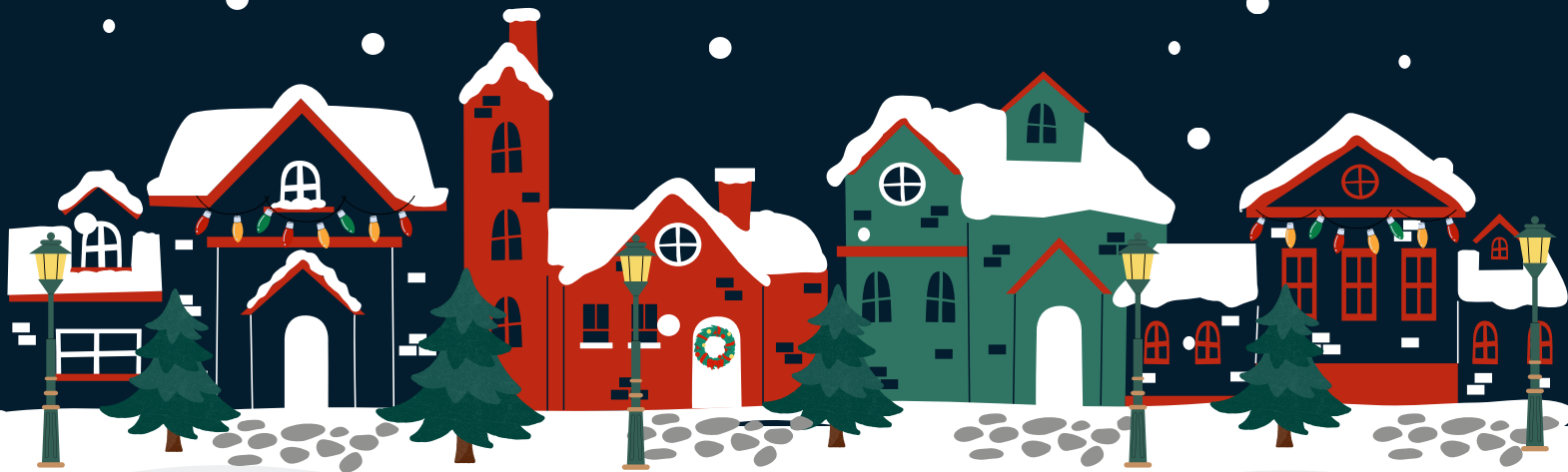
A new bus shelter has been installed along Electric Avenue outside Community Mental Health.

PROVIDED BY BLUE WATER AREA TRANSIT.

THE CMH PLAYERS PRESENT:

Home for the Holidays

*Comedic vignettes about the
most wonderful time of year.*



CITADEL STAGE
609 HURON AVE, PORT HURON, MI 48060

FRIDAY | **NOV. 17, 2023** | **7:00**
SATURDAY | **NOV. 18, 2023** | **PM**

Tickets are available in advance for \$5 and can be purchased at any SCCCMH location. Call (810) 966-3706 to reserve tickets. A limited amount of tickets may be available to purchase at the door while supplies last.



**St. Clair County
Community Mental Health**
*Promoting Discovery & Recovery Opportunities
for Healthy Minds & Bodies*

www.scccmh.org
   

The mission of the CMH Players is to bring together individuals who receive CMH services, CMH staff, and community members to put on theater productions in an inclusive, supportive environment. With questions and for more information, contact Bethany Murdick bmurdick@scccmh.org.