



Community Relations Activity Report

Outreach Activities

02.02.2023	Community Forum – Child & Family Services Building	SCCCMH’s second Community Forum was held at the Child & Family Services building. Due to the weather, an unexpected snow storm popped up. Information was discussed with staff present and discussion was had about what changes could be made to attract more attendees in the future at this location.
02.15.2023	Community Forum – Community Enterprises, Port Huron	SCCCMH’s third Community Forum was held at Community Enterprises in Port Huron. Deb Johnson and Scott Shine of Community Enterprises spoke with three community members who came to learn more about programs, services, and gather information about both SCCCMMH and Community Enterprises.
02.16.2023	Community Forum – SCCCMH West, Capac	SCCCMH’s final Community Forum was canceled due to inclement weather. Plans are to host a forum at this location when the weather is nicer and will not be a hazard for those attending.
02.17.2023	Creative Arts Contest Deadline	SCCCMH’s Creative Arts Contests ended on February 17. We received 104 art entries from local high school students, 33 writing entries from local middle school students, and 235 bookmark entries from local elementary school students. Information regarding winners will be posted in the coming month.
02.28.2023	Harbor Impact Ministries – Impact Day	SCCCMH operated a table at Impact Day hosted by Harbor Impact Ministries to provide community members in need a connection to services and necessities. SCCCMMH staff provided water and snacks to attendees along with service and program information.

Casual for a Cause

02.04.2023	CMH Endowment Fund	\$453.00
02.11.2023	CMH Endowment Fund	\$453.00

Paid Media, Advertisements, and Sponsorships

Newspapers/Magazines/Online Publications:	Yale Expositor	Medical Directory Listing (SCCCMH West). Ad runs weekly.
	Second Wave Media	<p>Partnership with CMHA and community mental health organizations in the state. All articles attached.</p> <ul style="list-style-type: none"> 02.07.2023: Michigan's CCBHCs open mental health access to all. 02.14.2023: Michigan's community mental health and law enforcement agencies team up to keep people out of jail. 02.21.2023: First Step Psychiatric Urgent Care Center a stepping stone to mental wellness. 02.21.2023: Mental Health First Aid helps people experiencing symptoms and crises. 02.28.2023: ACT helps adults living with serious mental illness maintain independence and community.
Radio/Television/Online Programming:	Radio First (Mental Health Minute)	Celebration of Black History Month – highlighting pioneers in mental health, including: Bebe Moore Campbell, Doctors Mamie Phipps Clark and Kenneth Bancroft Clark, and Dr. Paul Bertau Cornely. Airs throughout the month.
	WGRT (Mental Health Minute)	Celebration of Black History Month – highlighting pioneers in mental health, including: Bebe Moore Campbell, Doctors Mamie Phipps Clark and Kenneth Bancroft Clark, and Dr. Paul Bertau Cornely. Airs throughout the month.
	EBW-TV (Healthy Minds, Healthy Bodies)	02.10.2023: Deb Johnson and Kathleen Gallagher discussed Talkspace and Talkspace: Self-Guided, identifying the funding provided by the City of Port Huron for this initiative. Information included how to

access the service and who it is best suited for; they also discussed heart health as it relates to mental health; and provided an update on upcoming events, including the Community Forums and the Run for Recovery.

Billboards:	Digital and static billboards in various locations	
Sponsorships/Advertisements:	Hunter Hospitality House – Hope Blooms	\$600 event sponsorship, which included newsletter, website, and social media advertisements.
	St. Clair County RESA Summer Fun Guide	\$200 full page advertisement in the annual Summer Fun Guide distributed through RESA’s early childhood program.

Unpaid Media Coverage

Newspapers/Magazines/External Newsletters:	None to report for February	
Radio/Television/Online Programming:	WPHM (Radio First) – Paul Miller Morning Show	02.10.2023: Deb Johnson discussed Talkspace and Talkspace: Self-Guided with Paul Miller, including what the program entails, how to access it, and who it is best suited for. She also highlighted upcoming Community Forums and the Run for Recovery.
	CTV – In Focus with Paul Dingeman	02.09.2023: Deb Johnson and Kathleen Gallagher discussed Talkspace and Talkspace: Self-Guided with Paul Dingeman, touching on how to access the self-guided app. They also talked about the Community Forums and the purpose of these. They highlighted the upcoming Run for Recovery at the end of the interview.

Newsletters:	In the Know – SCCCMH Internal Newsletter	02.17.2023: The monthly internal newsletter for SCCCMH provided information on a variety of news items and updates for agency staff. Some highlights included inclement weather reminders, after-hours call center provider update, and training opportunities.
	Community Mental Health Briefs	02.15.2023: The email newsletter was distributed to 514 recipients who have subscribed to SCCCMH's email newsletter. February's content included a response with resource links to the shooting at MSU, Talkspace information, information about caring for your mental health and heart health simultaneously, Run for Recovery, Lethal Means training, changes to food assistance programs, and Mental Health First Aid training.

Social Media and Website Insights

Facebook:	Number of Page Likes	3,526
	Number of New Page Likes	45; 25% increase since January
	Number of Page Visits	4,123; 165.8% increase since January
	Post Engagement – reactions, comments, and shares	2,500; 5.6% increase in last 90 days
	Post Reach – number of unique accounts who saw SCCCMH content at least once	32,500; 28.3% increase in last 90 days
Instagram:	Number of Followers	338
	Number of New Followers	5; 25% increase since January
	Number of Page Visits	63; 250% increase since January
	Post Engagement – reactions and comments	170; 41.7% increase in last 90 days
	Post Reach – number of unique accounts who saw SCCCMH content at least once	261; 18.6% increase in last 90 days
YouTube:	Page Views	135; 21% decrease from January
	Watch Time	19 hours; 27% decrease from January
	Subscribers	64; 1 new in February

Impressions – number of times a thumbnail of video content was shown to users	1,742; about the same as January
Impression Click Through – number of times a video was watched as a result of an impression	4.2%
Unique Viewers	91
Most Watched Videos	<ul style="list-style-type: none"> • Nociplastic pain (09.09.2022): 30 views • Substance Use Disorder in Pregnancy (10.07.2021): 13 views • What is treatment (10.14.2020): 10 views

SCCCMH.org: Number of website users	4,313
Number of new website users	3,681
Sessions	7,362
Pages visited per session	2.04
Session duration	2 minutes, 36 seconds
Total page views	15,055
Most users	Tuesday, February 28: 562
Fewest users	Sunday, February 19: 36
High page views	<ul style="list-style-type: none"> • Homepage (3,565) • Art Contest Gallery (1,450) • Careers (964)

Upcoming Events

04.02.2023	Autism Awareness Day
05.05.2023	SCCCMH Annual Awards Breakfast and All Agency In-Service <i>Invitation coming soon</i>
05.13.2023	15 th Annual Run for Recovery <i>See attached flyer</i>