



## **St. Clair County Community Mental Health**

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

### **St. Clair County Community Mental Health Community Relations Activity Report – March 2021 (Reporting for February 2021)**

#### **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) – International Friendship Month
- WGRT (Mental Health Minute) - International Friendship Month
- EBW-TV interview - International Friendship Month, Random Acts of Kindness Week, COVID-19 Summit for Healthcare Professionals
- Public Service Announcements - COVID-19 Summit for Healthcare Professionals, Virtual Informed Training, CMH/MSU Extension Classes

##### Billboards

- Digital and static billboard runs ongoing in various locations

##### Sponsorships/Advertisements

- Sanborn Gratiot Memorial Home, Winter Friendraiser Campaign, \$250

#### **Unpaid Media Coverage**

##### Newspapers, Newsletters & Magazines

- None in February

##### Radio / TV

- 2/03/2021: Radio First (WPHM) - International Friendship Month, Random Acts of Kindness Week, COVID-19 Summit for Healthcare Professionals
- 2/04/2021: Paul Dingeman FOCUS Program - International Friendship Month, Random Acts of Kindness Week, COVID-19 Summit for Healthcare Professionals

#### **Social Media Outreach**

##### Facebook Report: SCCCMH

- Number of page likes: 2,841 (38 new likes in February)
- Number of posts to page (February): 27
- Post with highest reach: 6,768 impressions on agency closure notice.

##### Instagram: SCCCMH

- SCCCMH followers: 148 (34 new followers in February)

- Number of posts: 10 (February)
- Post with highest reach: 6 impressions on cartoon on anxiety and depression

#### LinkedIn Report: SCCCMH

- SCCCMH Followers: 81 (4 new followers in February)
- Number of posts to page (February): 5
- Post with highest reach: 102 impressions on “How anxiety can show up in the body” image

#### YouTube Report: SCCCMH

- SCCCMH Subscribers: 33 (no new subscribers in February)
- Number of impressions: 873 (February)
- Top videos viewed (January)
  - CMH Players Present: Home for the Holidays
  - What is Treatment? A Quick Overview of American Society of Addiction Medicine (ASAM) Criteria

#### Website Report: SCCCMH

- Pageviews: 10,884
- /: 2,513 views
- /access-to-services/: 236 views
- /the-galley/: 188 views

#### Website Report: St. Clair County CSCB

- Pageviews: 555
- /resources/covid-19/: 186 views
- /: 104 views

### **Other Activities**

#### Critical Incident Stress Management Activities:

- None

#### Pandemic Response Team Activities:

- 2/10/2020: St. Clair County Health Department: Two pandemic responses, 16 people total, mostly call center staff (Adrienne Luckenbacher and Laurie Currier facilitators)

#### Community Outreach/External Event Participation:

- 2/02/2021: Port Huron Police Department Staff Training
  - Presenter(s): Adrienne Luckenbacher and Bill Slusher
  - Annual training (1<sup>st</sup> platoon) for all PHPD staff: What is new with CMH supports, resources and services overview and tools/strategies when coming in contact with individuals experiencing mental health symptoms(Adrienne Luckenbacher) Bill Slusher discussed Mobile Crisis Unit updates/coordination as well as substance use petitions (20 attended)
- 2/09/2021: Port Huron Police Department Staff Training
  - Presenter(s): Adrienne Luckenbacher and Bill Slusher
  - Annual training for all PHPD (2<sup>nd</sup> platoon) staff: What is new with CMH supports, resources and services overview and tools/strategies when coming in contact with individuals experiencing mental health symptoms(Adrienne Luckenbacher) Bill Slusher discussed Mobile Crisis Unit updates/coordination as well as substance use petitions (19 attended)
- 2/10/2021: Parent Perspective Show on Trauma Virtual Training
  - Presenter(s): St Clair County SPEAK and Rob Perrin
  - Parent's Perspective with Mike and Amy show, featuring guest Rob Perrin. Rob discussed the effects of trauma in children.
- 2/16/2021: Port Huron Police Department Staff Training

- Presenter(s): Adrienne Luckenbacher
- Annual training for all PHPD (2nd platoon) staff: What is new with CMH supports, resources and services overview and tools/strategies when coming in contact with individuals experiencing mental health symptoms(Adrienne Luckenbacher) Bill Slusher discussed Mobile Crisis Unit updates/coordination as well as substance use petitions (20 attended)
- 2/17/2021: St. Clair County Community College staff/faculty presentation
  - Presenter(s): Adrienne Luckenbacher
  - One of four trainings (all same material) for SC4 staff and optional to faculty. 2 hour virtual presentation topics included: What is mental health, signs and symptoms, understanding suicide, self-care, CMH services supports and resources (17 attended)
- 2/18/2021: Port Huron Police Department New Hire Training
  - Presenter(s): Adrienne Luckenbacher
  - New Training offered to any newly hired Law Enforcement and or cadets in St. Clair County. Three PHPD staff attended. Topics included what is mental health, understanding suicide, CMH services supports and resources, considerations for coordination with law enforcement regarding mental health, specific resource training including staff from mobile crisis unit and CMH court staff to discuss petitions and pick up orders. This will be offered as an ongoing training quarterly for all law enforcement in St. Clair County
- 2/19/2021: St. Clair County Community College staff/faculty presentation
  - Presenter(s): Adrienne Luckenbacher
  - One of four trainings (all same material) for SC4 staff and optional to faculty. 2 hour virtual presentation topics included: What is mental health, signs and symptoms, understanding suicide, self-care, CMH services supports and resources (20 attended)
- 2/23/2021: Port Huron Police Department Staff Training
  - Presenter(s): Adrienne Luckenbacher and Bill Slusher
  - Annual training for all PHPD (2<sup>nd</sup> platoon) staff: What is new with CMH supports, resources and services overview and tools/strategies when coming in contact with individuals experiencing mental health symptoms(Adrienne Luckenbacher) Bill Slusher discussed Mobile Crisis Unit updates/coordination as well as substance use petitions (23 attended)

#### CMH Sponsored Community Events

- 2/20/2021: COVID-19 Summit For Healthcare Professionals
  - Presenter(s): Deb Johnson and Adrienne Luckenbacher
  - Presentation overview: Joint collaborative between CMH and SCC Medical Society, series of Speakers (5) related to COVID -19, four physicians and Deb Johnson (covered supports and resources for mental health during the pandemic.)Virtual event, free 8-11:30, 37 attendees.

#### Upcoming Events/Activities

- 3/03/2021: Secondary Trauma Training
- 3/04/2021: Port Huron Sherriff Department Annual Staff Training
- 3/10/2021: Port Huron Sherriff Department Annual Staff Training



# SECONDARY TRAUMA

*in parents & caregivers who are supporting children that have experienced trauma*

**Wednesday, March 3rd  
6:30pm - 8:00pm via Zoom**

**REGISTER ONLINE:**

[https://zoom.us/webinar/register/WN\\_DB97hfXaTrWz\\_y3V9A4bbQ](https://zoom.us/webinar/register/WN_DB97hfXaTrWz_y3V9A4bbQ)

**What is Secondary Trauma** and how does it effect parents, caregivers and professionals supporting children who have experienced trauma?

This **FREE** webinar session will provide a basic overview of secondary trauma, **causes and associated symptoms** in caregivers. Also discussed will be the impacts of secondary trauma on family dynamics or relationships, and self-care measures/prevention strategies to reduce the likelihood a caregiver will experience secondary trauma.

Presented by Melissa Hunt LMSW, Program Supervisor in the Child and Family Services Division at St. Clair County Community Mental Health and Anthony Theel, LMSW, clinician in the Child and Family Services Division at St. Clair County Community Mental Health.



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810-985-8900

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