



St. Clair County Community Mental Health

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

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St. Clair County Community Mental Health Community Relations Activity Report – November 2021 (Reporting for October 2021)

Community Outreach

Community Outreach/Trainings

- 10/05/2021: Celebration of Recovery Awards
 - Annual Recovery award ceremony was held, recognizing one CMH staff and 8 individuals receiving CMH services. Approximately 40 individuals attended including recipients, their supports, CMH staff and some community stakeholders
- 10/09/2021: Annual Run for Recovery
 - Annual SCCCMH Run for Recovery was held in October (generally May, and 2020 run was held virtually) – Event was attended by approximately 160 participants and additionally supports/family from the community
- 10/10/2021: Walk to Remember Walk to Prevent
 - Annual Walk at East China Park coordinated by the St. Clair County Suicide Prevention Committee – CMH staff (CSCB designated) were active in the planning of the Walk – the Walk was attended by approximately 150 community individuals – SCCCMH also hosted a resource table at the event.
- 10/14/2021: Marine City Police Department Collaboration Training Presentation
 - Marine City Police Chief Heaslip requested CMH to provide a presentation to Marine City Law enforcement staff regarding resources, Mobile Crisis Unit and general information regarding mental health and law enforcement collaboration. Fourteen Marine City staff in attendance. Adrienne Luckenbacher facilitated.
- 10/19/2021: Michigan League of the Blind Annual Conference
 - MCU staff Leslie Brown presented virtually on the topic of ‘What to expect and how to feel safe’ linking to mental health services in regards to helpful information for the visually impaired. Presentation was approximately 40 minutes.
- 10/20/2021: NAMI Michigan Conference Presentation
 - Deb Johnson and Karen Zultak presented a break out session at the face-to-face NAMI conference. Topic: Reframing the Role of Community-Based Behavioral Healthcare Providers. The presentation shared how the role of the behavioral health provider can reach far beyond solely providing traditional therapy. An industry-wide emphasis on integrated health care, the media-led interest on the importance of good mental health for all, and a renewed focus on combating stigma and discrimination, have presented a unique opportunity for providers to engage in community-wide solutions. This workshop discussed the community-wide efforts of St. Clair County Community Mental Health has made over the past several years to become an integrated healthcare provider and CCBHC organization.
- 10/20/2021: Head Start Presentation: Substance Use and Families
 - Outreach coordinator Adrienne Luckenbacher and SUD staff Shannon McKeever presented virtually to Head Start parent/family advocates on signs and information on family dynamics of substance use as well as CMH and community services and resources – 7 staff in attendance.
- 10/20/2021: Blue Water Human Resource Association
 - Amy Smith presented virtually to the BWHRA regarding pandemic fatigue, information, supports and skills.
- 10/20/2021: PHPD Chiefs Resource Champions quarterly meeting

- Outreach coordinator Adrienne Luckenbacher attends the quarterly meeting to share information related to collaboration and services and supports – information was shared in the group re: access to services, including SUD services and upcoming events including the Man-to-Man Series for October.
- 10/21/2021: Man to Man Series: Health and the Male Identity
 - October Series event was presented by Kevin Totty and Shawn Shackelford of the Port Huron Area School District – 7 community members attended this event in an open discussion and sharing format focused on men’s health
- 10/22/2021: CMH Pink Out to Support Breast Cancer
 - CMH staff were encouraged to wear pink to support Breast Cancer Awareness, many staff participated and a staff picture was taken and shared on social media to continue to support awareness.
- 10/27/2021: Law Enforcement and Mental Health Collaboration Training Marysville Police and Fire Department
 - Outreach Coordinator Adrienne Luckenbacher met with Marysville Police and Fire Department Command Staff to discuss the collaboration project and benefits – information provided regarding the mobile crisis unit and linking to services, Marysville will be continuing to engage with CMH to set up trainings for staff related to mental health and collaboration in the upcoming months.
- October 4-8th – CMH Mental Health Awareness Spirit Week
 - CMH staff participated in spirit week including days that staff wore shirts to support their favorite cause, Everybody vs. Stigma shirt day, Run for Recovery Shirt Day and Wear Green for Mental Health – staff were able to participate in the ‘casual spirit days’ for a \$5 donation that will go towards the Run for Recovery fund that support many funds to support the community.
- 10/28/2021: Council on Aging Senior Power Day
 - CMH will be participating in annual Senior Power Day, this year Washington Life Center in Marine City will be the host location. CMH clinicians will be providing depression screens and a CMH resource table will be set up on location.

Critical Incident Stress Management Activities:

- 9/16/2021: Autism Systems
- 9/29/2021: Marysville High School
- 10/14/2021: Port Huron Police Department
- 10/19/2021: First Responder Intervention

Pandemic Response Team Activities:

- 10/04/2021: St. Clair County Health Department
- 10/05/2021: St. Clair County Health Department

Other Activities

Casual for a Cause

- 9/17/2021: YMCA, \$345.00
- 9/24/2021: YMCA, \$345.00
- 10/01/2021: CMH Endowment Fund, \$351
- 10/08/2021: CMH Endowment Fund, \$351
- 10/15/2021: CMH Endowment Fund, \$354
- 10/22/2021: CMH Endowment Fund, \$354

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) - Mental Illness Awareness Week & Depression Awareness Month
- WGRT (Mental Health Minute) - Mental Illness Awareness Week & Depression Awareness Month
- EBW-TV interview - Coaches Training, Promoting Men's Health Series, CMH Players "We're All Connected; Depression Awareness Month, Down syndrome Awareness Month, National Breast Cancer Awareness Month
- Public Service Announcements - 30 second Recruitment ad

Billboards

- Digital and static billboard runs ongoing in various locations

Sponsorships/Advertisements

- None in October

Unpaid Media Coverage

Newspapers, Newsletters & Magazines

- None in October

Radio / TV

- 10/06/2021: Radio First (WPHM), Paul Miller - Coaches Training, Promoting Men's Health Series, CMH Players "We're All Connected; Depression Awareness Month, Down syndrome Awareness Month, National Breast Cancer Awareness Month
- 10/07/2021: Paul Dingeman FOCUS Program - Coaches Training, Promoting Men's Health Series, CMH Players "We're All Connected; Depression Awareness Month, Down syndrome Awareness Month, National Breast Cancer Awareness Month

Social Media Outreach

Facebook Report: SCCCMH

- Number of page likes: 3,033 (18 new likes in October)
- Number of posts to page (September): 14
- Post with highest reach: 3,941 impressions on image about stigma

Instagram: SCCCMH

- SCCCMH followers: 218 (10 new followers in October)
- Number of posts: 4 (October)
- Post with highest reach: 12 impressions on image on image about stigma

LinkedIn Report: SCCCMH

- SCCCMH Followers: 148 (16 new followers in October)
- Number of posts to page (October): 1
- Post with highest reach: "Counterfeit Pills Fact Sheet"

YouTube Report: SCCCMH

- SCCCMH Subscribers: 43 (2 new subscribers in October)
- Number of impressions: 3,310 (October)
- Top videos viewed (October)
 - Law Enforcements Role in Recovery
 - Identifying Drug Endangered Children A Collaborative Approach

Website Report: SCCCMH

- Page views: 18,376
- /: 3,882 views
- /cmh-visitors-covid-screening/: 3,276 views
- /the-galley/: 1,148 views

Website Report: St. Clair County CSCB

- Page views: 587
- /resources/covid-19/: 137 views
- /: 116 views

Upcoming Events/Activities

- 11/05/2021 - CMH Players presents “We’re All Connected”
- 11/06/2021 - CMH Players presents “We’re All Connected”
- 11/18/2021 - Men’s Health Series
- 12/10/2021 - SCCCMH Agency In Service



teen

MENTAL HEALTH FIRST AID

1 in 5
teens has had
a serious **mental
health disorder**
at some point
in their life.

50%
of all **mental
illnesses** begin
by age 14, and
75%
by the mid-20s.

Suicide is the
**second leading
cause of death** for
15- to 24-
year-olds.

NATIONAL COUNCIL
FOR BEHAVIORAL HEALTH

Why **teen** Mental Health First Aid?

teen Mental Health First Aid teaches high school students **how to identify, understand and respond to signs of mental illnesses and substance use disorders among their friends and peers.** The training gives students the skills to have supportive conversations with their friends and get a responsible and trusted adult to take over as necessary. It is designed to be delivered in schools or community sites in three interactive classroom sessions of 90 minutes each or six sessions of 45 minutes each.

Schools and organizations offering the training are required to train at least 10 percent of adult staff in Youth Mental Health First Aid and to train the entire grade level. A critical step in the teen Mental Health First Aid action plan is connecting with a trusted adult. Youth Mental Health First Aid trains adults to be prepared to help young people facing a crisis.

WHO SHOULD TAKE IT

- High school students in grades 10, 11 and 12
- High schools, organizations partnering with a high school and youth-serving organizations are eligible to teach teen MHFA to students.

WHAT IT COVERS

- Common signs and symptoms of mental illness.
- Common signs and symptoms of substance use.
- Common signs and symptoms of a mental health crisis, particularly suicide.
- How to open the conversation about mental illnesses and addiction with friends.
- The impact of school violence and bullying on mental health.
- How to seek the help of a responsible and trusted adult.

The course will teach students how to apply the teen MHFA Action Plan to help a friend:

- Look for warning signs.
- Ask how they are.
- Listen up.
- Help them connect with an adult.
- Your friendship is important.

TO LEARN MORE ABOUT TEEN MHFA, VISIT [MHFA.org/teens](https://mhfa.org/teens).



**St. Clair County
Community Mental Health**
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Connect with us:
810-985-8900
www.scccmh.org
facebook.com/scccmh



MENTAL
HEALTH
FIRST AID

**BORN THIS WAY/
FOUNDATION**

St. Clair County Community Mental Health will be offering FREE Teen Mental Health First Aid trainings to any youth, youth organizations or school beginning October 10, 2021. For more information including scheduling a training contact Adrienne Luckenbacher (810) 966-3531 aluckenbacher@scccmh.org

"A coach will impact more young people in a year than a average person does in a lifetime."

Billy Graham

A Training For Coaches

Supporting the Mental Health of Athletes

This **FREE** training is available to high school coaching staff in St. Clair County. This training provides individualized support for coaches and their staff to assist in staying informed about, and recognizing the impact of mental health on athletes.

Participants will learn to identify warning signs and symptoms of mental health challenges, increase their understanding of skills and strategies to support emotional and mental health for youth, as well as gain information about local and national resources to support athletes on and off the field.

For more information, or to schedule a training contact Adrienne Luckenbacher at (810) 988-3531 aluckenbacher@scccmh.org



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