



Community Relations Activity Report

Outreach Activities

04.02.2023	Autism Acceptance Day	SCCCMH staff members were asked to wear blue to show support for Autism Acceptance Month; photos were submitted to the Community Relations Team and shared on our social media platforms.
04.03.2023	Work Wednesday (on a Monday)	SCCCMH staff members operated a table sharing information about our Individual Placement Services and Opportunities for Success programs.
04.18.2023	Smoking Cessation Table	Informational resources were provided for peer support staff who provided individuals with smoking cessation support during operational hours at the Electric Avenue Building.
04.25.2023	Impact Day at Harbor Impact Ministries	SCCCMH staff members operated a table at Impact Day hosted by Harbor Impact Ministries to connect community members to services and necessities. Snacks and band-aids were shared with attendees, along with service and program information. There were 409 participants in April.
04.29.2023	Autism and Special Needs Day	Lisa Azar, Talia Brown, and Jessica Moeller attended the event with a SCCCMH resource table with information about autism; tangle, fidget puzzles were provided to attendees.
04.29.2023	YMCA Healthy Kids' Day	Telly Delor and Sarah Herrle attended the event with a SCCCMH resource table, coloring sheets, prizes, and an activity that allowed children to talk about their feelings using the movie <i>Inside Out</i> as a guide.

Casual for a Cause

04.01.2023	CMH Employee Emergency Fund	\$463.50
04.08.2023	Blue Water Safe Horizons	\$463.50
04.15.2023	Autism Support Group	\$463.50
04.22.2023	Community Resource Fair	\$471.00

Paid Media, Advertisements, and Sponsorships

Newspapers/Magazines/Online Publications:	Yale Expositor	Medical Directory Listing (SCCCMH West). Ad runs weekly.
	Second Wave Media	<p>MI Mental Health Series is a partnership with CMHAM and community mental health organizations in the state. April articles highlighted other community mental health organizations; however, SCCCMH was still recognized as a partner at the end of the article.</p> <ul style="list-style-type: none"> ○ 04.04.2023: Carter Kits help first responders take better care of patients with Autism Spectrum Disorder. ○ 04.10.2023: Through joyful play of Sibshops, youngsters find new ways to relate to siblings with disabilities. ○ 04.11.2023: Smaller does mean better for residents in adult foster care homes. ○ 04.18.2023: Community mental health brings Sawyer Auger to Sanilac County: “It’s OK to not be OK.” ○ 04.18.2023: Community Mental Health in action: 5K stomps out stigma. ○ 04.24.2023: Genesee Health System earns “Top Workplace” award.
Radio/Television/Online Programming:	Radio First (Mental Health Minute)	World Autism Month Recognition highlighting acceptance and SCCCMH autism support group.
	WGRT (Mental Health Minute)	World Autism Month Recognition highlighting acceptance and SCCCMH autism support group.

EBW-TV
(Healthy Minds, Healthy Bodies)

04.03.2023: Deb Johnson interviewed Talia Brown, SCCCMH Behavior Analyst, and Lisa Azar, SCCCMH Mental Health Assistant, about Autism Awareness Month, and shared information about the SCCCMH Autism Support Group.

04.14.2023 Deb Johnson interviewed Kristen Thompson, Assistant Division Director, about how disparities in the health care system prevent minority populations from accessing needed care, including stigma, culturally competent care, and misconceptions.

Billboards:	Digital and static billboards in various locations	April messaging included: Digital boards: Run for Recovery (April 1 – May 13) Static boards: 04.03.2023 Run for Recovery (2 billboards) 04.17.2023 Courage is knowing when to ask for help
Sponsorships/ Advertisements:	Port Huron Police Department	\$850.00 Sponsorship for Heroes in our Community Awards Banquet; sponsorship includes four guest tickets, table signage, program book recognition, a banner at the event, and a plaque.
	Kicking Abilities Aside	\$500.00 Kickball League Home Run Sponsor; sponsorship includes advertising on league t-shirts and social media.
	Radio First – Vacationland	\$1,090.00 Quarter-page advertisement in the annual Vacationland guide to be distributed throughout the summer in the Blue Water Area.
	Blue Water Woman Magazine	\$250.00 Spring 2023 issue of Blue Water Woman Magazine, quarter-page advertisement.

Unpaid Media Coverage

**Newspapers/Magazines/
External Newsletters:**

Radio/Television/Online Programming:	WPHM (Radio First) – Paul Miller Morning Show	04.05.2023: Deb Johnson discussed autism, the supports available at SCCCMH, and the Run for Recovery event information.
	CTV – In Focus with Paul Dingeman	04.12.2023: Deb Johnson discussed Autism Awareness Month, the SCCCMH support group, the Run for Recovery, and stigma.
Newsletters:	In the Know – SCCCMH Internal Newsletter	04.24.2023: The monthly internal newsletter for SCCCMH provided information on various news items and updates for agency staff. Some highlights included psychiatric services update, NAMI Honors, training opportunities, events, and training flyers.

Social Media and Website Insights

Facebook:	Number of Page Likes:	3,599
	Number of New Page Likes:	52; 10.6% increase since March
	Number of Page Visits:	1,489
	Post Engagement – reactions, comments, and shares:	5,300; 87.7% increase in last 90 days
	Post Reach – number of unique accounts who saw SCCCMH content at least once:	43,200; 17% increase in last 90 days
Instagram:	Number of Followers:	350
	Number of New Followers:	14; 75% increase since March
	Number of Page Visits:	57
	Post Engagement – reactions and comments:	365; 129.6% increase in last 90 days
	Post Reach – number of unique accounts who saw SCCCMH content at least once:	341; 46.4% increase in last 90 days
YouTube:	Page Views:	104
	Watch Time:	14.5 hours
	Subscribers:	65
	Impressions – number of times a thumbnail of video content was shown to users:	1,593

Impression Click Through – number of times a video was watched as a result of an impression:	3.7%
Unique Viewers:	67
Most Watched Videos:	<ul style="list-style-type: none"> • Nociplastic pain (09.09.2022): 41 views • Substance Use Disorder in Pregnancy (10.07.2021): 5 views

SCCCMH.org: Number of website users:	3,045
Number of new website users:	2,435
Sessions:	5,753
Pages visited per session:	2.10
Session duration:	2 minutes, 54 seconds
Total page views:	12,081
Most users:	Wednesday, April 19: 241
Fewest users:	Saturdays, April 8 & April 29: 45
High page views:	<ul style="list-style-type: none"> • Homepage (2,763) • SAFE-T Protocol (1,593) • Forms Index (1,048)

Upcoming Events

- | | |
|------------|---|
| 05.10.2023 | Community Resource Fair
<i>See attached flyer</i> |
| 05.13.2023 | 15 th Annual Run for Recovery
<i>See attached flyer</i> |



ST. CLAIR COUNTY COMMUNITY RESOURCE FAIR

WEDNESDAY • MAY 10, 2023

10:00 AM - 1:00 PM

**ST. CLAIR COUNTY COMMUNITY COLLEGE • COLLEGE CENTER BUILDING
323 ERIE STREET, PORT HURON**

The St. Clair County Community Resource Fair is a one-day, one-stop event designed to support, link with resources, and remove barriers for individuals and families experiencing or at-risk of experiencing homelessness.

VENDORS • MOBILE FOOD PANTRY • GIVEAWAYS

www.cscbinfo.org/events/resource-fair • www.facebook.com/SCCCRF



A project of the Housing and Support Services Workgroup of:
**ST. CLAIR COUNTY
COMMUNITY SERVICES COORDINATING BODY**
A Community Collaborative

Scan the QR code for information about the event, volunteering, registering as a vendor, or donations and sponsorships.



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 7th: \$25

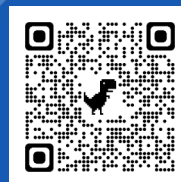
April 8th or later: \$30

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.

REGISTER: sccmh.org/events/run-for-recovery



Scan to register