



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

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

### **St. Clair County Community Mental Health Community Relations Activity Report – August 2020 (Reporting for July 2020)**

#### **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) – Enjoying the Outdoors During COVID-19
- WGRT (Mental Health Minute) – Enjoying the Outdoors During COVID-19
- EBW-TV interview – Recreating Responsibly during COVID-19, July is National Minority Mental Awareness Month, Promoting collaboration with the Economic Development Alliance to encourage residents to practice good COVID-19 safety guidelines

##### Billboards

- Digital and static billboard runs ongoing in various locations

##### Sponsorships/Advertisements

- Blue Water Habitat for Humanity, Rock the Block, \$500

#### **Unpaid Media Coverage**

##### Newspapers, Newsletters & Magazines

- The Times Herald
  - 7/24/2020: Continuing COVID-19 Safety Practices this Summer (Deb Johnson and Annette Mercatante community column)

##### Radio / TV

- 7/01/2020: Radio First (WPHM) - Recreating Responsibly during COVID-19, July is National Minority Mental Awareness Month, Promoting collaboration with the Economic Development Alliance to encourage residents to practice good COVID-19 safety guidelines
- 7/02/2020: Paul Dingeman FOCUS Program - Recreating Responsibly during COVID-19, July is National Minority Mental Awareness Month, Promoting collaboration with the Economic Development Alliance to encourage residents to practice good COVID-19 safety guidelines

#### **Social Media Outreach**

##### Facebook Report: SCCCMH

- Number of page likes: 2,663 (31 new likes in July)

- Number of posts to page (July): 40
- Post with highest reach: 7,411 impressions on “Feelings Check In” image

#### YouTube Report: SCCCMH

- SCCCMH Videos available for public viewing: 23
- SCCCMH Subscribers: 18
- Back in The Building video: 604 views
- Staff Return to Work video: 122 views

#### Website Report: SCCCMH

- Pageviews: 6,234
- /access-to-services/: 334 views
- /events/opioid-summit/: 293 views
- /services/services-for-adults/: 261 views

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

- Pageviews: 657
- /resources/covid-19/: 222 views
- /services/covid-19/testing-sites/: 164 views

### **Other Activities**

#### Casual for a Cause

- 7/03/2020: CMH Good Neighbor Fund, \$286.50
- 7/10/2020: CMH Good Neighbor Fund, \$286.50
- 7/17/2020: CMH Lifeline Fund, \$289.50
- 7/24/2020: CMH Lifeline Fund, \$289.50

#### Critical Incident Stress Management Activities:

- None in July

#### Pandemic Response Team Activities:

- 7/23/2020: Blue Water Community Action, three sessions

#### Community Outreach/External Event Participation:

- 7/01/2020: Eat Healthy, Be Active online class
- 7/06/2020: Eat Healthy, Be Active online class
- 7/08/2020: Eat Healthy, Be Active online class
- 7/13/2020: Eat Healthy, Be Active online class
- 7/15/2020: Eat Healthy, Be Active online class

#### CMH Sponsored Community Events

- Trauma Informed Care Virtual Yoga, offered every Wednesday and Thursday

### **Upcoming Events/Activities**

- 8/13/2020: CMH Players Auditions
- 8/15/2020: Rock the Block
- September: Opioid Virtual Series
  - 9/01/2020: When Epidemics Collide: The Impact of COVID-19 on the Opioid Crisis
  - 9/02/2020: Opioids and Other Drugs: A Law Enforcement Perspective
  - 9/03/2020: Addiction through a Trauma Informed Lens

- 9/09/2020: Addiction: Compassion > Stigma
- 9/10/2020: From Horror to Hope
- 9/11/2020: Voices of Change: Recovery Stories
- 9/14/2020: What Is Treatment? A Quick Overview of American Society of Addiction Medicine (ASAM) Criteria
- 9/15/2020: How to Get on the Same Page: Working with Adults and Youth who Present with Resistant Behaviors
- 9/16/2020: Teaching Older Adults Self-Management Approaches to Manage Chronic Pain or Chronic Conditions
- 9/16/2020: Family Recovery Coaching
- 9/17/2020: Advancing Recovery Through Mindfulness
- 9/21/2020: Complementary Pain Management
- 9/22/2020: Recover Together: Eliminating Tough Love and Embracing Loving Well
- 9/23/2020: Understanding Adverse Childhood Experiences (ACEs)
- 9/24/2020: Pathophysiology of Addiction
- 9/25/2020: After the Overdose – Impacts on the Community
- 9/28/2020: Medication Assisted Treatment for Opioid Use Disorder
- 9/29/2020: Opioids, Adolescents, and Relationship Building
- 9/30/2020: State of the County Panel
- 9/20/2020: P.S. You're My Hero Run
- 10/03/2020: Run for Recovery

# Continuing COVID-19 safety practices this summer

Debra B. Johnson and Annette Mercatante



There are few places as beautiful as the Blue Water Area in summer. The St. Clair River, Lake Huron, bountiful beaches, numerous parks, ample nature and bicycling trails, and countless other exciting outdoor activities combine to make our summers in St. Clair County the envy of our neighbors. So it is no surprise that most of us breathed a heavy sigh of relief when after 10 weeks, the Stay-at-Home Order was lifted and the state began reopening June 1. Given the great restaurants and nightspots available to us, most of us breathed an even heavier sigh of relief when restaurants and bars opened June 8.

Unfortunately, some people have interpreted the lifting of the Stay-at-Home Order as meaning that we no longer need to practice good COVID-19 hygiene practices, including wearing face coverings, social distancing, and regularly washing our hands. The consequences have been immediate.

From June 5 to June 12, St. Clair County saw only five new cases of COVID-19. Then, the week after restaurants and bars opened, St. Clair County doubled in new cases and then doubled again during the week of June 20 to June 26.

The daily rate of new cases went up from 5 to 21 daily cases over two weeks' time. At the state level, on June 15 the total number of new cases was 74. In the week between 6-20 and 6-26, the average number of cases per day for the week was 261, a 350 percent increase.

Because a single person with COVID-19 can infect others, even before showing any symptoms, it is vitally important that everyone continue to follow good COVID-19 hygiene to slow the spread. The consequences of not doing so include more of our friends and family falling ill and perhaps even dying.

Increasing rates could lead to another stay-at-home order. If we have increasing rates in late August, we may have to keep our children and grandchildren at home instead of returning to school. However, these consequences can be avoided if everyone practices the three common-sense actions already mentioned: wearing a face covering in public, practicing social distancing, and frequently washing hands with soap and water.

The risk of transmission from an individual with COVID-19 varies by the type and duration of exposure, use of preventive measures, and likely individual factors such as the amount of virus in respiratory secretions. The risk of transmission after contact with an individual with COVID-19 increases with the closeness and duration of contact. Thus, most secondary infections have been described among household contacts, and in congregate or health care settings when personal protective equipment was not used. However, clusters of COVID-19 cases after social or work gatherings have also been reported. Although outdoor settings are generally considered lower risk for transmission than indoor settings, close contact with an individual with COVID-19 remains a risk outdoors.

Remember, the main reason to wear a mask is not to protect yourself but to protect others. A major cause of transmission of COVID-19 is the droplets that fly out of our mouths, not only when we sneeze, but when we speak. A portion of these droplets quickly evaporate and become tiny particles that others nearby may inhale.

A simple cotton face covering can help reduce the amount of virus particles emitted into the air. Despite these facts, some people continue to refuse to wear face coverings in public. Some cite their right not to wear a mask. Others say the virus is not as bad as portrayed in the media. However, the fact is that there are many things we have a right to do that we don't out of respect for other people and a sense of good citizenship. Whatever the final tally of infected and dead from COVID-19, the loss of a single person to the virus is a tragedy.

Wearing face coverings, social distancing and regular hand washing are small steps to keep ourselves, our loved ones and our fellow citizens safe from COVID-19. Remember, we are all in this together. Let's work together to prevent the spread!

*Debra B. Johnson is the executive director of St. Clair County Community Mental Health and Dr. Annette Mercatante is the medical officer of St. Clair County Health Department.*