

## PR Committee Meeting Minutes

October 2, 2017

Present: Tom Clemons, Lorrie Lewandowski, Tom Kiger, Jessica Schmitt, Amanda Moser, Christen Giblin

In regard to PR Updates, Amanda passed out handouts of advertisements that she had already submitted (Bowling Green Athletics Fence Ad, Rossford Athletic Boosters Ad, BG Health Magazine Ad, and Perrysburg Messenger (Chamber of Commerce) Ad). There wasn't much discussion regarding these advertisements and everyone seemed satisfied with them. As for ads that have not yet been submitted, Amanda passed out the At Home in Wood County Ad. She said that this Ad is the full-page ad which costs \$1,575. However, it was also mentioned that this ad will be right across from the index, so more people will see it. The suggested changes for the At Home in Wood County ad were as follows: Tom Kiger said that we should use some of the terminology from the strategic plan (such as prevention programs, treatment, etc.) and then define them. Tom Clemons said that we should divide the services into three groupings (Treatment, Prevention Programs, and Recovery Services). Furthermore, Tom Clemons said that we should bring "Treatment for Mental Illness...", "Treatment for drug abuse..." and "Children's mental health..." to the top of the list of services. He also stated that opiates and alcohol should be emphasized under treatment for drug abuse. Jessica suggested that each bullet point fits on one line. Tom Kiger stated that he thought that "Marriage, relationship, and family issues" was already addressed in "Family and individual therapy". However, Christen said that when people hear family therapy, they don't always associate that to include marriage therapy. Therefore, it was decided to change the phrase to "Individual, family, and marriage therapy" to combine both bullet points. Tom Clemons said that we should add "and substance use" to "Support & vocational services for those with mental health challenges". And lastly, he suggested to add "Free transportation to treatment is available through Net Plus..." somewhere at the bottom of the ad. In regard to transportation, Jessica mentioned that there used to be tokens available to take people to non-treatment based practices. It was also mentioned that the WCADAMHS Board will have a new logo/tagline starting at the beginning of the year, so we should utilize that in future ads (after it is approved).

In regard to advertising, Tom Kiger said that he has heard radio commercials advertising 211 and the Lucas County ADAMHS Board, however he has never heard the Wood County ADAMHS Board mentioned. His point being, that Wood County should have a presence on the local rock radio stations. Christen said that she would help Amanda get in contact with someone from 211 or the Lucas County ADAMHS Board, to see how they might be able to collaborate on a radio commercial. Tom Kiger also mentioned that coasters might be a good marketing item to consider, especially for distribution to the VFWs, Elks, Eagles, and Moose Clubs. Furthermore, Tom Kiger mentioned bars in BG might also use the coasters. Tom Clemons said that ordering 10,000 coasters would be the best deal, however he will have to check with Julie to see how much money they have available. Jessica suggested we consider the possibility of maybe 3 or 4 different coasters with various messages.

The next topic discussed was the Drug-Free Workplace Community Initiative. Amanda passed out a sheet which reported the items that were ordered with the remaining grant money. Furthermore, she passed out the flyer that she designed for the trifold older. The only suggestion was to add the phrase "Take One" above where the trifolds would be located. In regard to the sustainability plan for the DFWP Initiative, Tom said that he will follow-up with the EMOD group if he doesn't hear from them, so that they can start planning times to meet with stakeholders and businesses. In regard to the DFWP video, Amanda said that the next step would be to schedule a conference call with Dee and Katie from Working Partners to decide on the contents of the video. It was decided that in addition to Amanda; Lorrie or Tom should also be on that conference call. Amanda said that she will send a doodle poll out to them once she receives time slots from Working Partners. In regards to individuals for the video, the following individuals were suggested: Board Director, Chamber, Sue Clark, Dee Meyers, or Wade Gottschalk. Amanda said she will also ask the videographer if the WCADAMHS Board will have rights to modify the video, since Tom Clemons thought a short video would be good to utilize for the levy campaign.

As for the BG Holiday Parade, it seemed favorable by all that the WCADAMHS Board would join with NAMI Wood County to have an appearance in this parade. Tom Clemons suggested a Tiny Tim theme with the phrase "Help take care of our neighbors". Christen mentioned having a Rudolph theme because he was different and experienced stigma. She also expressed that it might be nice to walk in the parade versus driving a float. Amanda suggested that everyone keeps thinking of ideas for the parade.

As for the Perrysburg Messenger Journal Holiday Greeting Page and Business Service Directory, Tom Clemons said that he felt the directory was more for businesses and that this listing would not be a good fit for the WCADAMHS Board. Amanda said that she will proceed with his recommendation and skip this advertising opportunity.

Lastly, there was a lengthy discussion on how to measure the effectiveness of the marketing plan. Tom Kiger said that he felt that maybe penetration rates were not a good indicator of effectiveness, instead we should look at measuring awareness from Wood County residents. Lorrie said that maybe providers could ask their clients where/how they heard about that agency. Tom said that years ago during levy time, an individual (Stan O?) created a survey and that he would get in contact with him again to ask about the survey.

Amanda said that she will send out a doodle poll to set the date for the next PR Committee Meeting.

Respectfully Submitted by Amanda Moser