

PR Committee Meeting Agenda

- PR Updates
 - Ads (pass out ads and explain)
 - Project for PTSD Awareness Month in June (Pass out posters)
 - I created 2 different PTSD posters which were distributed in June for PTSD Awareness Month.
 - These posters were distributed to libraries and ice cream shops in Wood County.
 - The idea this year was to spread general awareness of PTSD to the public, which is different than what we did last year. Last year we printed out PTSD brochures and flyers and took them to places that we thought veterans might frequent (such as VFW's and gyms).
 - Recovery Helpline 211 Outreach
 - 2-1-1 flyers were delivered to 17 churches (10 flyers were distributed to each).
- Drug-Free Workplace Community Initiative
 - Plan for sustaining Initiative
 - DFWC expenditure of remaining grant dollars
 - Need to give new contract to NAMI Wood County to authorize spending marketing dollars?
 - Pass out idea sheet and discuss.
 - What will the name of our Initiative be? What will the logo look like?
- WCADAMHS PR Plan
 - Review of FY 16-17 Plan
 - As you can see, everything that has been completed has been checked off in green, which is a large majority of it. So I feel pretty good about what we have accomplished.
 - Discussion of new FY 17-18 Plan
 - The items in red are the things that I think we could take out of the plan. What are your thoughts?
 - By freeing up some of our dollars, I would like to do mobile ads or online advertising.
 - Highlight Perrysburg Messenger Ad and BG Health Ad as an option
 - (already in plan) The editor of BG Health, Jan Knape, has informed me that tche fall edition will focus on emergency responders. She thought we might be able to include a story of a client who was helped by the police? Thoughts on this? Other ideas?
 - (not in new plan, but could be) It was also brought to my attention by Tom that the Perrysburg Messenger has a monthly Perrysburg Area Chamber of Commerce page dedicated to spotlighting Perrysburg Area Chamber of Commerce members. This page

reaches more than 13,000 Perrysburg Messenger readers (reference separate sheet for the cost)

- Is this new plan something you would like me to present at an upcoming board meeting? This was suggested to me by Tom Kiger.
- Wood County Fair
 - Christen and I have set our schedules to man the booth this year. Are there any ideas or comments related to the fair?
- Questions/Concerns
- Set date for next PR Committee Meeting