

**BROWARD COUNTY  
ONE COMMUNITY PARTNERSHIP  
SOCIAL MARKETING COMMITTEE**

**MEETING DATE: February 14, 2006**

**MEETING TIME: 3:00 pm**

**Members Present:** Scott Silverman, Sue Zimmer, Genevieve Earle, Barbara Myrick, Tamara Moore, Pattie Carlin, Lorraine Stewart, Marcia Pinck, Gustavo Vilchez, Beverly Wilkinson

AGENDA ITEM	DISCUSSION	ACTION	FOLLOW UP
<b>Item #I</b> Welcome & Introductions		Scott Silverman welcomed all present. The meeting commenced at 3:15pm	
<b>Item #II</b> Approval of Minutes		None	
<b>Item #III</b> Sustainability Plan/ Dashboards	<p>The group's plan was to review and make changes to the Sustainability Plan and Dashboard for Social Marketing. This information will be reported back to the Governance Board by Barbara Myrick along with the group's progress in using the dashboard. The group planned to review all the Action Steps, compare them to the Strategies, and come up with a plan. Sue Zimmer is responsible for tracking and updating the Sustainability Plan at the end of each month.</p> <p><b>Scott</b> informed the group that the Sustainability Plan is a working document for the rest of the grant. The group needs to think out of the box to come up with funding alternatives and anticipate on completion dates. When the plan is established with all</p>		

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	<p>the steps, it will be presented to the Funders Forum.</p> <p><b>Barbara</b> suggested each member take home a copy of the Sustainability Plan &amp; Dashboard, review them and make notes. At the next Social Marketing meeting, the group will review and compare ideas, then make a final decision.</p> <p>The following changes were made to the Sustainability Plan for Social Marketing: Objective 1.2b:</p> <ul style="list-style-type: none"> <li>• Strategies - # 3 was removed</li> <li>• Action Plans - #s 3a-3d were removed</li> </ul> <p>Objective 1.3:</p> <ul style="list-style-type: none"> <li>• Strategies - # 3 was removed</li> <li>• Action Plans - # 3a was removed</li> <li>• Responsible Person/Organization – “After grant is over” was added.</li> </ul> <p>The group tried to identify the various portals, which should be placed under Status. These include 2-1-1, Connections, &amp; Parent Group. The group looked at “Identifying duplication and gaps in community services and resources”. Barbara came up with two questions:</p> <ul style="list-style-type: none"> <li>• Where can we identify gaps and duplications? <ul style="list-style-type: none"> <li><b>A.</b> Data reports from CSB &amp; CSC</li> </ul> </li> <li>• Do we need people to give us additional information aside from what they already have?</li> </ul>		<p>Sue to email all SM members the form used by Family Involvement which shows the objectives, strategies, action steps, &amp; name of the workgroup. This will assist the members in making notes for the Sustainability Plan for the next meeting.</p> <p>Each member to find gaps and present them at the next meeting. They will be placed on the Plan.</p>

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	<p>Action Steps:</p> <ul style="list-style-type: none"> <li>• “Continue to implement May is Children’s Mental Health Month each year” – <i>being done</i></li> <li>• “Continue to expand strategies to engage primary health care providers” – <i>come up with different level of engagement such as peer to peer (mentoring).</i></li> <li>• “Develop &amp; evaluate a community needs assessment focusing on education ... – Donna Lavallo to put together a brief survey to give out to parents. It will focus on education, resources &amp; how to obtain them.</li> </ul>		<p>Sue to invite Roxanne from CSC to the next SM meeting &amp; ask her to share info on education and resources.</p>
<p><b>Item #IV</b> 2-1-1 First Call for Help</p>	<p><b>Scott</b> informed the group that Herb from CSC will be making a presentation on 2-1-1’s Special Needs program to the Funders Forum. The meeting will be on 2/28/07. Funders Forum will discuss how to implement a Behavioral Health program. The results will be reported back to the group.</p>		
<p><b>Item #V</b></p> <ul style="list-style-type: none"> <li>• Atlanta Conference</li> <li>• Mental Health Awareness Day</li> <li>• ECCO Awards</li> </ul>	<p><b>Scott</b> reported that at the Atlanta Conference they discussed about May’s Mental Health Month. The suggested date for the Children’s Mental Health Awareness Day is May 8<sup>th</sup>. Suggestions were made for doing something around that week or during the month.</p> <p><b>Barbara</b> suggested having the event at Sunset School on 5/8/07. She will contact Sunset to confirm the date &amp; time.</p> <p><b>Scott</b> reported that at the Atlanta</p>		<p>Barbara to get a copy of</p>

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	<p>Conference, information was given regarding the ECCO Awards. The deadline for entries to be submitted is March 30. Each grant member is allowed up to 9 presentations. The following items to be submitted and persons responsible are:</p> <ul style="list-style-type: none"> <li>• Silvia – Cultural Competency Plan &amp; Partnership Development</li> <li>• Tamara – Newsletters, TAC Brochures, &amp; Banners</li> <li>• Julie – Wraparound Training Initiative (Curriculum – Professional Outreach)</li> <li>• Beverly – Community Outreach for Parents &amp; Caregivers</li> <li>• Gustavo – Social Marketing- Media / Web Outreach, &amp; Newspaper Articles</li> <li>• Scott/Lorraine – Children’s Mental Health Awareness for last year</li> </ul> <p>The next conference is August 1-3, 2007 in New Orleans.</p>		<p>the video talent show done by Whispering Pines School. It will be submitted as part of an ECCO Award entry.</p>
<p><b>Item #VI</b> May is Mental Health Month</p>	<p>Sue informed the group that Family Involvement met that day and suggested using the theme “Bring the Agency to the Parent”. They also would prefer having a small affair and not do entertainments act with the kids.</p> <p>The group disagreed with the idea of not doing entertainment act with the kids. They were also dissatisfied with last year’s food arrangement and separating parents and kids. The following suggestions were given:</p> <ul style="list-style-type: none"> <li>• Display the top 2 poems &amp; art works from a</li> </ul>		<p>Sue to find sponsorship for food.</p> <p>Barbara to look for agencies who can sponsor the creation of t-shirts.</p> <p>Additionally, she is to email Genevieve a cost to have info printed on t-shirts.</p> <p>Barbara to speak with</p>

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	<p>contest</p> <ul style="list-style-type: none"> <li>• Hold a Buffet in the entertainment area</li> <li>• Survey families for input</li> <li>• Raffle tickets for door prizes</li> <li>• Entertainment</li> </ul> <p>Suggested theme given: <b>“Healthy Minds for Healthy Children”</b>. Suggested venue: <b>Sunset School</b></p> <p>Other arrangements:</p> <ul style="list-style-type: none"> <li>• Booths and banners to be set up at the libraries and at the BC Governmental Center lobby.</li> <li>• Set a date and confirm Sunset’s availability</li> <li>• Someone to sponsor bags.</li> </ul> <p>A decision on what t-shirts will look like will be made on 4/8/07.</p>		<p>Sunset School for the use of the auditorium.</p> <p>Beverly, Tamara, Gustavo, &amp; Marcia to create a sponsorship letter to be sent out to vendors. Barbara to oversee the letter arrangement.</p>
<p><b>Item #VII</b> Open Discussion/Comments</p>	<p>None</p>		
<p><b>Item #VIII</b> Adjournment</p>	<p>Next regularly scheduled meeting: Wednesday, March 14, 2007 @ 3:00pm</p>	<p>Meeting adjourned at 4:30pm</p>	