

Prevention/Public Information Committee
Meeting Highlights
June 14, 2017

OPIOID TREATMENT AND RECOVERY GRANT

Michelle Wagaman, *Prevention Coordinator*, reported to the Committee that the Rappahannock Area Community Services Board received \$100,000 in prevention funding to address the opioid epidemic. A training was held May 31—June 1, 2017 in Staunton to provide guidance on the use, tracking, and reporting of the money.

LOCK AND TALK VIRGINIA—SUICIDE PREVENTION

Michelle Wagaman, *Prevention Coordinator*, updated the Committee on regional suicide prevention efforts. She reported that efforts have been underway since 2014. The Health Planning Region I has established an initiative called Lock and Talk Virginia. The Department of Behavioral Health and Developmental Services would like to replicate these efforts throughout the Commonwealth.

REVIVE! OPIOID OVERDOSE REVERSAL TRAININGS

Mrs. Wagaman provided to the Committee an update on REVIVE! Opioid Overdose Reversal Training. RACSB has held three (3) training events and have trained about 50 people. Mrs. Wagaman reported that Prevention Staff aim to present one training monthly, changing the days and times to make training more convenient for members of the community.

Ken Lapin (Spotsylvania County) asked if a REVIVE! training could be held for the Board. Mrs. Wagaman said she would arrange one.

MENTAL HEALTH FIRST AID TRAINING

Ms. Wagaman provided the Committee with an update on Mental Health First Aid training. Mrs. Wagaman reported that she has been trained to train first responders and hopes to present Mental Health First Aid training to recruits in the Rappahannock Regional Justice Academy. She also reported that sessions will be offered to teachers and other staff of regional school systems in August.

OUTREACH PLAN FY 2018

Amy Umble, *Public Information Officer*, presented the Committee with a plan for reaching local and state legislators and other community stakeholders. She reminded the Committee that the agency has previously held Legislative Get Togethers and made appointments to see state legislators during General Assembly. She suggested RACSB find other ways to share its

message, including sharing personal stories via newsletter articles, videos, and blog entries; attending local government meetings to talk about RACSB; and collaborating more often with community partners.

The Committee unanimously passed a motion recommending the Board approve the Outreach Plan for Fiscal Year 2018.

FY 2018 MARKETING PLAN

Amy Umble, *Public Information Officer*, presented to the Committee a Marketing Plan for FY 2018. The plan offers tips for reaching out to the community in a variety of ways, including social media, website, community presentations, newsletters, and advertisements.

Executive Director Jane Yaun reported that RACSB would explore methods for rebranding, and that the topic will be a main focus of the upcoming board retreat. Mr. Lapin recommended that the Marketing Plan be amended to include a stronger emphasis on rebranding.

The Committee unanimously passed a motion recommending the Board approve the FY 2018 Marketing Plan, with a new emphasis on rebranding efforts.

BOARD OF DIRECTORS TOUR

Mrs. Umble provided the Committee with the facility tour schedule for Fiscal Year 2018. Ms. Kallay asked if the tour scheduled for July 24, 2018 could be promoted to the community as a tour highlighting mental health services.

WEBSITE REDESIGN

Mrs. Umble reported to the Committee that Cyberbility continues to develop the agency website, and it is expected to go live in September 2017.

UPDATE: SOCIAL MEDIA PRESENCES

Mrs. Umble provided the Committee with an update on RACSB social media efforts. Board members are encouraged to actively support RACSB on social media through liking, commenting, and sharing posts. Mrs. Umble also updated the Committee on the new electronic newsletter which began in January 2017.

2017 DISTINGUISHED VOLUNTEER NOMINATIONS

Mrs. Umble reported that RACSB will accept nominations for the 2017 Distinguished Volunteer Awards in the areas of behavioral health and developmental disability. Mrs. Draper suggested using email lists to distribute the nomination forms, and Ms. Kallay suggested using area social services groups to broaden the pool of nominees.

