

**Prevention/Public Information Committee**  
**Meeting Highlights**  
**February 8, 2017**

**CLINIC OPEN HOUSE EVENTS/LEGISLATOR GET-TOGETHER**

**Amy Umble**, *Public Information Officer*, provided the Committee with a summary of the Clinic Open House events for legislators and community members held in October and November 2016.

The Committee discussed changing the format. Ms. Yaun mentioned that the legislative visits should also be changed. She suggested that the Board Members and staff visit elected officials when the General Assembly is not in session. Mr. Vaughn suggested partnering with other groups that have similar objectives and hosting a “Meet and Greet” throughout the year, where individuals served could share their stories.

Mrs. Draper suggested creating a presentation that Board members could take to the local governments two times a year to discuss RACSB’s work. She also suggested Town Hall meetings hosted by local politicians and said that RACSB should diversify the ways it shares its messages. Ms. Kallay emphasized the importance of sharing stories to focus attention on the work RACSB does.

Mr. Branscome suggested the opioid epidemic as a topic where RACSB could become a driving force for change in the community and where local law enforcement agencies and government bodies would get involved. He suggested that staff create a proposal for plans to educate elected officials and the community about RACSB’s work. The Committee decided to meet on May 10, 2017 at noon to finalize plans to engage local and state legislators in FY 2018.

**UPDATE: SOCIAL MEDIA PRESENCES**

**Amy Umble**, *Public Information Officer*, 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.

**WEBSITE REDESIGN**

Mrs. Umble reported to the Committee that a vendor has been selected for the redesign of the RACSB website, [www.rappahannockareacsb.org](http://www.rappahannockareacsb.org). A staff committee reviewed proposals and had presentations by the top three companies. The selected company is Cyberbility which is local to Fredericksburg.

**BOARD OF DIRECTORS TOUR**

Mrs. Umble provided the Committee with the facility tour schedule for the remainder of Fiscal Year 2017. The remaining tour dates are April 25, 2017 and July 25, 2017. Mrs. Draper encouraged Board members to attend the tours, and said that she learns something new on each one.

### **MYERS DRIVE RESPITE GROUP HOME**

The Committee discussed Myers Drive Respite Group Home. **Debbie Draper (King George County)** said that the home provided a valuable service but that the Community was not aware of the service and some parents were hesitant to use it. The Committee discussed ways of spreading the word, including meeting with Special Education teachers, talking with the media and creating an article for the newsletter. Mrs. Umble said that some parents may be hesitant to use respite but would feel more comfortable after hearing stories from families who have benefited from Myers Drive. Mrs. Draper expressed willingness to share her story.

### **HEALTHY FAMILIES RAPPAHANNOCK AREA ACCREDITATION**

**Michelle Wagaman**, *Prevention Coordinator*, informed the Committee that Healthy Families Rappahannock Area has received accreditation through 2021. Our site was one selected as part of the Prevention Child Abuse Virginia multi-site provider accreditation and participated in an onsite review in August 2015.

### **TOBACCO CONTROL EFFORTS**

**Michelle Wagaman**, *Prevention Coordinator*, with an update of tobacco prevention efforts. This included the recently released "State of Tobacco Control Report" from The American Lung Association. Virginia's report card as "F's" in all categories.

Ms. Wagaman reported the recent Synar inspection rate for Planning District 16 increased to 13.64%. There were three (3) violations from 22 inspections. Overall, the Virginia retail violation rate has decreased from 12.8% to 9.5% in Federal Fiscal Year 2016.

RACSB Prevention staff continue with the Counter Tools project and are providing merchant education to all tobacco retailers in Planning District 16. This is an environmental strategy initiated by the Office of Behavioral Health and Wellness of the Department of Behavioral Health & Developmental Services (DBHDS). The overall goal of the project is to reduce underage tobacco use through merchant education.

### **MENTAL HEALTH FIRST AID TRAINING**

Ms. Wagaman provided the Committee with the 2017 Mental Health First Aid Training schedule. She encouraged Board members to take the training as well as assist in promoting the course. Mrs. Draper encouraged Board members to attend the training.

### **UPCOMING EVENTS**

Mrs. Umble provided the Committee with a list of upcoming events involving RACSB programs and staff.

### **BOARD MEMBER PHOTO**

Mrs. Umble requested Board members plan for the annual photo to be taken at the May 16, 2017 Board of Directors meeting. The June meeting will serve as a back-up date for the photo.