

**Rappahannock Area CSB  
(Multi-Group)  
December Prevention/Public Information  
December 12, 2018, 12:00 pm - 1:00 pm  
Board Room 208, 600 Jackson Street,  
Fredericksburg, VA 22401**

**MINUTES and DOCUMENTS**

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# MINUTES

## Rappahannock Area CSB

### December Prevention/Public Information

Wednesday, December 12, 2018, 12:00 pm - 1:00 pm

Board Room 208, 600 Jackson Street, Fredericksburg, VA 22401

- |  |                  |
|--|------------------|
| A. Agenda                              |                  |
| B. Mental Health First Aid Trainings   | Michelle Wagaman |
| C. REVIVE! Opioid Reversal Training    | Michelle Wagaman |
| D. FY 2019 Understanding ACEs Training | Michelle Wagaman |
| E. Branded Campaign Update             | Amy Umble        |
| F. Social Media Presence               | Amy Umble        |
| G. Website Analytics                   | Amy Umble        |
| H. Other Business                      |                  |
| I. Adjournment                         |                  |



600 Jackson Street / Fredericksburg, VA 22401 / [www.racsb.state.va.us](http://www.racsb.state.va.us)

VOICE/TDD (540) 373-3223

FAX (540) 371-3753

## NOTICE

TO: Prevention/Public Information Committee  
Tina Sears, Beth Elkins, Karen Kallay, Linda Carter, Diane Deibel, Gregory Sokolowski, James Howard

FROM: Jane Yaun  
Executive Director

SUBJECT: Prevention/Public Information Committee Meeting  
Wednesday, December 12, 2018, 12:00 p.m.  
600 Jackson Street, Board Room 208, Fredericksburg, VA

DATE: December 6, 2018

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A Prevention/Public Information Committee meeting has been scheduled for Wednesday, December 12, 2018, 12:00 p.m., 600 Jackson Street, Board Room 208, Fredericksburg, VA.

Looking forward to seeing you on the 12th.

cc: Debbie Draper, Chairperson

RAPPAHANNOCK AREA COMMUNITY SERVICES BOARD  
**PREVENTION/PUBLIC INFORMATION COMMITTEE**

*Wednesday, December 12, 2018 12:00 p.m.  
Board Room 208  
600 Jackson Street, Fredericksburg, VA 22401*

# **a g e n d a**

- |      |                                     |            |
|------|-------------------------------------|------------|
| I.   | Mental Health First Aid Trainings   | Wagaman    |
| II.  | REVIVE! Opioid Reversal Training    | Wagaman    |
| III. | FY 2019 Understanding ACEs Training | Wagaman    |
| IV.  | Branded Campaign – Update           | Umble/Yaun |
| V.   | Social Media Presence               | Umble      |
| VI.  | Website Analytics                   | Umble      |
| VII. | Other Business                      | Yaun       |



# Rappahannock Area Community Services Board

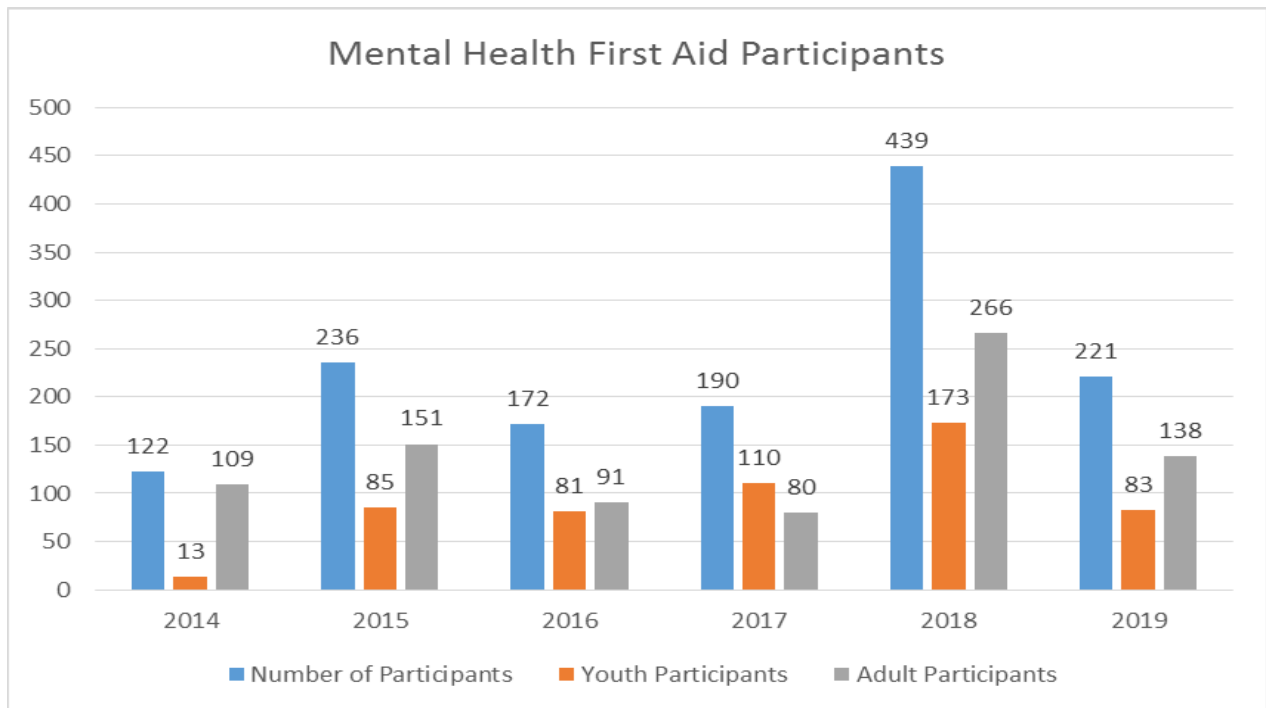
Mental Health • Developmental Disability • Substance Abuse  
 • Early Intervention & Prevention Services

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## Mental Health First Aid Trainings

The Rappahannock Area Community Services Board began providing the adult and youth Mental Health First Aid classes in 2014. In the first half of FY 2019, we have trained 221 for a cumulative total of 1,380 individuals trained.



Organizations hosting Mental Health First Aid trainings in FY 2019 through December 1, 2018 include:

- University of Mary Washington Resident Life Staff (two trainings in August and one scheduled for January 2019)
- Spotsylvania County Sheriff's Office (added training at their request for School Resource Officers)
- Stafford County Public Schools
- Rappahannock Regional Criminal Justice Academy (four classes held as part of Law Enforcement Basic Classes and Jail Basic Classes)
- The Carmel School (Caroline County)
- Boy Scout Troop 318



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## REVIVE! Opioid Overdose Reversal Training

The Rappahannock Area Community Services Board has provided 17 REVIVE! Training between July 1, 2018 and November 30, 2018. A total of 240 individuals have been trained so far this fiscal year.

### Trainings Hosted by Locality:

Caroline County	0
King George County	4
Fredericksburg City	2
Spotsylvania County	7
Stafford County	3
Other	1 (Germanna Community College’s Locust Grove Campus)

### Organizations/Groups Hosting Trainings:

- Fredericksburg Public Defenders Office
- Spotsylvania, Stafford & Fredericksburg Health Department nurses
- Rappahannock Regional Juvenile Detention Center staff
- Germanna Community College Fredericksburg Campus staff and students
- Germanna Community College Dental School students (Locust Grove campus)
- King George County High School Health Career, Nurses Aids & Criminal Justice students (4 trainings)
- North Stafford Rotary and Junior ROTC sponsored youth from North Stafford HS

### Highlight:

RACSB hosted our first train-the-trainer for eight (8) community members. One of those new instructors is hosting her first training in Caroline County in December with support from RACSB.

King George County High School is the first school in Planning District 16 to initiate REVIVE! as their choice of curriculum under the new Virginia Standards of Learning requirement for opioid education under the Competency List for Introduction to Health and Medical Sciences Education. Four 90-minute sessions were provided to 62 students, two (2) teachers and one (1) King George County School Board member on Friday, November 2, 2018. At the request of the division an additional training is scheduled for January 2, 2019 for school administration personnel.

RACSB continues to partner with Dr. Rossheim and the Rappahannock Health District to provide free Narcan to those completing a REVIVE! class through RACSB. Additionally, the Health District continues to provide medication deactivation kits for distribution throughout the community.



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## Understanding ACEs Training

The Rappahannock Area Community Services Board is one of eight (8) CSBs to receive the Family Wellness Grant. This historically has funded our DARE To Be You family strengthening initiative. Over the past fiscal year, the requirement to facilitate the Understanding ACEs training was added. Per the FY 2019 Performance Contract, we are required to facilitate a minimum of 12 trainings per year. Through November 30, 2018, we have held 17 trainings for a total of 402 participants.

The Virginia Department of Behavioral Health and Developmental Services hosted a training for the second cohort of CSBs on November 5-6, 2018. Two additional cohorts are being planned for early 2019 with the goal of having instructors at all 40 CSBs. A state advisory committee is being convened to provide strategic planning for this initiative.

Planning is underway for trainings to be offered in calendar year 2019. We will offer a mix of the 2-hour and 4-hour options to the community as well as to interested community partners.

### FY 2019 (July 1, 2018 to June 30, 2019)

Lee Hill Elementary (morning)	August 7, 2018	34
Lee Hill Elementary (afternoon)	August 7, 2018.	25
Stafford County Alternative Program (school staff)	August 28, 2018.	25
Youth in Philanthropy, The Community Foundation of the Rappahannock River Region	September 10, 2018	44
The Elite School	September 12, 2018	12
Community (MWH)	September 19, 2018.	15
Stafford County Schools (Admin) - Middle School*	September 21, 2018	17
Stafford County Schools (Admin) - High School*	September 21, 2018	16
Stafford County Schools (Admin) - Elementary School*	September 21, 2018	17
Stafford County Schools (Admin) - Support Staff*	September 21, 2018	20
Rappahannock Adult Activities (in-service)	September 21, 2018	72
Stafford County Schools	October 1, 2018.	25
Stafford County Schools	October 9, 2018.	16
Caroline County DSS	October 10, 2018	9
Fredericksburg City Public Schools	October 19, 2018	17
Stafford County Schools (Admin) - Middle School*	October 26, 2018	
Stafford County Schools (Admin) - High School*	October 26, 2018	
Stafford County Schools (Admin) - Elementary School*	October 26, 2018	



Stafford County Schools (Admin) - Support Staff*	October 26, 2018	
Community (RUW)	November 1, 2018	11
VAPRA Conference	November 11, 2018	27
	<b>Total Trained</b>	<b>402</b>

\*4-hour training being divided over four separate dates for four separate groupings of school professionals as part of annual Designee Training course.



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## **Branded Campaign: Hope Starter**

In March, RACSB put out a Request for Proposal, seeking rebranding services. The agency received 24 proposals. Staff reviewed the proposals, interviewed candidates and recommend hiring Darwin, a Pittsburgh-based firm that works solely with human services agencies.

A committee chose to do a branded campaign, instead of an agency rebranding. This will allow the organization to have a fresh look, feel, and message without changing the name. This will also reduce costs as facility signage and vans will not have to be changed to reflect a new name.

The campaign will be Hope Starter. The campaign was approved by the Board of Directors in November and was introduced to RACSB employees at the holiday party on December 5.

### **Why did we rethink our brand?**

- You may have heard whispers that we have been evaluating the Rappahannock Area Community Services Board brand strategy. During this exciting time of growth—as we welcome a new leader and near our 50th year of service—we’ve decided to take a closer look at how we are telling our evolving story. We realized that we were telling it in a way that no longer works for us. In order to clarify our role and maximize engagement, we need to portray our organization and services clearly and simply.

### **What is a branded campaign?**

- A branded campaign is a communication vehicle that allows organizations to introduce new foundational messages within a refreshed visual design container or package. The campaign will live “outside” our organization’s brand to clarify our purpose, unify our team, and energize our community. Branded campaigns can be short-term, long-term, or eventually be absorbed “within” the organization brand. An example you may have seen in the media includes: Dunkin’ Donuts’ multi-year campaign called “America Runs on Dunkin’.” They coincidentally and subsequently recently announced they will change their name to Dunkin’. This illustrates the power of a branded campaign’s ability to act as a transition to usher in new concepts, messages, and designs.

### **What is our branded campaign, and what does it mean?**

- Our branded campaign is called **Hope Starter**. As an organization, we are responsible for illuminating hidden hope in our clients, their families, and the community. Hope Starter captures this key responsibility while serving as an active badge of honor that staff and community members can own. Hope Starter is our simple, human, representative, and aspirational rallying cry.

### **Who is the branded campaign for?**

- First and foremost, this branded campaign is for our Hope Starters—you. We are proud of and fueled by the resolve, professionalism, wisdom, and strength that you bring to work every day. The Hope Starter campaign recognizes your embodiment of this character and showcase the outcomes of your work.
- Hope Starter was equally created for our clients and community members. By helping us relate to our external audiences on a human level, the Hope Starter campaign will facilitate meaningful new partnerships, strengthen existing connections, and promote overall awareness.

### **Are we changing our organization name?**

- No. But we are changing the way that we talk about Rappahannock Area Community Services Board. We will be able to steer ourselves away from the confusing acronym by using the full organization name alongside the branded campaign message “Hope Starter.” Unlike an organizational rename, the branded campaign does not require city and county approvals, overhauls of site signage, or a complete external reintroduction.

What's more, the branded campaign will allow us to gather key data and insights that will help us to strategize a full rename in the future, should we revisit the possibility.

### **How were decisions made?**

- We partnered with a center for social impact—[Darwin](#)—who specializes in strategic branding for social good organizations. First, we built a core team of cross-functional stakeholders from across the organization. Together, we conducted an audit of our current brand artifacts, services, sites, and strategies. We identified aspirational comparators from across our region and sector, and beyond. And, most importantly, we gathered and implemented input from you. We conducted an organization- and community-wide survey, which we supplemented with in-depth interviews and workshops of staff and board-members.

### **Why are we launching a branded campaign if we're great at what we do? if we're busy as it is?**

- Any time that we engage in branding or marketing we are affirming the tremendous quality of Rappahannock Area Community Services Board. Regardless of how much business we have, it is our duty to ensure that our community members know about the tremendous work that we do. Telling our story helps us to continually grow, improve, and increase revenue so that we can better support our neighbors.

### **What's changed and how do these changes affect me?**

- While we've maintained many of the core elements of our organization brand—including our full organizational name and teal color—we have deepened and expanded the strategic foundation of our story and our visual design toolbox. This campaign will launch with fresh visuals including a logo, colors, and fonts that will be found across a variety of our communication materials. More importantly, key messages will be introduced to sharpen our story and convey our authentic, human mission.
- As for changes to your day to day—there are 3 key things to that you should do:
  - a. **Become familiar with our new service framework, elevator pitch, and core messages.** You are being equipped with a fantastic new set of tools for telling our story. The new service framework, or categorical grouping for organizing and discussing our services, is *Visit, Day, Stay, Home*. These categories won't affect the work that you do, just how it is discussed. The rest of our new messages can be found [here](#).
  - b. **Use the branded campaign to connect with your colleagues and our mission.** We encourage you to discuss the new messages with a colleague and practice using them! Allow the new branded campaign to fuel your linkage to our mission.
  - c. **Phase out use of the "RACSB" acronym in written and spoken prose.** Through our research, we realized that this acronym was not resonating with community stakeholders and was causing unnecessary confusion amongst audiences who do not know us well, so we've decided to drop it. Instead, we will be using "Rappahannock Area Community Services Board."

**To whom should I address my outstanding questions?**

- You may reach out to Amy Umble—[aumble@rappahannockareacsb.org](mailto:aumble@rappahannockareacsb.org) with any additional questions or hold onto them until your team’s formal training meeting, which will take place in the first 4 months of 2019.



# Rappahannock Area Community Services Board

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## Social Media Presence

The Rappahannock Area Community Services Board maintains a prominent social media presence, including:

Facebook pages maintained (number of followers as of December 1, 2018):

- Rappahannock Area Community Services Board (835)
- Rappahannock Adult Activities – RAAI (872)
- Healthy Families Rappahannock Area (385)
- Rappahannock Area Kids on the Block (84)
- Kenmore Club – RACSB (126)
- Parent Education – Infant Development Program (169)

Of note: The number of followers for the RACSB page and Kenmore Club have more than doubled in the past year.

Twitter handles have been created (number of followers as of December 1, 2018):

- @RappAreaCSB (408)
- @RappAdultAct (153)
- @RappAreaKOB (89)
- @HealthyFamRA (106)

Of note: All of the Twitter handles have doubled the number of followers during the previous year.

Ongoing activities include:

1. Create a schedule to post three times a day to the main RACSB Facebook feed
2. Endeavor to share community information using social media
3. Use Inside RACSB to remind employees to be engaged in social media
4. Use E-newsletter to promote social media feeds
5. Create easily shareable graphics that promote RACSB programs and initiatives
6. Send monthly electronic newsletter filled with information relevant to readers





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## Website Analytics

RACSB launched a new website in the fall of 2018. The site provides new avenues for spreading agency messages—in blogging and updating the events calendar. The site also expands our opportunities to disseminate messages through video and photo, and we hope to make better use of these features in the near future.

There was a change in the app that tracks analytics, and the numbers for the previous three months are not completely accurate but still offer a snapshot of website traffic. In September, there were 5,508 visitors who viewed 33,824 pages. In October, 5,022 visitors viewed 31,001 pages. In November, 4,500 users viewed 25,807 pages.

Page views in November dropped, most likely because of the holiday and because there were fewer blog posts during that month. The decline in blog posts came because there were more technical updates needed for the website and because the branded campaign required more time.

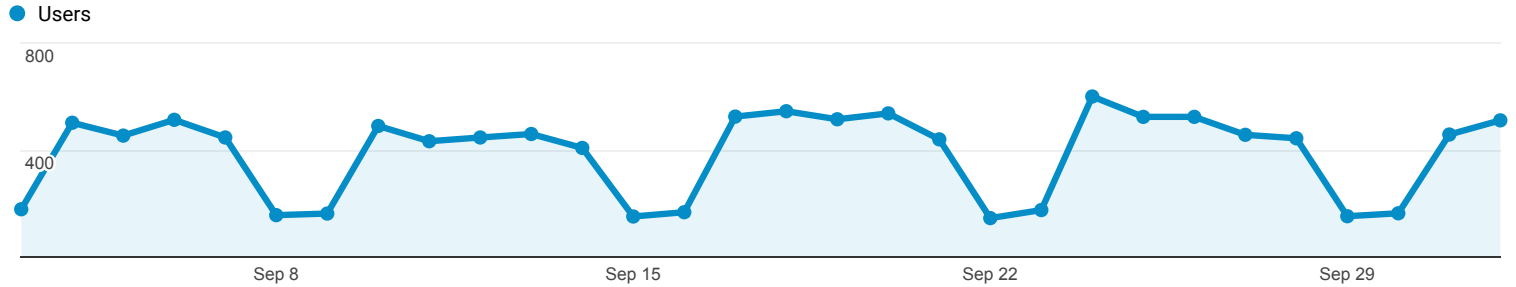


### Audience Overview

All Users  
100.00% Users

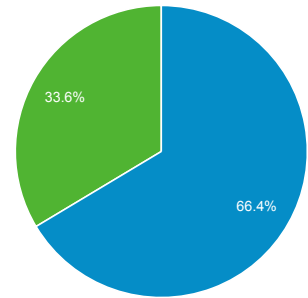
Sep 3, 2018 - Oct 2, 2018

Overview



<b>Users</b> 5,508	<b>New Users</b> 4,171	<b>Sessions</b> 16,760
<b>Number of Sessions per User</b> 3.04	<b>Pageviews</b> 33,824	<b>Pages / Session</b> 2.02
<b>Avg. Session Duration</b> 00:02:39	<b>Bounce Rate</b> 47.46%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	5,449	98.91%
2. en-gb	14	0.25%
3. es-es	6	0.11%
4. fi-fi	6	0.11%
5. en-ca	3	0.05%
6. pt-br	3	0.05%
7. az	2	0.04%
8. de-de	2	0.04%
9. en-ie	2	0.04%
10. es-us	2	0.04%

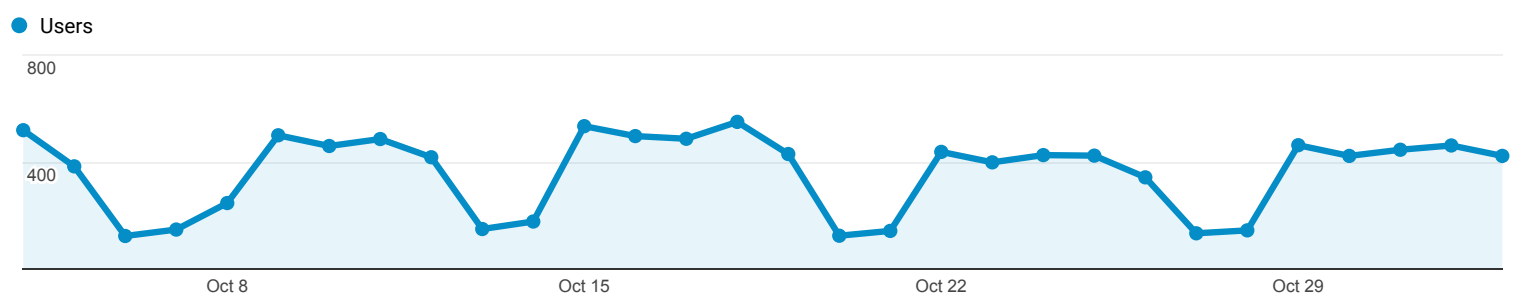


## Audience Overview

All Users  
100.00% Users

Oct 4, 2018 - Nov 2, 2018

### Overview



Users  
**5,022**

New Users  
**3,601**

Sessions  
**15,399**

Number of Sessions per User  
**3.07**

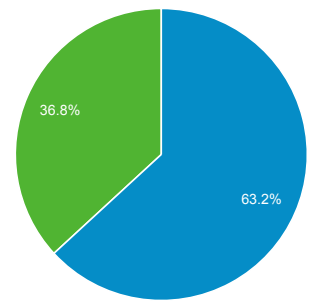
Pageviews  
**31,001**

Pages / Session  
**2.01**

Avg. Session Duration  
**00:02:30**

Bounce Rate  
**47.70%**

■ New Visitor ■ Returning Visitor



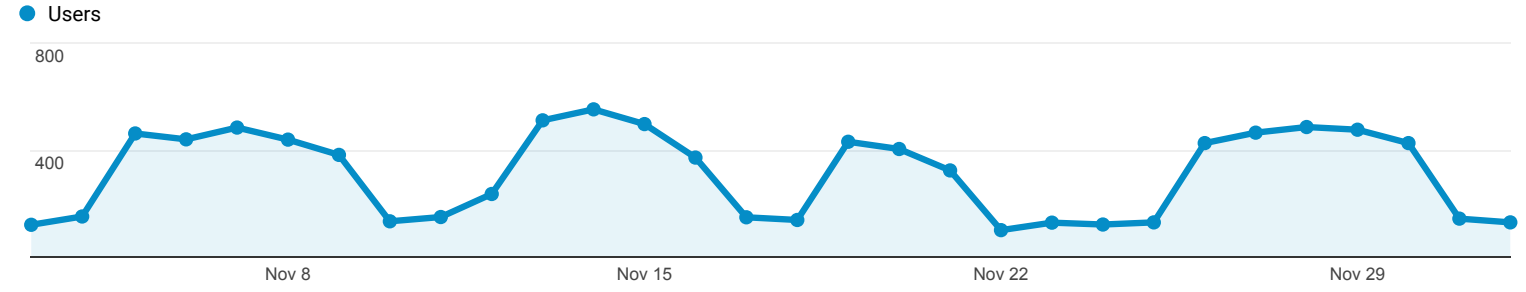
Language	Users	% Users
1. en-us	4,939	98.35%
2. en-gb	25	0.50%
3. en	6	0.12%
4. az	5	0.10%
5. en-ca	4	0.08%
6. es-es	4	0.08%
7. tr-tr	4	0.08%
8. c	3	0.06%
9. es-xl	3	0.06%
10. pt-br	3	0.06%

Audience Overview

All Users  
100.00% Users

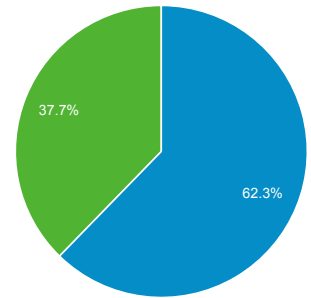
Nov 3, 2018 - Dec 2, 2018

Overview



<p>Users</p> <p><b>4,500</b></p>	<p>New Users</p> <p><b>3,147</b></p>	<p>Sessions</p> <p><b>13,106</b></p>
<p>Number of Sessions per User</p> <p><b>2.91</b></p>	<p>Pageviews</p> <p><b>25,807</b></p>	<p>Pages / Session</p> <p><b>1.97</b></p>
<p>Avg. Session Duration</p> <p><b>00:02:32</b></p>	<p>Bounce Rate</p> <p><b>49.88%</b></p>	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	4,414	98.09%
2. en-gb	22	0.49%
3. pt-br	6	0.13%
4. en-ca	5	0.11%
5. es-es	4	0.09%
6. ru-ru	4	0.09%
7. en-ie	3	0.07%
8. fr-fr	3	0.07%
9. nb-no	3	0.07%
10. tr-tr	3	0.07%