

VOICE/TDD (540) 373-3223

FAX (540) 371-3753

## NOTICE

**TO:** Prevention/Public Information Committee  
Karen Kallay, Chair, Beth Elkins, Linda Carter, Gregory Sokolowski,

**FROM:** Jane Yaun  
Executive Director

**SUBJECT:** Prevention/Public Information Committee Meeting  
Wednesday, June 10, 2020, 12:00 p.m.  
**Virtual – Online Zoom due to Corona Virus**  
600 Jackson Street, Board Room 208, Fredericksburg, VA

**DATE:** June 4, 2020

---

A Prevention/Public Information Committee meeting has been scheduled for Wednesday, June 10, 2020, 12:00 p.m. **Virtual – Online Zoom due to Corona Virus**

Looking forward to virtually seeing you on the 10th.

cc: Debbie Draper, Chairperson

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

*Wednesday, June 10, 2020 12:00 p.m.*  
***Virtual On-Line ZOOM meeting due to Corona Virus***

# **a g e n d a**

- |      |  |         |
|------|--|---------|
| I.   | Suicide Prevention Trainings<br>pp 1-3   | Wagaman |
| II.  | Understanding ACES Training<br>pp 4,5  | Wagaman |
| III. | Website and Social Media March 1 <sup>st</sup> through May 31,2020<br>pp 6- 12 | Umble   |
| IV.  | Public Information Media Releases<br>pp 13,14                                  | Umble   |
| V.   | Other Business   | Kallay  |



## Suicide Prevention Trainings

RACSB continues to facilitate suicide prevention initiatives.

The Virginia Department of Health has not yet released the Office of the Chief Medical Examiner 2018 Annual Report. The 2017 report was released in April 2019. In Virginia in 2017, for which the most current data is available, there were a total of 1,157 suicide deaths (or 16.1% of 7,187 deaths occurring).

Of the 1,157 suicide deaths in Virginia in 2017:

- 983 were Caucasian
- 902 were male and 255 female
- 208 were ages 55 - 64

Number and Rate of OCME cases by Manner of Death and Locality of Residence, 2016 and 2017:

Locality	2016		2017	
	Suicide Total	Suicide Rate	Suicide Total	Suicide Rate
Caroline County	8	26.5	7	23.0
Fredericksburg City	1	3.5	4	14.1
King George County	7	26.9	3	11.4
Spotsylvania County	25	18.9	11	8.3
Stafford County	14	9.7	12	8.2
<b>Total</b>	<b>55</b>		<b>37</b>	

<http://www.vdh.virginia.gov/content/uploads/sites/18/2019/04/Annual-Report-2017.pdf>

2

**RAPPAHANNOCK AREA**  
COMMUNITY SERVICES BOARD

**ASIST: Applied Suicide Intervention Skills Training**

RACSB now has three (3) ASIST Trainers: Michelle Wagaman, Megan Ortiz and Patricia Simms. This suicide prevention “first aid” is a 2-day training the supports participants to identify and intervene to help keep a person with thoughts of suicide safe for now. One training with 15 participants was held in March 2020. A second training planned for April 30-May 1, 2020 was cancelled.

**Mental Health First Aid Trainings**

RACSB trainers are certified to facilitate the adult, youth, higher education, and public safety curriculums. We continue to provide the Public Safety curriculum to all recruits at the Rappahannock Regional Criminal Justice Academy. We also partner with the University of Mary Washington to train new resident life staff twice a year.

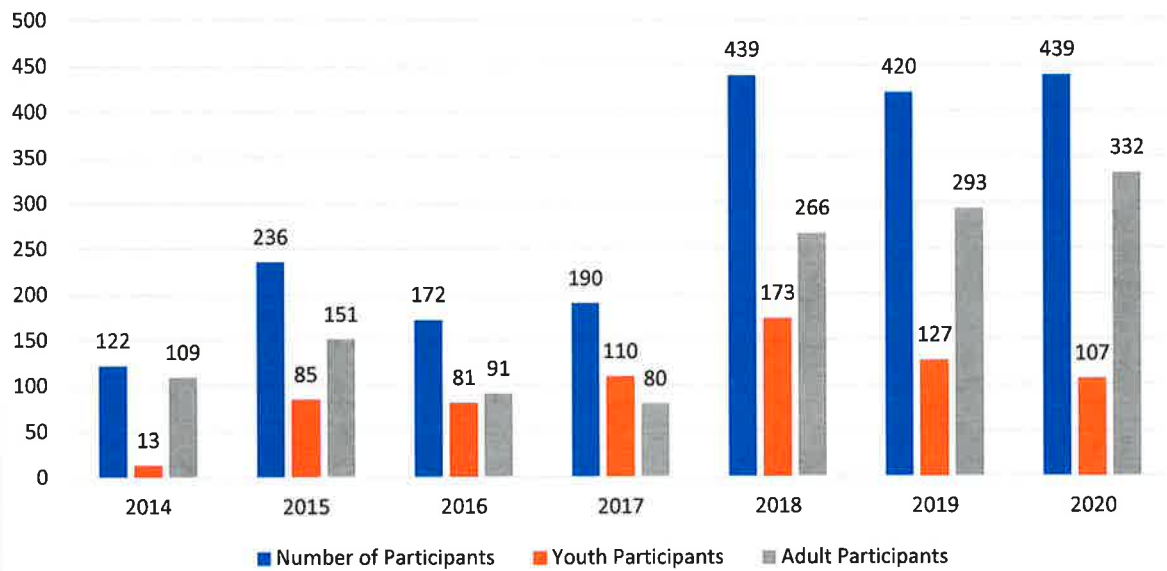
In FY 2020, 439 community members have been trained (15 adult and 6 youth trainings held). Since we began offering Mental Health First Aid training, a total of 2,018 community members have been trained.

In addition to hosting numerous trainings that were open within the community, trainings were held in partnership with the following organizations:

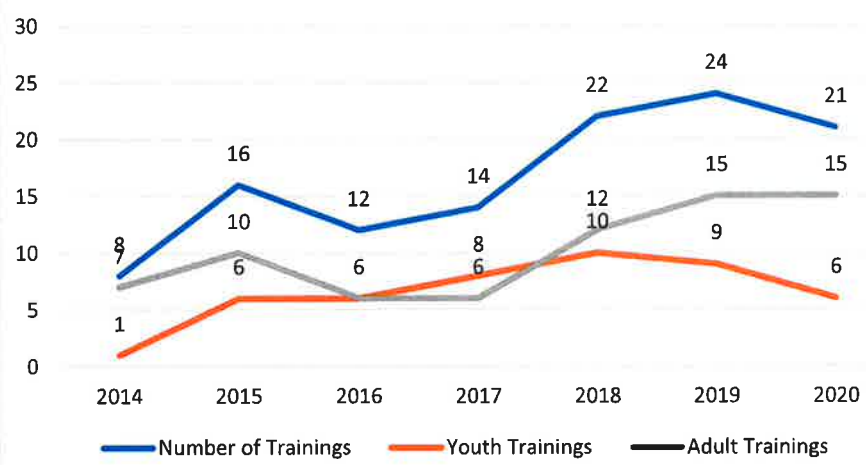
- Rappahannock Regional Criminal Justice Academy
- University of Mary Washington
- Stafford County Parks and Recreation

# RAPPAHANNOCK AREA COMMUNITY SERVICES BOARD

### Mental Health First Aid Participants



### Mental Health First Aid Trainings



## **Understanding ACEs Training**

### **FY 2020 Year-end Summary**

The Rappahannock Area Community Services Board began facilitating the ACE Interface “Understanding Adverse Childhood Experiences and Building Resilient Communities” in April 2018.

Adverse Childhood Experiences or ACEs are potentially traumatic events that can have negative, lasting effects on health and well-being. These experiences range from physical, emotional, or sexual abuse to parental divorce or the incarceration of a parent or guardian. This adversity can harm a child’s brain and its development, which can result in long-term negative health and social outcomes. Preventing ACEs is a great opportunity for improving the well-being of community health.

We schedule and promote quarterly trainings that are open to the community. We have also been invited to provide the training to a number of community stakeholders including the Spotsylvania County Public Schools, Central Rappahannock Regional Library, and the University of Mary Washington.

Year	FY 2018	FY 2019	FY 2020 (1 <sup>st</sup> & 2 <sup>nd</sup> & 3 <sup>rd</sup> Qtr)	Cumulative
Number of Trainings	10	35	22	67
Number of Participants	157	733	626	1,516

(On February 12, 2020, we exceeded 1,500 trained!)

Through the third quarter of FY 2020, we trained 626 individuals through 22 trainings. We have one (1) additional training scheduled for June 18, 2020 that will be held via Zoom.



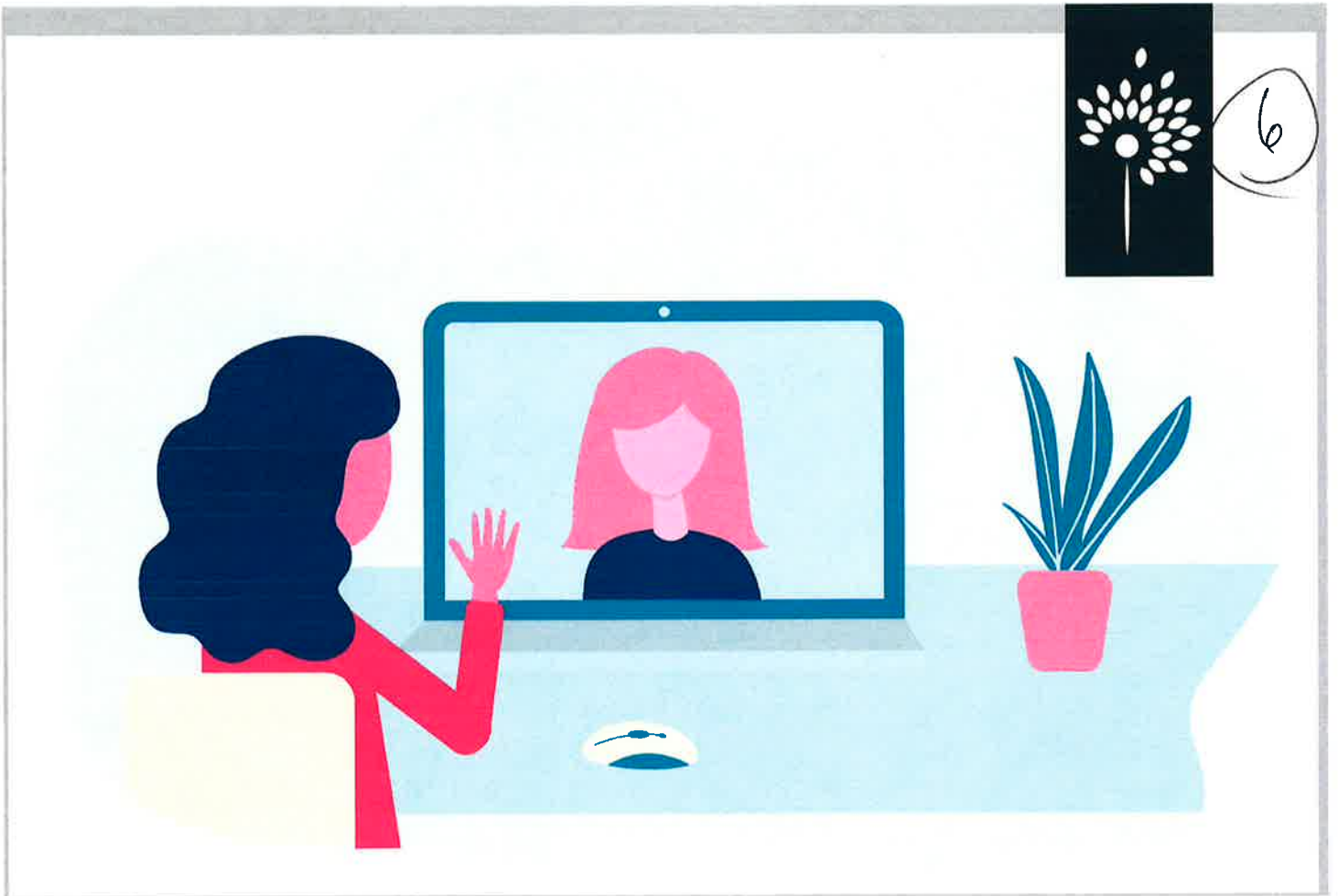
# RAPPAHANNOCK AREA

COMMUNITY SERVICES BOARD

<b>FY 2020 (July 1, 2019 to June 30, 2020)</b>		<b>First Quarter (July 1, 2019 to September 30, 2019)</b>	
1	Spotsylvania County Public Schools	July 1, 2019 12:00 p.m. to 4:00 p.m.	23
2	Spotsylvania County Public Schools	July 11, 2019 8:00 a.m. to 12:00 p.m.	21
3	Spotsylvania County Public Schools	July 11, 2019 12:30 p.m. to 4:30 p.m.	11
4	Spotsylvania County Public Schools	July 25, 2019 8:00 a.m. to 12:00 p.m.	16
5	Spotsylvania County Public Schools	July 25, 2019 12:30 p.m. to 4:30 p.m.	3
6	Office of the Public Defender	August 2, 2019 at 1:00 p.m.	18
7	Spotswood Elementary School	August 7, 2019 at 9:00 a.m.	28
8	Spotswood Elementary School	August 7, 2019 at 10:45 a.m.	25
9	NAMI - Rappahannock	September 4, 2019 at 6:30 p.m.	16
10	Community (RUW)	September 25, 2019 9:00 a.m. to 1:00 p.m.	6
<b>First Quarter Total:</b>			<b>167</b>

<b>Second Quarter (October 1, 2019 to December 31, 2019)</b>			
11	Stafford Elementary School	October 31, 2019 2:00 p.m. to 4:00 p.m.	47
12	Rappahannock United Way Board of Directors	October 31, 2019 8:00 a.m.	24
13	Rappahannock Area Adult Education (Germanna)	November 6, 2019 8:30 a.m.	14
14	University of Mary Washington	November 13, 2019 at 6:00 p.m.	45
15	Community (River Club)	December 3, 2019 12:00 p.m. to 4:00 p.m.	14
16	King George High School-Nursing Students	December 13, 2019 7:30 a.m.	20
17	King George High School-Nursing Students	December 13, 2019 9 a.m.	16
18	King George High School-Nursing Students	December 13, 2019 12:30 p.m.	24
<b>Second Quarter Total:</b>			<b>204</b>

<b>Third Quarter (January 1, 2020 to March 31, 2020)</b>			
19	Community (River Club)	January 30, 2020 9:00 a.m. to 1:00 p.m.	14
20	Central Rappahannock Regional Library (morning)	January 31, 2020 at 10:00 a.m.	115
21	Central Rappahannock Regional Library (afternoon)	January 31, 2020 at 3:00 p.m.	98
22	University of Mary Washington	February 12, 2020 3:30 p.m. to 5:30 p.m.	28
<b>Third Quarter Total:</b>			<b>255</b>



# Website and Social Media

March 1 *through* May 31, 2020

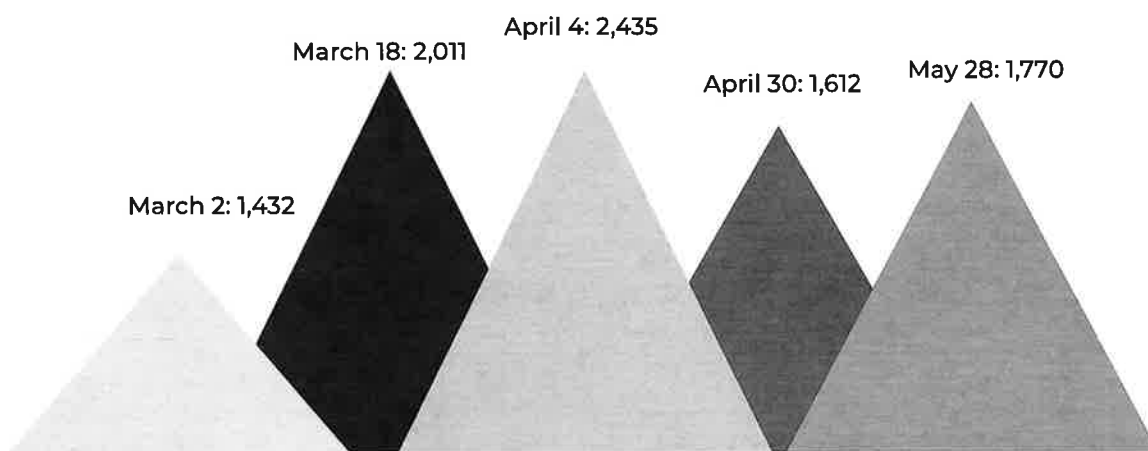
Data Report  
For the Board of Directors





# Agency Website

## ANALYTICS



### Most visited pages

Home page: 43,668 views

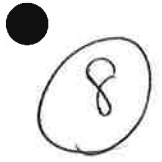
Staff portal: 29,429 views

2020 plant sale: 6,971 views

Contact us: 3,009 views

Mental health services: 2,964 views

Covid-19 updates: 1,358 views



# Website UPDATES

## Blog Posts: 16

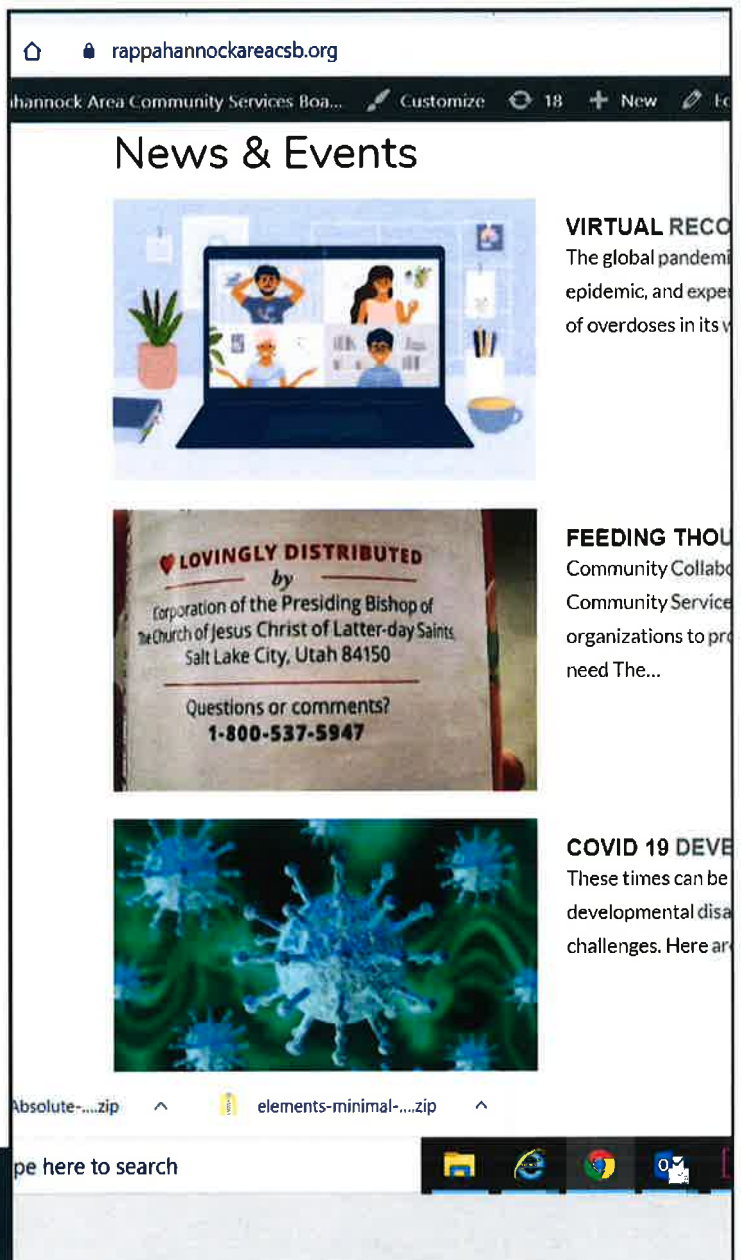
Topics include:  
Prevention, self-care,  
Covid-19 updates, Covid-19  
resources for mental health,  
substance use disorders, and  
developmental disability, plant  
sale, child abuse, community  
collaboration to feed thousands

## New Pages: 4

Resilience, Peer Support Groups,  
Spring Plant Sale, and Covid-19  
FAQs

## New Features: 5

Covid-19 alert at top of  
each page; Instagram  
feed to home page; two  
embedded YouTube playlists;  
downloadable resource guide  
for caregivers of individuals  
with developmental disability



9

# Facebook

## ANALYTICS

May 5 through June 1

**Followers** 1,439

Facebook followers grew from 1,340 on May 5 to 1,439 on June 1.

**Post Reach** 34,067

**Engagement** 8,699

Facebook followers grew from 1,340 on May 5 to 1,439 on June 1.

**Posts** 98

**Video views** 17,242

We had a dramatic increase in video postings during this period. Prevention Services staff started a storytime feature and a series of craft videos to help families whose children usually use youth programs; peer support specialists with the Medication Assisted Treatment program created videos to offer tips for individuals struggling with substance abuse during the pandemic; and a child and adolescent therapist created a video on how to create mindfulness jars.

Our two most popular videos were Jane Yaun's interview with the Fredericksburg Regional Chamber of Commerce and the mindfulness jars video.



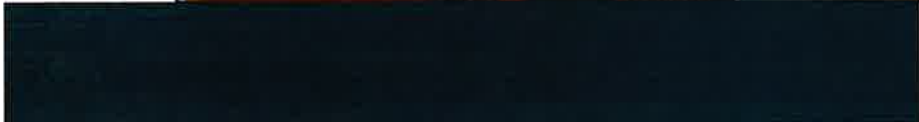
# Popular Posts

 **Rappahannock Area Community Services Board** ...  
Published by Amy Umble [?] · May 22 at 11:19 AM · 🌐

This week has been bittersweet for area seniors as they graduate under less-than-ideal circumstances. Their senior year has been filled with cancelled rites of passage. Gabby Acors, who graduated this week from Spotsylvania High School, used her newly found free time to help others, sewing more than 500 masks for our agency. Congratulations and a great big thanks to Gabby--and to her mom, who oversees our support coordination for individuals with developmental disability. 🧑‍🎓🧑‍🎓🧑‍🎓🍀🧑‍🎓



Remember Tashenia and her new bed for her mermaid room? Here's how the room looks now. As you can see from her face, Tashenia loves her new digs. Personal support professional includes a lot of things that don't make it into the job description, such as interior decorating.



One of the Galveston Group Home residents recently ordered new furniture and kindly donated her old set to someone in our permanent supportive housing program, which helps individuals in our community who are homeless and have a serious mental illness. The woman who received the furniture had been living in homeless shelters and her car for the past five years.

Moving furniture during a global pandemic is no easy task--some of the group home staff members borrowed one of RAC... [See More](#)

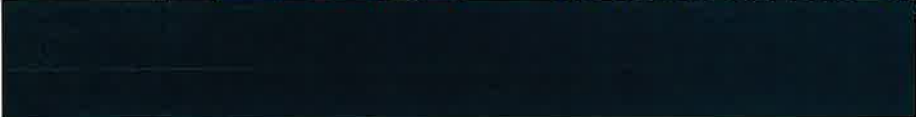


Wow! We are completely blown away by the support for our mile challenge. So far, 103 employees and 23 community members have signed up, including representation from Stafford County Government, Caroline County Virginia Government Rappahannock United Way, Rappahannock Area Health District, Be Well Rappahannock and the Fredericksburg Public Defenders Office. Let us know if you'd like to walk or run beside us. Choose a goal for the month of May, either 50 or 100 miles. And let's all get out and enjoy the fresh air together--but apart.

Every journey begins with a

# A SINGLE STEP

Join us as we journey to health and hope with a challenge:  
To walk or run 50 or 100 miles.

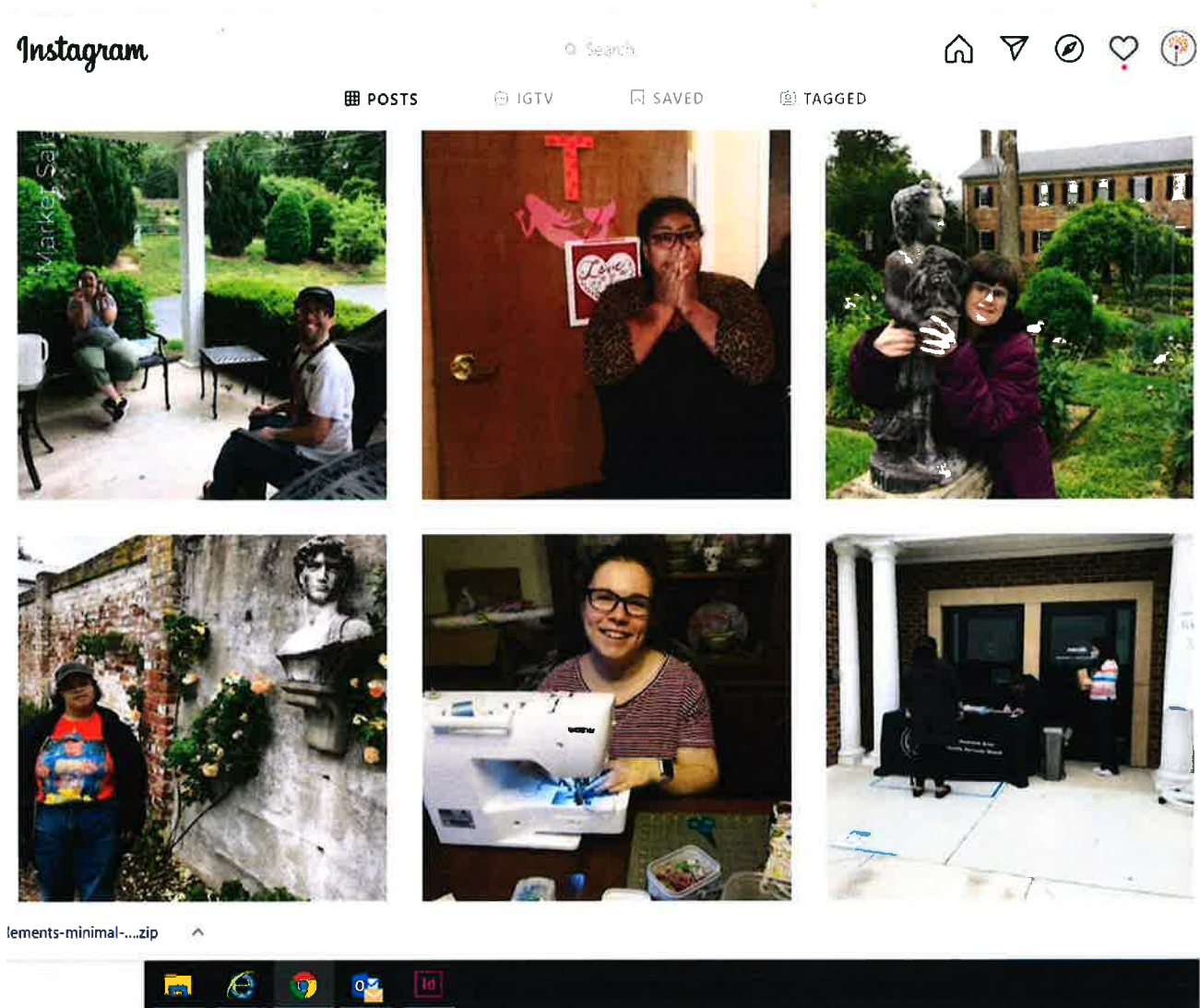


12

# Instagram

## INSIGHTS

139 Followers  
92 Post likes in the previous week  
52 Posts since March 5



**RAPPAHANNOCK AREA**  
COMMUNITY SERVICES BOARD

**MEDIA RELEASES**

**MARCH 1 THROUGH JUNE 1, 2020**

RACSB disseminated eight media releases from March 1 through June 1, 2020.

- March 4: Community Groups Band Together to Prevent Overdose Deaths
- March 19: Community Services Board Announces Changes Related to COVID-19
- March 20: Community Services Board Increases Use of Telemedicine in Reaction to COVID-19
- March 30: Community Services Board Offers Services for People Struggling During COVID-19
- March 30: Update on RACSB Services
- April 3: Annual Plant Sale Provides Perfect Distraction During Social Distancing
- April 28: Community Collaboration Feeds Thousands of Area Residents
- May 19: Community Services Board Battles Opioid Epidemic During a Global Pandemic with New, Virtual Services

Additionally, the communications coordinator worked with five journalists throughout this time to keep them updated on our status and to help with stories about mental health and recovery during the coronavirus outbreak.

**ADVERTISING**

**MARCH 1 THROUGH JUNE 1, 2020**

RACSB had a social media advertising campaign run by BH Media during this quarter. These included four different social media graphics and a video about the effects of trauma. This animated video is the first in a four-part series, a collaboration between the agency’s communications coordinator and animators with BH Media.

600 Jackson Street  
Fredericksburg, VA 22401  
540-373-3223

RappahannockAreaCSB.org



14

# RAPPAHANNOCK AREA COMMUNITY SERVICES BOARD

RACSB also had two spots in Fredericksburg Parent and Family Magazine's Meet the Expert feature: once for early intervention and once for resilience.

Before the Garden Party was cancelled, RACSB ran an ad promoting it in the new Stafford Magazine. The plant sale was the head ad on Fredericksburg Parent and Family Magazine's Cool Things to Do e-newsletter in April.

And ads focusing on the agency's 50<sup>th</sup> anniversary ran in Stafford Magazine and County Compass Magazine.

## OTHER PUBLICATIONS

### MARCH 1 THROUGH JUNE 1, 2020

RACSB created a few new items to help the community during this time:

- A printable, coronavirus anxiety journal
- A social story about wearing masks
- A coping kit for caregivers of individuals with developmental disability
- A flyer about telehealth services—created at the request of Spotsylvania County school social workers to distribute to families living in motels

600 Jackson Street  
Fredericksburg, VA 22401  
540-373-3223

RappahannockAreaCSB.org

