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NOTICE

TO: PREVENTION/PUBLIC INFORMATION COMMITTEE
Karen Kallay, Chair, Linda Carter, Gregory Sokolowski, Debbie Draper

FROM: Jane Yaun
Executive Director

SUBJECT: Prevention/Public Information Committee Meeting
Wednesday, June 9, 2021, 12:00 p.m.
In Person or Virtual Due to Coronavirus
600 Jackson St., Fredericksburg, VA 22401

DATE: JUNE 3, 2021

A Prevention/Public Information Committee meeting has been scheduled for Wednesday, June 9, 2021, 12:00 p.m., In Person or Virtual Zoom due to Corona Virus.

Looking forward to seeing you virtually on the 9th.

cc: Kheia Hilton, Chairperson

RAPPAHANNOCK AREA COMMUNITY SERVICES BOARD
PREVENTION/PUBLIC INFORMATION COMMITTEE

June 9, 2021, 12:00 pm

VIRTUAL

Join Zoom Meeting

<https://zoom.us/j/99642774134>

Meeting ID: 996 4277 4134

+1 301 715 8592 US (Washington DC)

agenda

- | | | |
|------|--|---------|
| I. | Lock and Talk Virginia | Wagaman |
| II. | Photovoice Project | Wagaman |
| III. | Upcoming Speaker Event: Suicide Risk and Addiction – Dr. Stephen Lloyd | Wagaman |
| IV. | Hope Starter of the Year | Umble |
| V. | Hope Starter Communications – Internal Communications Plan FY 22 | Umble |
| VI. | Hope Starter Communications – External Communications Plan FY 22 | Umble |
| VII. | Other Business | Kallay |

Lock and Talk Virginia

RACSB is one of the eight (8) founding CSBs of Lock and Talk Virginia. It has since grown from Health Planning Region 1 to across the Commonwealth with 38 of 40 CSBs participating. Lock and Talk Virginia celebrated its fifth anniversary in May 2021.

Lock and Talk has been identified as one of the top five (5) priority areas for Substance Abuse Block Grant Funding by the Office of Behavioral Health and Wellness, Department of Behavioral Health and Developmental Services.

Each of the health planning regions has been awarded \$25,000 in new funds specific to Lock and Talk Virginia as part of the STEP-VA Service Member, Veterans and their Families step. The funds can be used for capacity building, lethal means safety, social media campaigns and other activities for that focus population.

Our region proposed using the funds for a marketing campaign specific to this focus population, purchase of medication lock boxes (50 per CSB), and a speaker series.

Additional support for Lock and Talk is happening on the state level with the recent hiring of a part-time position at DBHDS. This position will support our regional efforts and help them expand across the Commonwealth.

Photovoice Project

RACB Prevention Services is one of four CSBs participating in the Photovoice project funded by the Office of Behavioral Health and Wellness, Department of Behavioral Health and Developmental Services. CSBs participating in the planning for a state-wide media campaign through the State Opioid Response (SOR) grant had the opportunity to participate.

We will be recruiting participants in June and then initiate a planning process to capture photos depicting wellness within Planning District 16. The photos taken and resulting discussions will be used to inform the state-wide media campaign. We will also plan and host a community exhibit in the fall.

Virginia Wellness Media Campaign Photovoice Project

TIMELINE

May – June 2021

- Participant recruitment, project introduction, training

June – Mid August 2021

- Plan project, Take pictures, discussion and story sharing for pictures

Mid – Late August 2021

- Group decision for what pictures and stories to share locally and for the statewide media campaign

September – November

- Plan and hold community exhibit, engage in community dialogue, reflection and action

November – December 2021

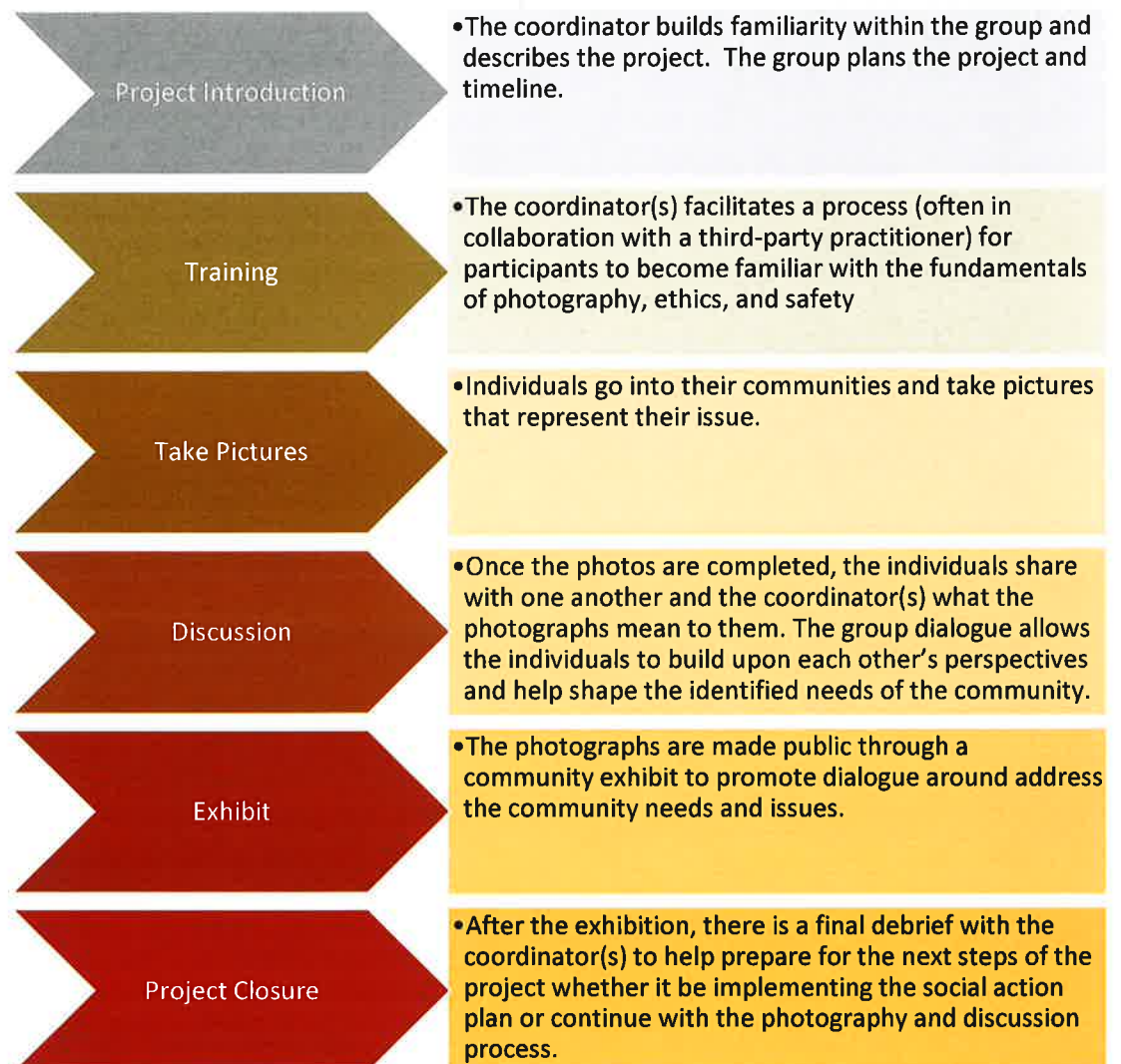
- Project celebration, evaluation and wrap-up (or next steps)

What is Photovoice

<http://www.photovoicerva.org/about.html>

Photovoice is a research technique in which community members are provided cameras to photograph their personal challenges and successes in relation to an identified issue or research question. The community members then collaborate to discuss the intentions of their photographs, distill their stories into photo captions, and investigate overarching themes relating to the identified issue. The aim of the photovoice technique is to empower participants and promote social action by providing a visual platform that brings their photos and stories to policy makers, relevant stakeholders and the larger community.

The **basic components** included in a Photovoice projects are: <https://participedia.net/method/5016>



Michelle Wagaman

From: Amy Umble
Sent: Wednesday, May 12, 2021 10:25 AM
Subject: Upcoming Speaker Event: Suicide Risk and Addiction- Dr. Stephen Loyd, June 11 1-3pm

An upcoming virtual event will focus on suicide risk and addiction. This is part of an educational series hosted by Lock and Talk Virginia, a regional suicide prevention initiative. Rappahannock Area Community Services Board is proud to be one of the founding community services board of this important initiative. Please see the details below.



Amy Umble
Communications Coordinator
540-940-2314
www.rappahannockareacsb.org



[View this email in your browser](#)



LOCK AND TALK
SPEAKER
SERIES

JUNE 11, 2021 | 1-3 PM EST

zoom

TOPIC:
Suicide Risk and Addiction

GUEST SPEAKERS:
Dr. Stephen Loyd

Register here:
<https://www.eventbrite.com/e/suicide-risk-and-addiction-with-dr-stephen-loyd-tickets-153554819599>

LOCK & TALK
VIRGINIA

Lock and Talk Virginia is excited to host Dr. Loyd as part of our speaker series event to bring continued awareness and conversation around suicide prevention. Dr. Loyd will be sharing his experiences, both personally and professionally, regarding understanding suicide risk and addiction. This is a free virtual event.

Dr. Stephen Loyd is a graduate of the Quillen College of Medicine at East Tennessee State University. He completed his medical residency in Internal Medicine at the same institution. He has served as the Chief of Medicine at the Mountain Home VA Medical Center in Johnson City, Tennessee. Recently, he was the Medical Director and Assistant Commissioner for Substance Abuse Services for the Tennessee Department of Mental Health and Substance

Abuse Services. For the last ten years he has focused on addiction medicine with an interest in the opioid dependent pregnant patient. He is currently the Medical Director for Cedar Recovery, Journey Pure at the River, and The Next Door. He has been in recovery from addiction to opioids and benzodiazepines since July 8, 2004.

Register here: <https://www.eventbrite.com/e/suicide-risk-and-addiction-with-dr-stephen-loyd-tickets-153554819599>



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RAPPAHANNOCK AREA

COMMUNITY SERVICES BOARD

HOPE STARTER OF THE YEAR

The Rappahannock Area Community Services Board will seek nominations for its annual Hope Starter Awards. These prizes are given to community members who have shown creativity, initiative, leadership and compassion while helping individuals with behavioral health concerns or developmental disability.

RACSB works at the intersection of hope and help to provide support services across the full life-cycle of complex behavioral health needs. But so many others come to that intersection to lend a hand. These awards aim to honor those people who join together to empower individuals in our community with the tools, services, supports and care they need to meet and surpass personal expectations.

Nominees can be anyone who works to improve lives for individuals with behavioral health concerns or developmental disability, whether they do so through paid work. Judges will look for nominees who tackle their tasks with an unusual dedication, perseverance and ingenuity.

Nominations will be sought via media release, social media postings, blog post, community e-newsletters, and flyers. Requests for nominations will also be sent to various community e-mail lists as appropriate. Nominations will be due by Sept. 1.

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

RappahannockAreaCSB.org



Hope Starter Communications

Internal Communications Plan FY 22

Goals:

Support efforts to recruit and retain
highly talented, dedicated workforce



Foster an environment of belonging and a sense of purpose for each employee within the agency mission

Tools

- Inside RACSB
- Employee online store
- Intranet
- Employee events
- All-staff email

Tactics

- Create new intranet upon completion of website refresh
- Create employee store
- Spotlight features in employee newsletters
- Spotlight agency successes in blog, media releases, and community newsletters and on social media
- Create quick explainer videos about programs
- Photograph diverse range of programs
- Encourage use of Hope Starter branding



Measurements

- Employee store created in first quarter
- Employee e-newsletter monthly
- Quarterly larger employee newsletter with printed version offered
- At least three videos created
- At least one blog post per month will spotlight agency success
- At least three social media posts per month with spotlight agency success
- At least eight different programs will have folder of photos in public information drive



Increase recognition for employee efforts and show appreciation

Tools

- Inside RACSB
- Intranet
- Employee events
- All-staff email

Tactics

- Encourage use of kudos
- Share employee service awards
- Share employee success stories
- Explore creation of employee Hope Starter award

Measurements

- Each newsletter to include at least 25 kudos
- Each kudos section to include a photo
- At least one blog post per quarter will include an employee success/achievement
- Employee service awards to be included in each newsletter and to be placed on intranet monthly
- At least three social media posts per month will include an employee success/achievement



Increase support for new employees and help them feel part of a Hope Starter team, to increase retention

Tools

- Inside RACSB
- Intranet
- Social media
- All-staff email

Tactics

- Share pictures and names of new employees
- Update NEO booklet
- Hope Starter gear given during NEO
- Video introducing programs played during NEO

Measurements

- NEO names and picture in each employee newsletter
- NEO names and picture on intranet monthly
- NEO booklet updated in first quarter
- Hope Starter gear provided for each NEO
- Video to be created in first quarter



Create channels for feedback and discussion

Tools

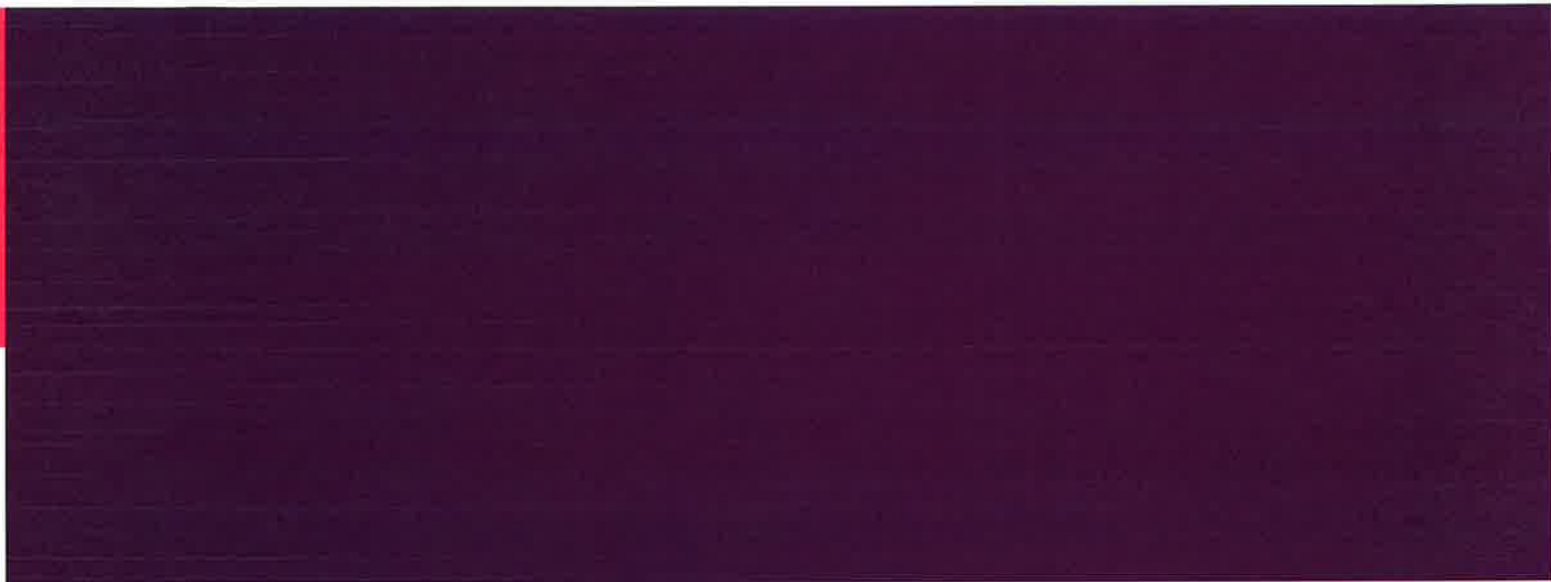
- Inside RACSB
- Intranet
- Social media
- All-staff email
- Survey Monkey

Tactics

- Create social aspect to intranet
- Encourage feedback
- Include surveys in employee newsletters
- Include pulse surveys on intranet
- Request input before changing employee engagement techniques
- Participate in employee committees

Measurements

- Surveys included in newsletters
- Monthly pulse survey on intranet
- Intranet includes social aspect



People don't like to be kept in the dark, like mushrooms. They crave information about the company they're working for, the projects they're working on, and the overarching goals of both. Good internal communications is all about getting the word out to everyone, preferably in a way that gets them involved and invested in the bigger picture.

Corey Moseley

Hope Starter Communications

External Communications Plan FY 22

Goals:

Increase awareness of RACSB, promote wellness, recruit staff



Increase Awareness of RACSB's Work in the Community

Tools

- Website, blog
- Social media
- E-newsletter
- Cornerstone
- Print collateral
- Community events

Tactics

- Ensure easy navigation of agency website
- Update website regularly
- Use current best SEO techniques
- Include stories about importance of RACSB's work on the blog and social media and in newsletters
- Provide talking points and statistics when staff or board members meet with legislators
- Attend community events and support staff who attend community events
- Provide a regular e-newsletter for the community
- Support staff who serve on boards of community organizations



Measurements

- Number of website users increases in at least six of the 12 months
- One electronic newsletter is sent out each month
- Two Cornerstones are created and disseminated
- Constant Contact subscriber list grows to 500
- Talking points sheets are created for each locality
- At least five social media posts are published each week
- At least two blog posts are published each month
- At least 12 media releases are disseminated
- At least four community events are attended by communications coordinator



Increase Access to Behavioral Healthcare Services and Encourage Community to Seek Help Before Crises

Tools

- Website and blog
- Social media
- Print collateral
- Cornerstone
- Electronic newsletter
- Community partnerships
- Media relations

Tactics

- Normalize behavioral healthcare by encouraging individuals to share their stories
- Share data, anecdotes, facts, and information about behavioral healthcare
- Promote positive messaging and share hope
- Promote prevention resources
- Inform community members about the crisis services process
- Include more details about CIT, the assessment center, and emergency services on website and in social media
- Support behavioral healthcare staff in their community outreach efforts.



Measurements

- At least one explainer video is created that describes how to access services
- Resources and support are created for individuals who want to share their stories
- At least one social media post per week includes a message of hope
- RACSB is represented at a diverse range of community events
- A page about CIT is updated for the website
- An FAQ/explainer page is created on the website to answer questions about crisis services
- Emergency services staff are engaged and supported in outreach
- Communications coordinator stays up-to-date on changes to crisis services
- Resources are created to explain changes in crisis services to the community



Support Efforts to Create a Healthier Community in Planning District 16

Tools

- Inside RACSB
- Intranet
- Social media
- Community e-newsletters
- Website/blog
- Cornerstone

Tactics

- Disseminate media releases about prevention events/
initiatives
- Feature prevention trainings in Cornerstone, on blog, and
on social media
- Coordinate a successful workplace campaign for
Rappahannock United Way
- Encourage wellness among RACSB employees
- Create workplace initiatives
- Create monthly messages for staff about the wellness
theme for that month
- Include wellness tips in employee newsletters
- Include tips for wellness on agency social media
- Support community partners



Tools

Measurements

- At least five media releases will be created to focus on prevention efforts
- Each Cornerstone and newsletter will feature prevention resources
- The Rappahannock United Way campaign will meet its goal
- At least 200 employees will join one wellness initiative
- Communications coordinator will attend at least four community events
- Community partners will be appreciated at annual Hope Starter event
- Hope Starter award will be given to individuals who promote wellness by sparking hope



Recruit Talented, Dedicated, and Diverse Staff to Improve the Welfare of Individuals Served

Tools


- Inside RACSB
- Intranet
- Social media
- Employee surveys
- Diversity, Equity, and Inclusion Committee

Tactics

- Attend DEI Committee meetings and participate in subcommittee
- Promote job openings on social media and in newsletters
- Promote virtual job fairs
- Collaborate with Human Resources department when needed
- Update the website chat bot for Brazen when needed
- Highlight the Hope Starter culture by increasing collection of photos and videos of employees
- Ensure that promotional materials for recruitment include diversity and inclusion

Measurements

- At least one social media post each week includes details on a job opening or virtual job fair
- Applications average more than 80 per month by end of fiscal year



“Our job is to make change. Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they’d like to go. Every time we waste that opportunity, every page or sentence that doesn’t do enough to advance the cause is waste.”

Seth Godin