



Public Awareness Committee Meeting Minutes

February 21, 2024

Present: Kristen Nelson, Erin Otis, Dr. John Shaner, Donyale Wells, Marsha Obremski, Leigh Carroll-Stump

Absent: Dr. Dawn Ide, David Coe

1. Call to Order

The meeting was called to order at 3:32 p.m.

2. Old Business

New Website Launch - Ms. Carroll-Stump reported that the website successfully deployed on Feb.

14. Positive feedback has been received by staff.

Poquoson Little League Banner - Ms. Carroll-Stump reported that the banner will be posted on Field 1 – Baseball in March.

Grocery Cart Advertising - Ms. Carroll Stump presented an overview of IndoorMedia products and store locations (Food Lion, Harris Teeter and Kroger) within our service area. Committee members agreed to select one store from each of our localities focusing on alcohol/drug use and gambling.

Gas Station Heroin Social Media Post - CBH created a Gas Station Heroin Social Media Post that was share with the HTDPC during their Jan. General Membership meeting to increase awareness within our community.

DBHDS Response to Use of Prevention Funds - Ms. Obremski noted that DBHDS Prevention Funds must be utilized for outreach/education within our localities; however, proposed outreach can be suggested to the HPRV Prevention Council for review/approval with use of Region Prevention funds.

3. New Business

Agency Brochure Redesign – Ms. Obremski suggested the need to condense the 25+ agencies brochures into a singular booklet format utilizing the CBH website redesign colors and images. Ms. Otis noted adding a QRC code and Dr. Shaner adding a section on payment/insurance coverage and that no one is denied services based on their inability to pay. Committee members in agreement.



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Development of Marketing Budget – Ms. Obremski proposed establishing a dedicated marketing/outreach budget for FY25. Ms. Nelson suggested this could also be utilized for donations and creating an annual gala event. Ms. Obremski suggested creating Polo shirts with the CBH logo for when staff are in the community doing outreach. The shirts could also be worn by staff working in the Crisis Services Center and while providing mobile crisis in the community. Committee members in agreement.

4. Conclusions, Recommendations, Actions

Ms. Carroll-Stump will follow-up with IndoorMedia to develop a targeted campaign and secure pricing.

Ms. Obremski will address the marketing budget with Leadership.

5. Adjournment

The meeting adjourned at 4:15 p.m.

Submitted by: Leigh Carroll-Stump

Next Meeting

Date: March 20, 2024

Time: 3:30 pm

Location: York-Poquoson Office