

Marketing Meeting Minutes-7/14/17

In attendance-Teri Carrigan, Bevin Modrak, Carlos DeLeon, Christina Smith

CIRF Event on September 15th

Instead of using brochures, discussed using a “Rack Card” that is a card that has information on the front and back. Bevin and Teri are going to look into quotes for costs of these cards through their resources.

a. Information for the Rack Cards-

***Front of card-**

Top of card-Mission, vision, values

Next Section Topic-

What is It?- “The Region 4 Behavioral Health Board is a governmental entity established by the Idaho legislature in 2014 to advise Idaho’s behavioral health authority, identify gaps, and promote improvements to the delivery of integrated services for mental health and substance use disorders.”

Next Section Topic-

Who We Are and What We Do- “The Board promotes and supports prevention, intervention, and resiliency for individuals and families in need. It is composed of 22 stakeholders, advocates, and professionals across the continuum of care representing constituents in Ada, Boise, Elmore, and Valley Counties.”

Bottom of card-

“For More Information, contact..... Link to Website..... Phone #.....”

***Back of Card-**

The 22 member panel shall consist of (Idaho Code 39-3131):

County Commissioners (3 seats), Department of Health and Welfare (2 seats)

Parent of a child with a serious emotional disturbance (1 seat)

Parent of a child with substance use disorder (1 seat)

Law Enforcement (1 seat)

Mental Health Consumer/Advocate (3 seats)

Substance Use Disorders Consumer/Advocate (3 seats)

Mental Health Provider (1 seat)

Substance Use Disorder Provider (1 seat)

Public Schools K-12 (1 seats)

Juvenile Justice (1 seat)

Adult Corrections (1 seat)

Judiciary (1 seat)

Physician (1 seat)

Hospital (1 seat)

Subcommittees

Youth Behavioral Health Committee
Recovery/Wellness-Oriented Committee
Behavioral Health Providers Committee
Marketing Committee
Gaps and Needs Committee

How To Get Involved

Meetings are monthly on the 2nd Thursday of each month. They are located at Idaho Department of Health and Welfare-Westgate in room 131. These meetings are open to the Public.

Trifold Board-Use Rack Card Information

Left hand side-List committees, how to get involved.

Right hand side-List RBHB4 accomplishments (have Julie research our accomplishments so far)

Center-All other information from Rack Card (ask board members and subcommittees to take pictures of meetings, events, etc. to add to marketing materials including trifold)

Additional Marketing Materials

Pens or pencils-include logo and contact information

Fact Sheet-Subcommittees, outlining their goals, progress, and accomplishments

Add RADAR materials-add some of RADAR's materials related to mental health and substance use disorders.

Meet and Greet Event In October-

Target Audience-Region 4 Counties, stake holders, providers, legislators, etc.

- a. Legislators
- b. Senators-Including Risch, Simpson, Crapo, Labrador
- c. Mayor
- d. MH and SA providers
- e. OPTUM
- f. Division of BH
- g. Law Enforcement
- h. All Commissioners
- i. MH and Drug Court Judges

- j. BSU-Institute for Study of Behavioral Health and Addiction (Dr. Regina Moro)
- k. Dr. Serio-BSU
- l. ISU-Director of Counseling Program

-Ask the board to come up with guests to invite

Attendance Goal-Have at least 100 people show (ask board how big of a venue to have now and in future Meet and Greet events).

Keynote Speakers-Can discuss community challenges and goals.

Speakers.....Sheriff, paramedics, Region 5 representative to talk about crisis center challenges and progress and reducing costs as well as managing population, etc.

Date-October 2017/week after the RBHB meeting

Food Venue-Use RBHB funds or are we allowed to obtain sponsors such as BC, BPA, Pacific Source, St. Alphonsus, St. Luke's, Intermountain Hospital, etc. Christina will ask Alexis.

Invites-Electronic system set up for guests to receive invites and sign up. Create a spreadsheet to keep track of contact information to utilize for future events.

Structure and Type of Venue-Keynote speaker (s), lunch, community conversations or

Marketing Monthly Meetings-

2nd Friday of each month (day after the RBHB meetings), located at Peer Wellness Center. Will start this schedule in September. Wanted to make more accessible to the public.