

## Marketing Report

**Solidified Marketing Monthly Meetings**-2<sup>nd</sup> 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.

\*\*\*Carlos gone for August RBHB meeting. Bevin will be doing Marketing Report at meeting to review with approved marketing material list, costs, CFIR event needs for more members to sign up, Oct. Meet and Greet Event.

\*\*\*Monica wondering if Annual Recovery Rally on September 1<sup>st</sup> be a good venue for RBHB IV to have a table?

### Marketing Materials and Estimated Costs

1. **Tablecloth**-purchase through IDHW/cost around \$168
2. **Trifold**-Go through CDHD/utilize one of their Trifolds but purchase putting together the information for the trifold (cost-waiting to hear from Julie)
3. **Pens**-Staples/250 count/34-46 cents per pen (\$115 total @ 46 cents per pen)
4. **Fact Sheet**-Go through CDHD/250 count/10 cents a copy
5. **Rack Cards**- Boise Metro Digital Printing/250 cards/\$35

**Total=\$343 (Tablecloth, Trifold, Pens, Fact Sheet, Rack Cards)**

### What's on Marketing Materials

**Pens**-Will include logo and contact information

**Fact Sheet**- Discuss Subcommittees/ outlining their goals, progress, and accomplishments

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

### Meet and Greet Event In October after the RBHB Meeting-

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

**Ask the board to come up with guests to invite**

**Examples:**

- 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

**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 .....?????