

**Minutes of the Winnebago County Mental Health Advisory
Messaging/Marketing Sub-Committee
Wednesday, September 9, 2015 @ 9:00 a.m.
Restoration Cafe**

PRESENT: Melissa Westphal, Dr. Sandra Martell

SURVEY UPDATE: Dr. Martell gave a quick update about the surveys. She said we've received about 1,000 surveys back so far, and the majority of those are community surveys.

We decided to extend the deadline to Sept. 30 to return all three surveys, with the hope of doubling or tripling the number of responses by the end of the month.

SOCIAL MEDIA: We need to spread the word about the committee's Facebook and Twitter pages. Melissa will prepare some language to send to committee members about sharing social media links on their personal Facebook/Twitter pages and asking their friends to share the information, as well. Dr. Martell will prepare some language for Facebook and Twitter posts that can be posted throughout the remaining weeks about general mental health/substance abuse/developmental disability facts and figures to help encourage people to fill out the surveys.

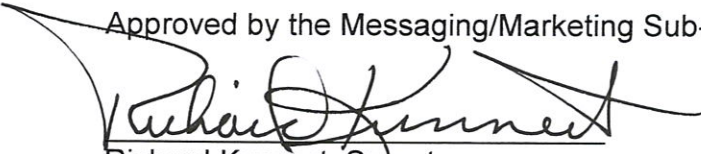
PRESS RELEASE: Melissa will update the press release with the new deadline so we can try to get another round of press coverage before the survey project is finished.

UPCOMING EVENTS: We also discussed some upcoming events that might be good fits to talk to people about the surveys. Those include the City Market, Pec Thing, Alley Walk, etc. Need to reach out to other groups (such as Rockford Public Schools) to see if they can push out the survey for us, too.

Our next meeting is set for 9 a.m. Monday, September 21, 2015 at Restoration Café.

Approved by the Messaging/Marketing Sub-Committee

9/17/2015
Date


Richard Kunnert, Secretary
Winnebago County Mental Health Advisory Committee