

**CTC Outreach & Public Relations Workgroup
Meeting Minutes May 16, 2017**

Present: Pam Dove, Kevin Weir, Carrie Rich

Topic	Discussion	Follow-Up
Website Review	<ul style="list-style-type: none"> • Carrie keeping google calendar up to date. • Minutes are up to date. Carrie is providing to Kevin. Executive committee to decide upon format of meeting minutes for consistency. • Information posted for National Prevention Week. Would like a picture of CTC materials in schools this week. • Dodgeball taken down. • Suicide prevention workgroup information needs to be added. • Carrie's coordinator information is added. • Not getting credit for a lot of things we do. • Update projects – need content and photos. • Photo header desired. Need photo release. 	<ul style="list-style-type: none"> • Executive committee to determine format of meeting minutes. • Pam to email Sherrie and Eric to see if they have picture of Prevention Week materials at school. • Pam to discuss Suicide Prevention work group description at next meeting. • Need content and photos of projects and events to include on website under "projects" tab. • Get sample photo release to Carrie for approval by Executive committee.
Facebook	<ul style="list-style-type: none"> • Carrie is keeping up to date. • Needs to be active to be effective. 	<ul style="list-style-type: none"> • N/A
Twitter/Instagram/Snapchat	<ul style="list-style-type: none"> • Twitter and Instagram account information provided to Carrie and Kevin. • Do not have Snapchat account. • Goal ultimately is to post to each account at least once a week. 	<ul style="list-style-type: none"> • Get approval for Snapchat account from executive committee at next meeting.
Social Media Policy	<ul style="list-style-type: none"> • Need guidelines for use by adults and use alike. 	<ul style="list-style-type: none"> • Kevin to ask Ginny if she can research for us.
Messages for Schools TV's	<ul style="list-style-type: none"> • No need for slides over summer break • Input from L'Anse High School/Baraga High School wellness committee would be helpful. No Wait 21 to L'Anse. Unsure if Baraga High School wellness committee is still active. 	<ul style="list-style-type: none"> • Pam to follow up with L'Anse High School at next wellness committee meeting. • Pam to follow up with Baraga High School re: wellness committee/TV monitors.
Survey Results	<ul style="list-style-type: none"> • Who presents the results of the data? 	<ul style="list-style-type: none"> • Carrie to follow up with Cindi to find out who data was presented to in past and who did the presentation.
Events	<ul style="list-style-type: none"> • Dodgeball postponed to fall. • 4th of July – no brochure; wait 21 postcard with simple message; handout something big and flashy. • Suicide Prevention Walk – if need to recreate flyers, involve Ginny. Plan to make slide on webpage for large events. • National Drug Take Back Day – Carrie has signs in back of car. Can store at hospital. 	<ul style="list-style-type: none"> • Executive work group to discuss 4th of July details and needs from Public Relations work group. • Pam to keep Public Relations work group informed of Suicide Prevention walk decisions and marketing needs. Involve Ginny if need to recreate flyers. • Carrie to return National Drug Take Back Day signs to Pam at Baraga County Memorial Hospital for storage.

	<ul style="list-style-type: none"> • Movie Night – Logo sent to Waba. Suicide prevention materials provided. • Lake Trout Festival – No booth. Put something in run bags. Carrie to look for materials in cabinet. 	<ul style="list-style-type: none"> • Carrie to select materials to put into Lake Trout Festival run/walk bags.
Miscellaneous	<ul style="list-style-type: none"> • Grant needs – website plug-in/theme upgrade; printable labels for “distributed by Baraga County CTC”; promotional materials (t-shirts, stress balls, fidget spinners, small cards to handout) • Postcard or business card with blurb of what CTC is and contact information. Something non-bulky to handout in classrooms or community presentations. 	<ul style="list-style-type: none"> • Kevin to email Ginny list of needs. • PR work group to design postcard/business card to handout.
Next Meeting	<ul style="list-style-type: none"> • Monthly meetings to be scheduled. • Continue conference calls for now, unless more people become involved. 	<ul style="list-style-type: none"> • June 20, 2017 at 9 a.m. • July 18, 2017 at 9 a.m.

Respectfully submitted by:
Pam Dove, MS, RDN, CDE
Community Outreach & Public Relations Workgroup Member