



Meeting Minutes

1. Welcome and introductions

Attendees: Dunya Barash, *CARE*; Jennifer Berousek, *Judson Center*; Nancy Buyle, *MISD*; Jay Cutler, *MCHD*; Ashley Kotowski, *Macomb Family Services*; Kevin Kulhanek, *Easterseals*; Meosia Lee-Turner, *MCHD*; Whitney Litzner, *MCHD*; Christine Luyeho, *Martha T Berry Medical Care Facility*; John Pascaretti, *MCCMH*; Annette Perrino, *Operation Rx/MCHD*; Radzioch, *MCOSA*; Ryan Reblin, *CARE of SEM*; Lauren Scipione, *MCHD*; Rebecca Steenbergh, *Sacred Heart*; Ricki Torsch, *MCOSA*

The group introduced themselves and reviewed the minutes from our January meeting in order to prepare for our ongoing conversation about the Behavioral Health Resource Map.

2. Behavioral Health Resource Map promotion and evaluation

To continue our conversation about the Behavioral Health Resource Map, **Jay** asked the group for ways in which we could better promote the map and increase utilization of the map. He shared the Google Analytics data that we have for total and unique pageviews by week, starting January 10 of this year.

- **Dunya** suggested that we pursue a social media campaign and potentially utilize tutorial videos.
- **Lauren** suggested we table at events like the Infant Safety Expos.
- **Nancy** noted that if she's teaching Mental Health First Aid, she includes it as a resource and mentions it to attendees.
- **Dunya** suggested the map be distributed to physicians, and **Lauren** added that, from our academic detailing work, we have connections with (mostly) dentists as well.
- **Nancy** suggested I reach out to Lisa Murphy with Harbor Oaks who is in touch with many physicians.
- **Kevin** suggested we utilize the training center at CMH with large groups of staff and recipient rights trainings to share/discuss the map.
- **Ryan** said that CARE could help distribute cards/materials to the police training center.
- **Dawn** and **Ricki** mentioned that they meet with medical students at MCOSA and could include map materials in their packets.
- **Kevin** said that he would take half a box (full box is ~250 cards) for Easterseals.

Jay pivoted to discussing how we can evaluate the effectiveness of the map and our promotional work besides the number of views we get on the website.

- **Nancy** proposed a pop-up survey that appeared on the screen asking if the map was helpful, and **Ricki** seconded this idea.
- **Whitney** noted that we have very few users right now, so we would want to keep the number of questions to a minimum to improve our response rate. The more viewers we have using the map, the better chance we can get more feedback (be it more questions or more in-depth, qualitative information).
- **Ashley** suggested we potentially have sites on the map adopt questions like "How did you hear from us?" on intake forms. **Whitney** noted that there are over 600 locations on the map and the vast majority are unaware the map exists or that they're included on this map. **Jay** added that this

question may be unhelpful now with the very small number of people using the map, but it could be helpful to ask in the future.

- **Nancy** proposed using a question such as “Were you able to connect with a resource?” **Annette** suggested “Did you find the resource you were looking for?” **Ashley** added that some individuals may be using this for their own behavioral health needs, while others may be using it on behalf of a client—so asking whether it’s a personal or professional inquiry would be useful.
- **Ryan** asked if someone responds that they were unable to find what they were looking for, how would we go about addressing that? **Whitney** replied that we could start with a yes/no approach at first and if we see many ‘no’ responses, we could do follow-up questions or even utilize a focus group for more feedback.
- **Ryan** asked if there were other resources that used similar evaluation measures. **Ricki** mentioned the GDAHC (Greater Detroit Area Health Council) app, **Dunya** mentioned 211 from the United Way, and **Nancy** mentioned the CMH Crisis Center Resource Finder.

Finally, in terms of sustainability, **Whitney** and **Jay** asked the group how we may go about printing more cards or other materials (i.e., poster or flyer) for groups that may want them. **Ricki** said Operation Rx has a similar order form that we could mimic for this purpose. It was discussed that posters could be helpful to go in various locations/buildings instead of printing many cards, and the map could also be shared electronically.

3. Tobacco 21 change and college students

Jay briefly discussed how the new Tobacco 21 policy could impact college-aged youth who may need or seek cessation resources at this time for vaping, as he and **Ryan** had discussed previously. **Ryan** added that there are not many resources targeted to young adults, and there may a way we could intervene in Macomb County to address this concern.

Dawn and **Ricki** described a list of resources on cessation (including prevention and alternatives to suspension) that Stephanie Lange and Corey Beckwith compiled that we could reference. When discussing what prevention or other intervention options there were outside of Teen Intervene, the group proposed looking at (1) McLaren’s Freedom from Smoking program (**Lauren/Ricki**) although it is tobacco-focused, and (2) what the Chippewa Valley coalition is doing around this issue.

Discussing how to get this information out to college-aged youth, **Ryan** discussed Welcome Back Bashes at the start of the school year as a starting off point. **Ricki** and **Nancy** discussed that it might be good to find solutions outside of these events that can allow for longer exposure than one day.

4. Partner updates

Dawn highlighted the MiPHY trend presentation that would be taking place at the MISD on March 6 from 1–3 p.m. **Ryan** mentioned the Mount Clemens Community Coalition was hosting a Sober St. Patrick’s Day event on March 17 from 6–9 p.m. at First United Methodist Church. **Annette** said that the Black Balloon Day event on March 5 for the Sterling Heights coalition at Christ Lutheran Church.

