

**Stark County System of Care Expansion Planning Grant  
Social Marketing Subcommittee Meeting Minutes  
University Center at Kent State University, Stark Campus  
4/9/15 3:30-5:00**

**Facilitators: Sarah Hayden, Joy Raub, and Jessica Zavala**

**Minute Keeper: Ryan Tingler & Melissa Mirka**

**Attendee's: Jessica Ailing, Becky Bernhard, Elizabeth Bretz, Bill Burgess, Chris Cugini, Alisha Benn, Ray Fete, Mike Garcar, Deborah Garrott, Jennifer Haude, Marisha Holman, Jane James, Amelia Kocher, Kelsey Maag, David Miller, Jim Molnar, Kathy Myers, Lisa Parramore, Abby Schaub, Amadeus Smith, Judi Solly, Robert Spencer, Bryan Stuck, Karen Vrabec, Stephanie Wilson**

**I. Agenda Items Discussed**

- a. Introductions, videos, ground rules, definition of a system of care, course of work, discussion of ideas (see notes below), subcommittee leader information, and distribution of a social marketing plan template.

**II. Objectives of the Meeting**

- a. To become oriented, discuss system of care, define subcommittee, identify a leader

**III. Discussion and Ideas**

- a. Online anonymous forum. Invite youth through Facebook/twitter and bring them to a central hub with a forum with a new question each week where they can respond anonymously.
  - i. Community agencies can share links to the forum on their websites.
  - ii. Ask questions on forum about how they feel rather than labeling people with a disease.
  - iii. Youth do not like to speak up with opinions on a sensitive topic like mental illness.
- b. Use student ambassadors from every school that can get together and start on popular platforms to get the word out.
  - i. Find young adults/students who can be leaders. They do not have to have a mental illness, but can open up questions and start conversations.
  - ii. Kids do not want to listen to us, involve youth
  - iii. Hold a kickoff event for the ambassadors, so that they feel their voices are valued
- c. There is stigma associated with a mental health website, and youth might be more likely to go to a separate page like "you are not alone" or "your voice matters."
- d. Discussed idea of a "Stark County Secrets" page.
- e. Barriers to online forums: bullying and issues that need to be treated immediately (threats of harm to self or others).
- f. Discussed ideas of in-person poetry slams and collage nights.
- g. Use local celebrities and sports teams to have them share our message
  - i. Will help to de-stigmatize

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- h. Get information out to the parents
  - i. Parents might be in denial about mental health issues because of stigma.
  - ii. Parents are also unaware of the signs and symptoms of mental illness.
  - iii. We need to get them information and make them aware of conversations that are happening.
- i. Discussed the idea of hotlines where kids can call in and talk when their parents are not paying attention or listening.
  - i. We need to open dialogue and facilitate communication between families and children.
  - ii. It takes a lot of courage for them to seek help and it is devastating when they are shut down.
- j. Anti-bullying campaigns in schools might be a way in to reach a large population and get the message across.
- k. Know the audience and what resonates with them before you start.
  - i. Still to be discussed: target audience for the social marketing plan.
- l. Discussion of target audience for the social marketing plan
  - i. Middle school students to adults

**Next Meeting will be on May 14<sup>th</sup>, 2015 from 3:30-5:00 at the University  
Center at Kent State University, Stark Campus**