

ALLEGHENY COUNTY COALITION FOR RECOVERY
Education Committee:
Minutes

Date: July 15, 2008

Co-Chair(s): Virginia Suplee, Laura Thomas

Note taker:

Attendees: Terri Bishop, Mike Gruber, Dennis Hughes, William Boyce, Debbie Duch

Brief Announcements:

Agenda Item: Public Awareness Committee request

Committee Goal Being Addressed: Collaboration between Education Committee and Public Awareness Committee

Discussion: The ACCR Public Awareness Committee will be purchasing air time on two Pittsburgh radio stations in the months of September and October. The committee will be working to develop a 15 second underwriting announcement for WYEP which will air 17 times within the week. This will cost \$600.00. The WAMO AM effort will consist of 60, one minute spots again airing at varied times throughout the week. The committee will also take part in a one hour talk show based upon content as selected by the committee. The WAMO effort will cost \$ 1,500. The education Committee members asked various questions regarding the focus of the programming and the goal of the project. There were also questions regarding the scope of the input needed by the Education Committee.

Action Item	Person Responsible	Target Date
The committee will contact the Co-chairman of the Public Awareness Committee to get more information about the project. Among the questions posed for the Public Awareness Committee are: What is the target audience for each station? What is the message the committee is seeking to convey through the campaign? How will the half hour talk show be conducted? What specific role is the committee being asked to play in the project?	Virginia	8/19/08

Agenda Item: Update on Hope ad change Booklets and distribution plan.

Committee Goal Being Addressed: To increase the level of awareness of recovery in the general community.

Discussion: Through the work of a sub-committee, we are developing a workbook which will become a supplement for providers to use in discussing the concepts in the booklet. It was noted that on the Staunton Farms website, Hope and Change is incorrectly listed as a PSAN initiative. A review of the distribution effort to date was also presented.

Action Item	Person Responsible	Target Date
With the distribution effort at the Allegheny County Jail in progress it was suggested that the potential to distribute at the State Correctional Institution in Greensburg be explored as well.		
There may eventually be a need to provide training for those individuals charged with distributing booklets		
NAMI can be presented as a resource to those who may want more information regarding the concepts presented in Hope and Change		

Agenda Item: Education Committee Budget for 2008-2009.

Committee Goal Being Addressed: To increase the level of awareness of recovery in the general community.

Discussion: The committee was given an update on the budget for the Education Committee for the fiscal year. In considering related projects for the year, the feasibility of placing the ACCR Website under the Education Committee was discussed.

Action Item	Person Responsible	Target Date
The committee concluded that the Public Awareness Committee would be a more suitable home for the website.		

Next Meeting Date, Location, and Time: August 19, 2008, 7th floor Community Care