

# ALLEGHENY COUNTY COALITION FOR RECOVERY

## Public Awareness Committee

### Minutes

Date: February 21, 2010

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**Co-Chair(s):** Chris Weis  
**Note taker:** Stephen A. Opalanko  
**Attendees:** William Boyce, Kathy Papoleo,

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**Brief Announcements Meeting to return to C.O.G. in Munhall as a permanent. site**

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**Agenda Item: Public Awareness Social Marketing campaign**  
**Committee Goal Being Addressed: Use of First-person Language/Respectful Communication and Stigma Reduction**  
**Discussion: Discrimination and Stigma are Civil Rights and will be subscribed as Social justice issues.**

<b>Action Item</b>	<b>Person Responsible</b>	<b>Target Date</b>
The Public Awareness Committee will conduct a Social Marketing initiative which will address discrimination, stigma and respectful communication in the media.	Committee	On-going

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**Agenda Item: Media Watch**  
**Committee Goal Being Addressed: Media Watch Initiative**  
**Discussion: Public Awareness Committee will develop a media watch initiative. The committee hopes to collaborate with individuals and groups who are willing to monitor the media and make written comments on materials which portray individuals with mental illness in a negative light. The committee will also develop a letter to the editor initiative with the goal of getting one letter published a month.**

<b>Action Item</b>	<b>Person Responsible</b>	<b>Target Date</b>
The committee will meet with consumers who attend psych rehab programs to recruit for the initiative. Cathy will contact MBH to request permission to visit programs.	Cathy Papaleo	On-going

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**Agenda Item: Newsletter**

**Committee Goal Being Addressed: Create a Newsletter for ACCR**

**Discussion: ACCR Public Awareness Committee discussed the development of a periodic newsletter.**

<b>Action Item</b>	<b>Person Responsible</b>	<b>Target Date</b>
Committee will begin research on the feasibility of both publishing a newsletter and hiring a person to work on the project.	Committee	On going

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**Next Meeting Date, Location, and Time: March 9, 2010; Munhall COG building; 2:00 P.M.**