

ALLEGHENY COUNTY COALITION FOR RECOVERY
Public
Awareness Committee:
Minutes

Date: March 9, 2010

Co-Chair(s): Chris Weis

Note Taker: Stephen Opalanko

Attendees: William Boyce, Kathy Papaleo

Brief Announcements: Recovery will be the topic of discussion on the May 4th segment of Humanity Matters on PCTV 21. Cathy Papaleo will be one of the panel members. There will be a limited sized audience allowed to attend the live presentation. Guests are welcomed.

Agenda Item: April Public Awareness Meeting Preparation

Committee Goal Being Addressed: Recovery Awareness and Community Outreach

Discussion: The committee completed preparation for its April 17 meeting which will be used as a community outreach initiative and an opportunity to present our social marketing plans for the fiscal year. The meeting will take part in conjunction with the TCV COG Building Community meeting. The event will also include a presentation by Pittsburgh Pirate Charities. Public Awareness will provide food for the event.

Action Item	Person Responsible	Target Date
e-mail to Pirates to confirm appointment	Bill	March 15
Purchase of Pizza Hut gift Certificates	Bill	April 17
Program agenda and announcement sent to COG Building staff	Bill	March 15

Agenda Item: Public Awareness social marketing plan

Committee Goal Being Addressed: Elimination of stigma and discrimination

Discussion: Committee members discussed plans and assignments related to its social marketing initiative. Immediate objectives include presentations at selected psych rehab sites, a newsletter, TV /radio presentations and a media watch program.

Action Item	Person Responsible	Target Date
Appointments/presentations at selected sites	Cathy, Chris, Bill	ongoing
Contact PCTV 21	Bill	April 13
Newsletter job description	Bill	April 13

Next Meeting Date, Location, and Time:

April 13, 2010 at 12:00 noon. TCV COG Building Homestead