

ALLEGHENY COUNTY COALITION FOR RECOVERY
Public Awareness Committee:
Minutes

Date: June 8, 2010

Co-Chair(s): Chris Weis
Note taker: Stephen Opalanko
Attendees: Kathi Papaleo, Pete Walker, Sandra Johnson

Brief Announcements:

Agenda Item: ACCR Public Awareness budget
Committee Goal Being Addressed:
Discussion: The committee began discussion on its budget request for the 2010-2011 fiscal year. Among the issues under discussion were the proposed projects for the year and an estimation of what these initiatives might cost. The committee plans to pursue a social marketing initiative which will include a media watch campaign, letters to the editor program, a stigma reduction initiative focusing on TV, radio, print and billboard exposure and a newsletter. The committee discussed the necessary related objectives for the campaign as well as projected costs.

Action Item	Person Responsible	Target Date
The committee will finalize the budget request and submit it to the steering committee for review	Chris, Bill	June 30

Next Meeting Date, Location, and Time: the committee will meet on July13th at One Smithfield Street in the Rachel Carson Room. The meeting will start at 2:00 pm and last until 3:30 pm