

ALLEGHENY COUNTY COALITION FOR RECOVERY
Public Awareness Committee
Minutes

Date: November 10, 2009

Co-Chair(s): Chris Weis

Note taker: Stephen A. Opalanko

Attendees: William Boyce, Charlotte Tibbs, Mellissa Medice, Darah Richardson, Pete Walker, Frank Ventrosco, Chris Weis

Brief Announcements: Next meeting to be held at the Turtle Creek MH/MR C.O.G. building in Munhall.

Agenda Item: Committee Goals

Committee Goal Being Addressed: The Public Awareness Committees goals for the fiscal year

Discussion: The members discussed the three main goals established by the ACCR Steering Committee. Initially each of the goals were reviewed and explained. The committee members than discussed how Public Awareness might work towards the achievement of each of the established goals.

Action Item	Person Responsible	Target Date
The committee has decided to primarily focus upon goal #1 and #2 and to work with other groups and committees to get things done.	All Members	Ongoing

Agenda Item: Goals and Objectives for fiscal year.

Committee Goal Being Addressed: 1) Stigma and discrimination will be recognized as civil rights issues that are barriers to recovery. 2) Providers will communicate more respectfully with persons in the service system and recognize their strengths and talents.

Discussion: Among the ideas discussed was the conducting of a social marketing campaign to address issues surrounding the use of First Person Language, particularly in the media. Billboards, Television and Radio Advertising are some of the potential venues discussed for conducting the campaign.

Action Item	Person Responsible	Target Date
Research previously conducted media campaigns	Bill	December 8, 2009
Look in to potential media contacts	Darah	
Look in to advertising cost (billboards) Web advertising	Charlotte/Pete	

Agenda Item: Committee goals

Committee Goal Being Addressed: Community Outreach

Discussion: The committee has decided to maintain the traditional goal and focus of the Public Awareness Committee which is bringing awareness through Community outreach. These goals correspond to the Capacity goals established by the Steering Committee.

Action Item	Person Responsible	Target Date
Research potential outreach sites and objectives	Chris/Bill	Dec 8, 2009

Next Meeting Date, Location, and Time: December 8, 2009. Room 206 Munhall COG building. 2:00 pm.