

Name of Committee: Public Awareness

Co-Chair(s): Chris Weis, Craig Dorin

Note taker: N/A

Attendees: Craig Dorin, Chris Weis, Denise Weis, Lola Zographos, Mike Gruber, William Boyce, Bobbi Donovan, Wes Sowers

Check on this attendance

Announcements:

1. Minutes were approved by the committee
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Agenda Item: Establish New Approach to Connecting with the General Public to Create Awareness and Identify New Methods or Events

Committee Goal Being Addressed: N/A

- The team continued to debate holding an event versus joining an established event in some capacity.
- It was suggested that the committee look into participating in Pittsburgh's 250th birthday year celebration since it will draw much attention and many people.
- Some members stated that they desired to act rather than discuss planning considerations like message, location, audience, etc and recommended that the committee hold an awareness event at the zoo.
- Preliminary ideas for the zoo event are as follows: create a recovery themed "treasure hunt" where the public would stop at different locations in the zoo to get the "treasure" of facts and information. Providers or representatives would be stationed or have tables at each of the locations. Different types of information would be shared based on each target audience. People who complete the hunt would be eligible for prizes. It was discussed that the money usually used for the shirts for each event could be used to purchase prizes or for monetary awards. Bobbi D offered to write a letter to the zoo to pitch the idea.
- The team discussed creating something like the "courage to come back" award for a recovery dinner celebration. The event would be used to honor all of those persons who have been successful with their attempts to overcome their illness and seek their dreams. This was briefly discussed, and was thought to be a fundraising to raise money to support recovery-oriented events and activities.
- The last new approach the team briefly discussed involved using the community libraries to hold public awareness speaking events. It was thought there may be some interest by the general public to learn what it is like to live with a mental illness or addiction. The event could contain general information from an authority like Wes, personal stories by persons from In Our Own Voice, and perhaps some sensitivity exercises to interact with the public on a personal level. It was also thought it might be really nice to collaborate with local law enforcement to share their experiences with the public and educate them on the new CIT training and its impact.
- The team will need to discuss each idea further to determine which will be the most reasonable to complete before July and which will be the most impacting and cost effective.

Action Items	Person Responsible	Target Date
Write letter to contact zoo and pitch awareness event	Bobbi	1/08
Contact library to determine possibility of holding some type of quarterly public awareness speaker event	Bobbi / Craig	1/08

Next Meeting Date, Location, and Time:

Tuesday January 8, 2008
Wood Street Commons 4th flr
11:30am – 1:00pm