

# ACCR Committee Minutes Form

Date: 2-5-08

## Name of Committee: Public Awareness

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

**Note taker:** William Boyce

**Attendees:** Denise Weis, Chris Weis, Craig Dorin, Lola Zographos, Chelsea Quattrone, Bobbi Donovan, Wes Sowers, Al Tracaso, Annette Mendel, Melissa Medice, William Boyce

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**Announcements:** (1) On January 25, Public Awareness Committee members addressed the ACCR Steering Committee to provide an overview of proposed activities and to ask the committee for its support for our efforts. The presentation was well received by the Steering Committee which expressed a great deal of enthusiasm particularly for the Pittsburgh Zoo event.

(2) Bobbi Donovan informed us that we have not as yet received a decision from the Pittsburgh Zoo regarding permission to stage the proposed event. However we have learned that the Zoo Administration would not be in favor of staging the event on Regional Assets District (RAD) or on Mother's Day. They also informed us that on an average Saturday 8,000 people attend the Pittsburgh Zoo. The committee should now move forward with planning using Wes' proposal for stations (topics) presented below. With no word yet received from the zoo we should also look at some alternative event and locations.

(3) Bobbi Donovan also informed us that she has been given a list of libraries with auditoriums which would be acceptable for our proposed Speaker Series. (Homestead, Wilksburg, McKeesport, Carnegie, Homewood)

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**Agenda Item:** The proposed Recovery Awareness event at the Pittsburgh Zoo

**Committee Goal Being Addressed:** The promotion of Recovery and Recovery principles to the general public

**Discussion:**

- Craig suggests that we may have to table the zoo event if a decision is not made soon primarily due to budget concerns although prepaying is also a possibility regarding the zoo event if it cannot be done during this fiscal year.
- Chelsea suggested using the Arts Festival with a carnival like event as a back up venue to the zoo
- Bobbi suggested the Pittsburgh Regatta as an alternate event as well.
- Wes suggested using the event to present the entire scope and broadness of recovery that people can experience. He suggested that the following topics would appeal to a broad cross section of the public:
  - Veterans issues and the impact of traumatic stress
  - Victims of violence
  - Family distress / broken families
  - Substance use
  - Stigma
  - Learning disabilities
  - Gambling
  - Bullying
  - Death/suicide
  - MH disabilities
  - HIV/Disease

- Abuse

The topics could be used to demonstrate the universality of life challenges and recovery experienced by all people at some time in their lives. It was suggested that the topics be circulated among the coalition to determine what has most appeal and resources for support.

- Wes also suggested a bowling event as an alternative.
- Al suggested we reconsider the Un-Dependence Day event with some changes and more media promotion.
- Chelsea proposed that we consider making greater use of the media as well. She proposed to use 501C3 Live a public Access television program as a forum to get our recovery message across. This can be done as soon as April.
- Chelsea also mentioned that she had contacted WQED's ON Q television program and that they are interested in us. It will take approximately 6 months to get on the show.
- It was agreed that formal proposals for the events were needed to accurately explain to the coalition the proposed events, their purpose and what may be potentially needed for their support and execution.

Action Item	Person Responsible	Target Date
Draft proposal for the media campaign	Chelsea	March 4, 2008
Draft proposal for the Zoo-Arts-Regatta Awareness Event	Bobbi	March 4, 2008
Draft proposal for the Speaker Series Awareness Event to support the zoo awareness event	Bill	March 4, 2008

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Next Meeting Date, Location, and Time:

The next Public Awareness meeting will take place on **Tuesday March 4, 2008 at 11:30 am 304 Wood Street 4<sup>th</sup> floor.**