

SUSSEX COUNTY HEALTH COALITION

Sussex County Drug Free Communities Initiative

June 11, 2020

1:00pm to 2:15pm

Virtual Meeting via Zoom

Meeting Minutes

Action Items

- Kathryn to send new meeting invites for the rest of 2020 w/ virtual Zoom links (done)
- Kathryn to send out the Delaware Hope Line PowerPoint (done)
- Connect Judy McCormick & Cara Sawyer (done)
- Cheryl to share information from Katie Capelli (in process)
- Katie Capelli to connect SCHC with opportunities for grants (in process)
- Create a buy-in sheet, co-branding opportunity influence (in process)
- Push DEGP survey out (done)

Welcome / Introductions / Review and approval of May Meeting Minutes

13 Attendees

May meeting minutes were approved unanimously with a motion to accept by Natasha Mullen and a second by Karen Johnston.

Guest Speakers:

Cara Sawyer

DSAMH

Cara.Sawyer@delaware.gov

Topic: Delaware Hope Line

1-833-9-HOPEDE

<https://www.helpisherede.com/Get-Help/> - calendar of events to keep you connected to resources

Text DEHOPE TO 55753 – mental health tips and reminders

DSAMH & Delaware 211 have been working together

Community Resources for Delawareans mental health needs

Make mental health a priority

To encourage promotion of the new Hope Line, DSAMH is asking that your organization make a 15 second video to talk about the Hope Line and how they are dealing with stress and or mental health issues during this time – share on their social media pages so we they can count the # of re-tweets and shares – rules still pending

(Power Point to be shared post meeting)

Katie Capelli

Project Coordinator Office of Health Crisis Response Division of Public Health

Katie.Capelli@delaware.gov

Topic: 2-year Help is Here marketing strategy

Just approved thorough marketing, not final yet so cannot release full strategic plan.

Overarching themes – developing adult anti-stigma campaign

Created a strategy group around addiction and mental health

Concept – how addiction can happen to anyone, such as a patient who had surgery and becomes addicted to pain medication.

Developing messaging and marketing materials in the very near future.



This will be a 52-week campaign

Focus groups with providers to be conducted and use feedback to make it a more streamline, informed process.

Social media toolkit will be provided as well

Delaware Goes Purple 2020 Focus Group/Roundtable

- **Virtual Toolkit**

- Physical locations to ensure a blanket approach for information dissemination across the state
- In Sussex we have funding for virtual platform. For anybody in the state who wants to do that.
- Weekly messaging that people can push out on social media
- All of the logos are on the websites and they are tagged and linked and braided
- Are you willing to host something for your staff?
- Karen Johnston will serve on a statewide committee
- 4h initiative and continue with DEGP messaging
 - Green Goes Purple
 - Staying Drug Free Takes More Than Luck
- Partner with Lights On After School
- Rural Health Subcommittee
- Would you be willing to donate x number of items and co-branding ideas?

Rollout Partner Updates: Please see our Website at www.healthysussex.org to see all the weekly updates. Please send any announcements to ctunderwood@pmgconsulting.net or keliseburritt@gmail.com.

Attendees Matrix

1.	Cheryl Doucette	SCHC	
2.	Kathryn Burritt	SCHC	
3.	Crystal Timmons-Bryant	SCHC	
4.	Peggy Geisler	SCHC	
5.	Cara Sawyer	DSAMH	
6.	Judith Schlott	SUN Behavioral	
7.	Judy McCormick	Delaware Council on Gambling Problems	Director of Prevention Services for Youth across the state of DE, ages 5-24
8.	Karen Johnston	UD 4-H/Cooperative Extension	
9.	Katie Capelli	DPH	OHCR
10.	Markia Burton	Connections	
11.	Monica Shockley-Porter	Dover Behavioral Health	
12.	NaTascha Hughes	RI International - Behavioral Health Crisis and Outpatient Services	
13.	Lt. Russ Little	Seaford Police Department	

