



Montcalm Prevention Collaborative  
Communications Team (CT)  
Minutes – April 14, 2020

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*LOCATION: ZOOM MEETING ~ 9:00 am*

Present: Ray Holloway, Jodie Faber, John Kroneck

Welcome & Call to Order: 9:05 am

Public Comments: None

1) The meeting began by reviewing the MPC budget status. There is approximately \$92,000 available as of the end of February. From the 'Supplies' and 'Other' line items, there is currently approximately \$26,500 still unspent. Since the Montcalm Care Network will not continue as our fiduciary after September 30<sup>th</sup>, we must spend these allocations or turn them back into DFC.

2) Josalyn Jones was available to join us. She reviewed advertising options through Comcast. Discussions included the available options of A) Spectrum TV, we can choose which networks to utilize; B) Streaming TV such as Roku, Playstation, etc.; and C) Digital Video Streaming – having ads placed before the video begins.

Comcast has developed :30 ads which we can purchase as is and add our tag at the end. Josalyn will send copies of these ads to Jodie for distribution to the Communication Team.

There is a ten second trailer in which we can place a tag with our contact information. Ray suggested we see if the youth would like to produce a video tag with them being the speakers.

We also have the option of producing our own spots for use as ads. Ray suggested we do this inhouse, Josalyn can also arrange to have a production company develop our ideas.

Josalyn will send format requirements and a rate scale for placing ads. A base rate of \$38 per 1,000 impressions was provided.

The team suggested putting aside \$3,000 for this media campaign. With another \$3,000 for a radio campaign and \$2,000 for local paper ads.

3) Media Campaign(s) – May through August

a. Discussion included considering foundations for a media campaign to include one or more of the following; MiPHY data; Risk & Protective Factors; Engaging with family at home; Reaching out to others who may be isolated;

b. John presented ideas around using our Wellness Model –

i. Connect – call, text, social media (FB); engage with those you live with – games, projects, talk together, other activities

ii. Move – Get the body moving, get outdoors (while maintaining distancing)

iii. Nutrition – Eat nutrition rich foods, avoid overeating and overuse of alcohol and marijuana and other drug use.

iv. Creative Play – Explore your interests; develop, build, create something just for the experience of doing so; play, enjoy



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- v. Coping – When it’s tough, reach out and talk with a friend, family members, people who support you. Use stress management techniques such as deep relaxation or mindfulness. Call 2-1-1 for resources and other information.
  - c. The team also recommends earmarking money for kids to do marketing, not to exceed \$3,000. This can be used to implement campaigns around social media platforms – Instagram, Twitter, even Facebook if they would like to reach out to the “older” populations.
  - d. John shared that Chantel is looking into developing Podcasts and YouTube spots. In the process, she will be developing a model to use these modalities as we move forward.
  - e. The team explored the idea of having a virtual meeting / event. With many local festivals being cancelled, there may be an interest among community members for something like this. John stated Kara Helms has promoted a Dance event over Facebook, as an example. Ray suggested maybe a contest for youth to be engaged with.
  - f. Outside of electronic media, Laura Ruggles and her daughter are sponsoring an online activity promoting the development of art pieces – as another example.
  - g. It was suggested that we consider purchasing the media production equipment we would need to produce a high quality product. Another option is to explore partnerships with WGLM and/or MCC, utilizing their production equipment and expertise to produce the desired products.
- 4) Case Statements Status – We have case statements for vaping and youth. Still need for marijuana, alcohol, and tobacco. John will look at marijuana, Ray will address Drug Take Back items and Jodie will pull together what has been done with tobacco.
- 5) An update was asked about the new Drop Box scheduled to be placed at the Greenville Public Safety office. Repeated attempts to contact Ron Finegood on this matter have not been productive. Ray will send out another request for an update from Ron. This communication will also indicate that if this attempt for feedback is unsuccessful, the Medication Team will respectfully proceed to secure an update by directly contacting the partners in this project.

Next Meeting is May 12, 9:00 am at Zoom or MMDHD office in Stanton.

Meeting closed 11:10 am

Respectfully Submitted by  
John Kroneck

*Please note:*

NEW CONTACT INFORMATION: Chantel – [COlschanski@mmdhd.org](mailto:COlschanski@mmdhd.org) – 517-672-1245  
(phone numbers are temporary) John – [JKroneck@mmdhd.org](mailto:JKroneck@mmdhd.org) – 989-831-8730