



The McLean County Behavioral Health Marketing Committee Meeting of  
The Board of Health and Mental Health Advisory Board  
Tuesday, December 8, 2020 at 2pm  
200 W. Front Street, Bloomington, Illinois.

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**AGENDA**

**CONTEMPORANEOUS ACCESS FOR THE GENERAL PUBLIC IS AVAILABLE IN ROOM 322 OF THE McLEAN COUNTY HEALTH DEPARTMENT. STREAMING ACCESS WITH A DELAY AVAILABLE AT THE FOLLOWING LINK: <https://www.mcleancountyil.gov/>**

1. Call to Order
2. Roll Call
3. Public Participation

NOTE CHANGE: To promote health and safety, we encourage individuals or groups to email public comment statements to McLean County Health Department at [amy.hancock@mcleancountyil.gov](mailto:amy.hancock@mcleancountyil.gov) by Tuesday, December 8, 2020 at 11am. Statements received by the deadline will be read aloud as part of the record, pursuant to the time parameters in McLean County Board of Health rules (five minutes for individuals or group spoke person). The entirety of the statement will be placed in the official minutes, even if the statement reads longer than the time limit allows.

If you choose to provide comment in person, requests must be received by McLean County Health Department pursuant to timelines in the McLean County Board of Health (24 hours in advance for an item on the agenda and 2 business days in advance of the meeting for items not on the agenda). Please also note that we will adhere to the Phase 4 direction by the Governor which limits the number of individuals that can gather in the County Board Room. In-person attendance will be on a first come basis. Recommended social distancing protocols will be adhered to at all meetings.

4. Items for Information
  - A. Updated information about marketing campaign from key community stakeholders
  - B. Updated information on capacity of 211 system and PATH Volunteer recruitment
5. Items for Discussion
  - A. Discussion of anticipated marketing tools, actions, and approved funding from Board of Health
  - B. Discussion on messaging and focus groups to better target messaging
  - C. Discussion about community liaisons; including communities, rural areas, and organizations
  - D. Discussion about integration of efforts across agencies, educational institutions, advocacy organizations, businesses, faith-based organizations, etc.
6. Action Items
  - A. Approve November 12, 2020 minutes
7. Adjournment