

**Public Awareness Campaign
Brief Timeline of Key Activities**

		Who?	Feb	Mar	Apr	May
What?	Recommend community-based organizations to work with MHB by February 14.	Alder	X			
Why?	<i>CBOs will help recruit resident leaders, share information about the campaign, guide planning efforts, and share knowledge about neighborhood assets and challenges</i>					
What?	Meet with CBOs, neighborhood residents, local faith leaders to get their input on the campaign and the early planning process by February 29.	MHB	X			
Why?	<i>Each of seven wards should identify neighborhood specific outreach and engagement strategies to reach people with information about opportunities to participate in the campaign</i>					
What?	Conduct orientation in identified neighborhoods in each ward by March 31.	MHB		X		
Why?	<i>The orientation will introduce the public awareness campaign for neighborhood level feedback and help residents begin to plan their own community wellness event with the potential for funding by MHB.</i>					
What?	Accept proposals from neighborhood groups interested in hosting a wellness event	Comm			X	
Why?	MHB will review proposals from neighborhood groups to select approximately seven small community events focused on wellness to receive up to \$5,000 in funding from MHB.					
What?	Launch public awareness campaign about community wellness events and available mental health services	Comm			X	
Why?	MHB will help promote community-led messaging about mental health and well-being and share information about each wellness event and mental health services					
What?	Mental Health Awareness Month – events, activities, and information sharing	Comm				X
Why?	MHB will sponsor wellness events that are planned, led and implemented by local communities and raise awareness about the availability of mental health resources and supports					

Who? Alder – Alderperson; MHB – Saint Louis MHB; Comm – Community partners (residents, CBOS, and community members)