

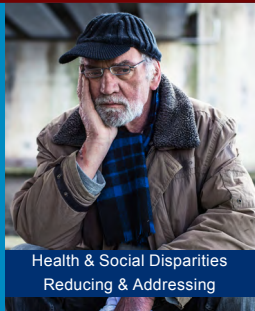
2017

# Annual Report

POPULATION HEALTH CAMPAIGNS &  
BEHAVIOR HEALTH INTERVENTIONS



Advocating for Diversity  
& Systems Change



Health & Social Disparities  
Reducing & Addressing



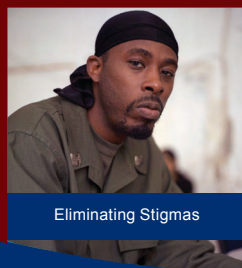
Executing Behavior  
Change Interventions



Empowering Communities



Producing Culturally  
Relevant Communications



Eliminating Stigmas



Sharing Knowledge & Skills

# MEE<sup>®</sup>

MOTIVATIONAL EDUCATIONAL ENTERTAINMENT

PHILADELPHIA, PA

LOS ANGELES, CA

ATLANTA, GA

COLUMBUS, OH

[www.meeproductions.com](http://www.meeproductions.com)

 MEEProductionsInc

 @meeproductions

**Table of Contents**

# Table of Contents

---

Letter from the President | Pg4

MEE in Action 2017 | Pg5

MEE Launches New Website | Pg6

## Client Projects

PDPH - Lead Poisoning Awareness | Pg7

Louisiana Department of Health - Raising Awareness of Lead Poisoning Prevention | Pg7

Louisiana Public Health Institute - Reducing Tobacco Use by African-American Men | Pg8

PDPH - Tips From Former Smoker | Pg9

PDPH - Safe Sleep Social Marketing Campaign | Pg9

PDPH - "Break the Cycle" Tobacco Industry Campaign | Pg10

PDPH - "Don't Take The Risk" Opioid Prevention Campaign | Pg10

Louisiana Bureau of Family Health - Community Outreach and Professional Development | Pg11

African American Network Against Alzheimer's - Raising Awareness of Alzheimer's | Pg12

NJFPL - A Parent-Teen Engagement Campaign to Reduce STI's | Pg12

MEE's "We Are!" Black History Month Education Campaign - Black History Month Celebration | Pg13

Thomas Jefferson University - Prostate Cancer Research Study | Pg13

Children's Hospital of Philadelphia - Community Asthma Prevention Program (CAPP) | Pg14

Columbus City School District - Mentor Recruitment Campaign | Pg15

OhioMHAS - Synar Tobacco Retailer Education | Pg16

OhioMHAS - Be Present - Youth Suicide Prevention Campaign | Pg17

OhioMHAS - Be Present - Online Toolkit for Youth Engagement | Pg18

OhioMHAS - Families 4 Veterans - Suicide Prevention Campaign | Pg19

AccessMatters - Promoting Adolescent Health Resource Centers | Pg20

Project LAUNCH - Raising Awareness of the Emotional Well-Being of Louisiana's Children | Pg21

Company Directory | Pg22

## From The President Still Innovating, Online and Offline



**25** years ago, in 1992, MEE put out its first national market-research project, *The MEE Report: Reaching the Hip-Hop Generation*, documenting the many stressors, challenges and negative influences that

were engulfing youth in hard-hit communities. Most of our work continues to be focused in communities with the highest health disparities and the most daunting social determinants.

We are using a protective-factors approach to primary prevention, focusing “upstream,” on factors we can put in place to support at-risk populations, in their homes, schools, programs and neighborhoods, leveraging the power of the peer group. MEE has also infused a trauma-informed approach into all of our behavioral health interventions – committed to reflecting the daily realities of our most at-risk populations.

We now live in a world driven by technology and digital media. Therefore, it's on us to figure out how to best leverage digital and social media to support pro-social behavior change.

Our diverse staff, with a range of ages, experiences, personal styles and cultural backgrounds, has helped MEE expand its presence on and utility of digital/social media, working to build stronger followings on a variety of platforms. We have begun to incorporate e-learning tools and strategies to educate and empower audiences to take an even more active role in creating healthier, safer and stronger communities. A key step is to fully integrate digital/social media into MEE's social marketing campaigns and community-engagement work. This is part of continually making important investments in our people and our systems, in order to build and expand our capabilities.

In spite of profound changes in the tone of our national dialogue, we will continue to work as a team that remains committed to our socially-responsible mission and to providing our clients with cutting edge communication solutions. We stay passionate about our work and excited about the road ahead. Stay tuned for a productive 2018!

Peace,  
Ivan J. Juzang  
Founder/President



## MEE in Action 2017

### Marketing/Social Marketing

- African American Network Against Alzheimer's
- Louisiana Public Health Institute - Tobacco Cessation
- PDPH Safe Sleep Awareness
- Louisiana Department of Health - Lead Poisoning Prevention
- PDPH Lead Poisoning Awareness
- PDPH "Tips" Tobacco Prevention Campaign
- PDPH Break the Cycle Smoking Campaign
- Louisiana Bureau of Family Health
- OhioMHAS Be Present Campaign
- PDPH Opioid Prevention Campaign
- NJFPL Parent-Teen Engagement Campaign to Reduce STI's

### Media/Materials Development

- PDPH Safe Sleep Awareness
- Louisiana Bureau of Family Health Community Outreach and Professional Development
- NJFPL Parent-Teen Engagement Campaign to Reduce STI's
- Louisiana Department of Health - Lead Poisoning Prevention
- Columbus City School District Mentoring
- Thomas Jefferson University - Prostate Cancer Study
- OhioMHAS Be Present Campaign
- OhioMHAS Families 4 Veterans
- OhioMHAS Synar Tobacco Retailer
- AccessMatters Promoting Health Resource Centers
- Children's Hospital of Philadelphia Community Asthma Prevention Program (CAPP)
- Project LAUNCH Louisiana

### Audience Research

- Thomas Jefferson University - Prostate Cancer Study
- Louisiana Bureau of Family Health
- PDPH Safe Sleep Awareness
- Columbus City School District Mentoring
- OhioMHAS Be Present Campaign
- OhioMHAS Families 4 Veterans

### Workshops/Technical Assistance

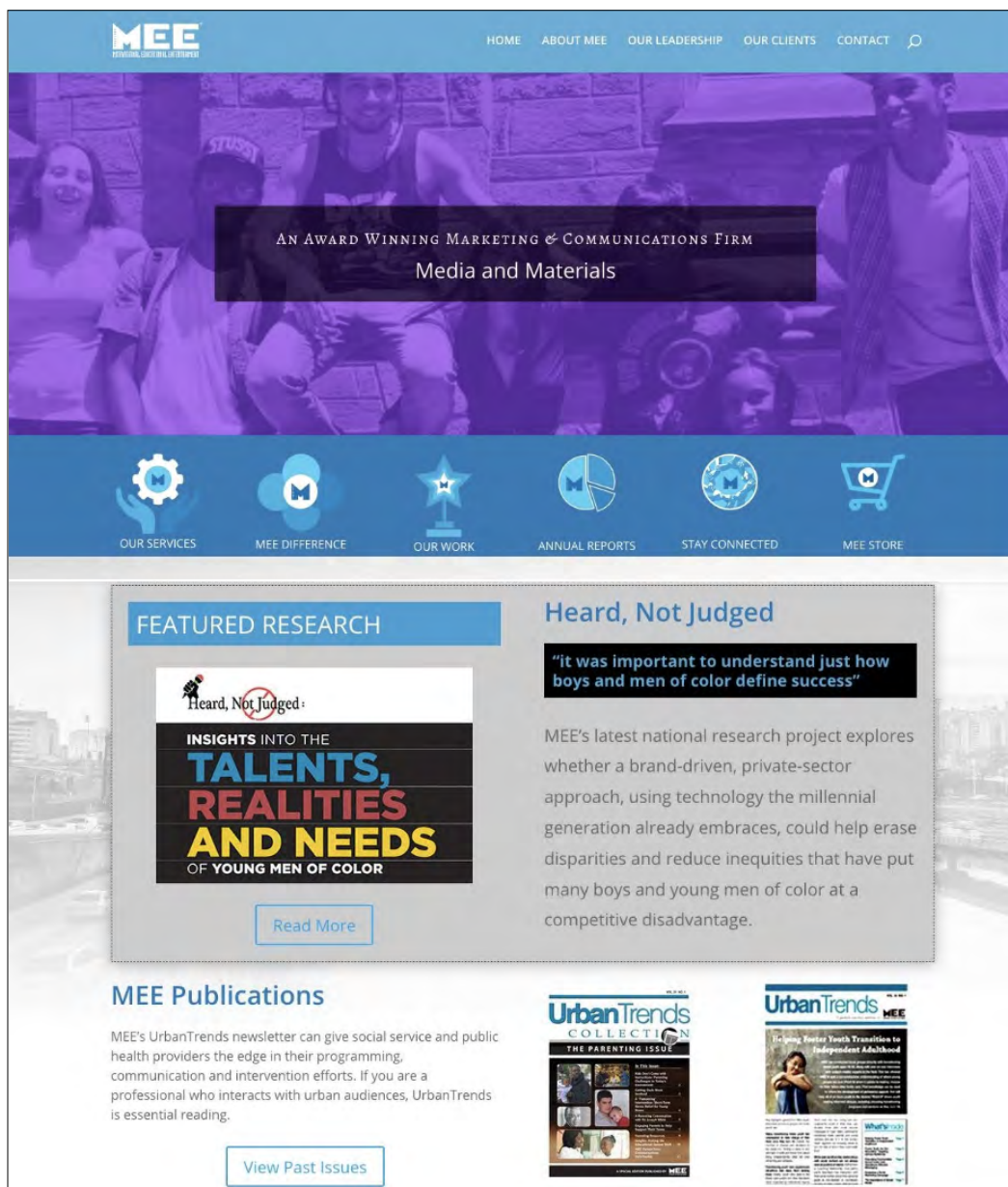
- Louisiana Bureau of Family Health
- Louisiana Public Health Institute
- National Lead and Healthy Housing Conference
- Columbus City School District Mentoring
- Project LAUNCH Louisiana
- National Medical Association

## MEE Launches New Website

In 2017, MEE got an online make-over. We are excited to unveil a new website design that we hope creates a more streamlined experience for our community partners, clients and other visitors.

Our goal was to develop a user-friendly site that not only provides a clear overview of MEE's history and our health communications, marketing and media production services, but also highlights some of our most impactful work over the past 25+ years of addressing health and social disparities with hard-to-reach audiences.

Whether this is your first encounter with our company or you are a longtime partner in our efforts to improve life outcomes in underserved communities, we hope that you enjoy browsing through our new site!





## Philadelphia Department of Public Health

### Lead Poisoning Awareness

During the Spring and Summer of 2016, MEE developed and executed a lead poisoning awareness media campaign targeting low-income Philadelphia parents of toddlers and children under 6 years old.

Advertising was developed to make parents aware that families who rent homes built before 1978 should obtain a certificate from their landlord verifying that the home is “lead-free” or “lead-safe.” Philadelphia landlords must ensure that homes have been inspected and certified because even low levels of lead can cause life-long brain damage in children.

MEE created radio/audio ads for Pandora music streaming advertising; transit ads seen on SEPTA buses and trains and platforms; and social media ads for Facebook and Twitter. This very successful campaign resulted in a significant increase to the campaign website views and clicks and calls to the hotline from parents for more information.



## Louisiana Department of Health

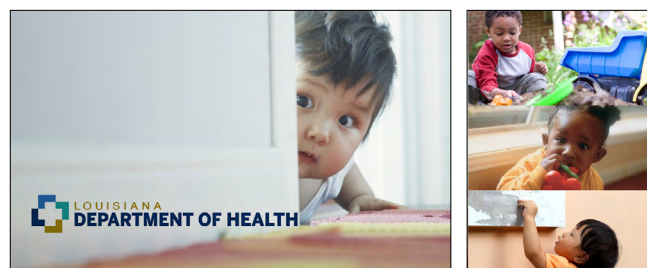
### Raising Awareness of Lead Poisoning Prevention Across Louisiana

For the third consecutive year, MEE has addressed the issue of lead poisoning prevention in Louisiana by working with the Louisiana Healthy Homes and Childhood Lead Poisoning Prevention Program (LHHCLPPP) to implement a campaign that provides parents and caregivers with information and resources to create lead-free zones in their homes and ensure that their children are not at risk for lead poisoning. The campaign, which targets the parishes around New Orleans, Monroe and Alexandria, also focuses on encouraging medical providers to screen every child for lead exposure at least once by age one.

In 2015, MEE developed print materials targeting both parents and medical providers and conducted a series of Chat & Chew information sessions and webinars with service providers in New Orleans, Monroe and Alexandria to create a community-based network of providers that will support the campaign and motivate the community members they service to get more information about lead prevention and maintaining a healthy home.

In 2016, in addition to the continual dissemination of campaign materials to campaign partners in the targeted areas, MEE also developed additional print materials and conducted community canvassing in New Orleans.

In 2017, MEE developed and produced two 30-second radio ads that will be placed on both traditional radio stations and Pandora. MEE also produced a 2-minute video that raises awareness of lead prevention for families across Louisiana and provides a call-to-action to get children tested for lead exposure. The video will be shown in WIC clinics across the state and featured on LHHCLPPP's website.



[Link to Video](#)

[Link to Radio Ads](#)

## Louisiana Public Health Institute

### Reducing Tobacco Use by African-American Men in Louisiana

After piloting the campaign in Shreveport, MEE was hired by the Louisiana Public Health Institute to roll-out its African-American Male Tobacco Cessation campaign in Baton Rouge. The campaign targeted African-American males, ages 35 – 59, who were aware of the dangers of smoking or who were ready to quit, by letting them know that support was available to help them be successful, highlighting the states cessation resources.

MEE's campaign promoted and raised awareness of the Louisiana Tobacco Quitline (1-800-QUIT-NOW) and the QuitWithUsLa.org website where users could receive Tobacco Cessation Trust services, such as: consultation with a tobacco cessation specialist; free self-help guides, tools and support materials; referrals to face-to-face programs in their areas; and materials for smokeless tobacco users.

The campaign also delivered the message that these and other resources are user-friendly, culturally specific and can be trusted. MEE's campaign consisted of radio ads on five radio stations, billboards in targeted communities, Facebook ads, community canvassing targeting barbershops and community outreach at local events.

As part of the campaign, MEE also helped LPHI and its local partners plan and implement, "Baton Rouge Speaks: A Conversation About Jobs, Health & Social Justice in Our Community." The community event took place at Capitol Elementary School and featured presentations from community leaders, city council representative and local entertainers.



**You're Not Alone**  
in Your Struggle to  
Stop Using Tobacco.

**The Louisiana Tobacco Quitline**

**5**  
Ways We Support  
Your Efforts To Quit

- ✓ Quit support 24 hours a day, 7 days a week
- ✓ One-on-one phone counseling with a Quit Coach
- ✓ Nicotine replacements (gum, patches and lozenges)
- ✓ Smoking-cessation classes in your community
- ✓ Free programs, resources and peer support

Call 1-800-QUIT-NOW or visit [QuitWithUsLa.org](http://QuitWithUsLa.org)

**QUIT WITH US LA**  
Louisiana Tobacco Cessation Trust

**Get Help Quit Smoking**  
Louisiana Tobacco Cessation Trust

**Make Today the Day You Quit**  
Call 1-800-QUIT-NOW or visit [QuitWithUsLa.org](http://QuitWithUsLa.org)



**Baton Rouge Speaks**

A CONVERSATION ABOUT  
JOBS, HEALTH & SOCIAL  
JUSTICE IN OUR COMMUNITY.

**SPEAKERS:** **HOST:** **ENTERTAINMENT:**

Terry Simmons Gary Aushon Rev. Reginald Dr. Rani Whitfield "Tha Hip Hop Doc" Vince Hutchinson Love-N-Pain

[Link to Radio Ads](#)



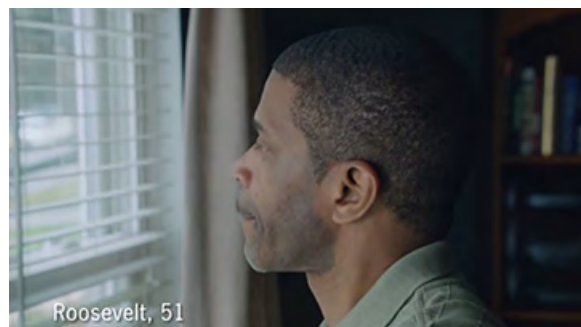
# Philadelphia Department of Public Health

## Tobacco Prevention Campaign: Tips from Former Smokers

MEE worked with the Philadelphia Department of Public Health to continue its smoking-cessation initiative through the use of the Centers for Disease Control and Prevention's (CDC) Tips From Former Smokers® advertising, which features former smokers living with smoking-related diseases and disabilities, that emphasizes the toll these conditions have taken on them.

"Tips" ads focus on the many health issues caused or made worse by smoking or exposure to secondhand smoke, including strokes, premature births and respiratory diseases.

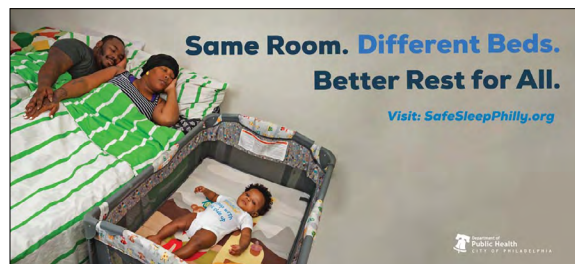
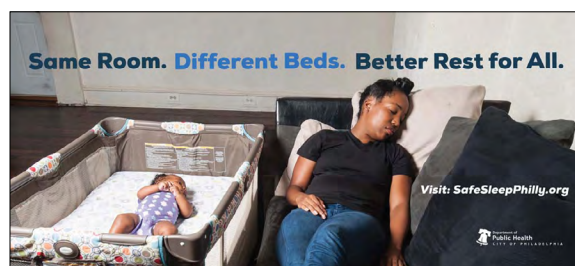
MEE adapted and implemented Terry's Don't Smoke Tips ad for use on cable TV, broadcast media and YouTube. The ad ran on CBS-TV and CW Philly and, on cable, on VH1, BET, Comcast Sportsnet, Cartoon Channel, FX TV, Discovery, TBS, TNT, USA, SciFi, ESPN, SPIKE TV, Comedy TV and Lifetime Movie Network.



## Safe Sleep Social Marketing Campaign Targeting African American Parents

MEE continued its extensive work with the City of Philadelphia as it was hired by Department of Public Health's, Division of Maternal, Child & Family Health to design and implement a multimedia and community outreach campaign to promote safe sleeping environments for infants. In an attempt to address the 127 sleep-related deaths of African American infants in Philadelphia between 2011 and 2015, the goal of the campaign is to increase awareness of safe sleep practices among lower-income African American parents, ages 26-31, in Philadelphia.

The project involved message development, audience research and media testing, materials development media placement and community outreach. Media placement included poster at targeted subway stations and bus shelters, radio ads on both broadcast radio and Pandora, and social media ads. Though citywide in scope, the community mobilization and outreach activities of the campaign focused on the communities of North and Southwest Philadelphia. The media and materials directed parents to visit SafeSleepPhilly.org where they can get more information on providing safe sleep environments for their infants.



[Link to Radio Ads](#)

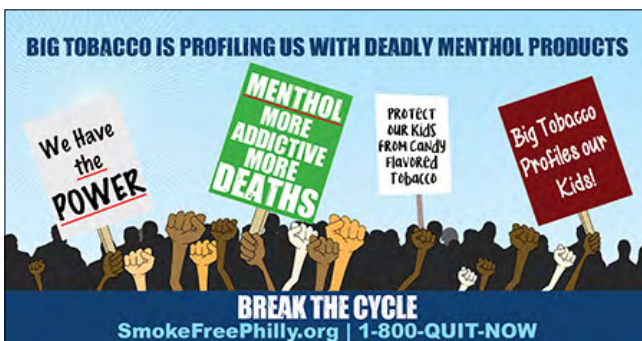
# Philadelphia Department of Public Health

## “Break the Cycle” Tobacco Industry Campaign

MEE continued its relationship with the Philadelphia Department of Public Health (PDPH) in the fourth year of the SmokeFree Philly initiative, a part of the city’s “Get Health Philly: Working Together for a Healthy, Active and Smoke-Free City.”

The “Break the Cycle” campaign is a tobacco de-normalization effort focusing on tobacco industry (Big Tobacco) marketing and past practices. Our objective was to educate the public—particularly teens and young adults—about tobacco industry practices that promote tobacco use to low-income and vulnerable populations and the adverse impact of this expensive campaign targeting the poor, youth, and people of color.

Our campaign consisted of a series of radio ads, outdoor advertising and social media, especially Facebook and Instagram. The campaign was widely aired in Philadelphia on popular youth-targeted stations including Amp 96.5 and Power 99. This innovative campaign received enthusiastic response, with heavy website hits and adaption by other areas in Pennsylvania.



## “Don’t Take The Risk” Opioid Prevention Campaign

Philadelphia’s “Don’t Take the Risk” opioid prevention campaign was created to educate residents who may have used opioids but are not educated about the dangers of opioids. Overdose deaths represent the tip of a huge iceberg of opioid use, abuse and addiction in Philadelphia. In the City, an estimated 55,000 people abuse prescription opioids, and 150,000 (or roughly one in ten people) receive more than one prescription for opioids per year. This crisis has been caused by over-prescribing of opioids by physicians, in combination with aggressive (and criminal) marketing of heroin and fentanyl on the streets.

The target audience for “Don’t Take the Risk” is adults age 25-44 who have taken opioids at least once but are not daily users. Campaign videos, in both English and Spanish-language, featured real people affected by prescription opioids, including those who suffered from addiction and those who lost loved ones from overdose. The people in the videos describe how the affected person first was introduced to prescription opioids and then the consequences that followed. The taglines are: “Prescription painkillers: Heroin in pill form. Don’t take the risk.”

The campaign ran for two months during the summer of 2017, launched with a press conference by Health Commissioner Thomas Farley. Though MEE normally researches (with the target audience) and develops the creative messaging for campaigns it executes, MEE customized this existing campaign and implemented the media plan. The campaign revolved around the imagery and message of the videos. MEE created and implement the mobile/social media campaign using PSA-style ads on Facebook, Instagram, YouTube and Google AdWords. This project continued MEE’s long presence in the substance-abuse prevention space, focusing on reaching at-risk populations with resonant messaging and effective communications strategies.



# Louisiana Department of Health - Bureau of Family Health

## Community Outreach and Professional Development to Address Health Disparities in Communities of Color

After five years of implementing the SIDS Risk Reduction & Safe Sleep social marketing campaign for the Bureau of Family Health (BFH), MEE began working with BFH on a three-year contract to effectively administer, manage and evaluate a statewide community outreach and professional development initiative to address health disparities through community outreach, building community linkages, and health education for low-income African Americans of reproductive age.

The goal of the community outreach and professional development activities are to improve maternal and child health outcomes and reduce infant mortality, particularly among African-American residents in Louisiana, by increasing the amount of culturally-relevant health information available in underserved communities and by improving the effectiveness of BFH staff and partners in engaging members of the community and delivering that information.

In 2017, MEE continued disseminating safe sleep materials to campaign partners across the state. MEE also

conducted community canvassing sessions targeting child care providers and conducted Chat & Chew Information Sessions with BFH partners in Monroe, Shreveport and Baton Rouge. In addition, MEE conducted three professional development workshops and three webinars on effective communications for more than 150 service providers from BFH and its partnering organizations.

MEE also developed and produced three 30-second radio ads promoting safe sleep practices to parents. The ads ran statewide on Pandora during SIDS Awareness Month in October.

Lastly, MEE conducted qualitative, focus group research with African-American fathers in New Orleans, Baton Rouge and Shreveport. The overall purpose of the research was to get a better understanding of how state agencies like BFH can engage African-American fathers to support the health and wellness of their families, particularly of their female partners and children.



[Link to Radio Ads](http://GiveYourBabySpace.org)





## African American Network Against Alzheimer's

### Raising Awareness of Alzheimer's in the African-American Community

For the fourth consecutive year, MEE was hired by the African American Network Against Alzheimer's (AANAA) to help raise community awareness and promote the award-winning play *Forget Me Not*. This year AANAA took the play to Boston, MA; Kansas City, MO; Washington, DC; Providence, RI; Phoenix, AZ; Nashville, TN; and Charleston, SC. Written by Garrett Davis, the goal of the play is to raise awareness of Alzheimer's disease, especially in the Black community. The play shows just how far-reaching a disease like Alzheimer's can be, affecting not just the immediate family, but also friends and those in the community.

MEE utilized its Community Network (CN) partnerships to conduct a series of community mobilization and outreach activities, along with e-mail blasts to CN members and Facebook ads to drive attendance to the play and increase awareness of AANAA. MEE's promotional activities resulted in 570 ticket requests in Boston, 1,200 requests in Kansas City, 480 requests in Washington, 470 ticket requests in Providence, 1,200 requests in Phoenix, 340 requests in Nashville, and 500 requests in Charleston. In 2018, MEE will continue to work with AANAA on a national tour for *Forget Me Not*.



[Link to Promotional Video](#)

## New Jersey Family Planning League

### Implementing a Parent-Teen Engagement Campaign to Reduce STI's

In the latest phase of work with the New Jersey Family Planning League (NJFPL), MEE developed and launched a culturally-relevant outreach and education campaign targeting parents/caregivers of 'tweens and teens in Cumberland, Salem, and Gloucester Counties. MEE developed the branding, messages and materials for the campaign including, digital/social media, outreach materials, and a campaign website.

The MEE Creative Team leveraged its content expertise to create specific messages/slogans and content for community and parent outreach. The focus groups, along with input from a Parent Council helped confirm "Point A"—where the target audience is now—related to their level of awareness, attitudes, perceptions and needs related to engaging their children in productive dialogue about sex and making decisions related to sexual and reproductive health.

The campaign ran over the summer and fall months. NJFPL created community outreach activities to address key needs identified in the community. MEE executed media placement on a predetermined schedule, using outlets such as Pandora, community billboards and social media advertising. MEE is also transcreating Spanish-language versions of campaign materials for a 2018 sub-campaign to engage Latino parents of teens in the project area.



[Link to Website](#)

# Thomas Jefferson University - Prostate Cancer Study





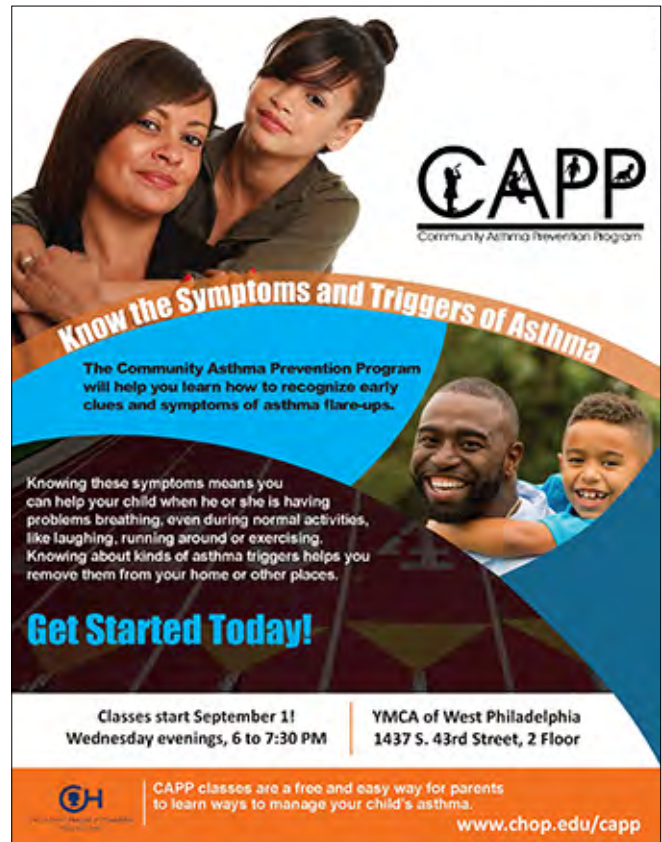
# Children's Hospital of Philadelphia - Community Asthma Prevention Program

## **Audience Research for an Asthma Community Education Program**

Based on audience research with parents and teens, MEE is developing community-engagement materials to support the Community Asthma Prevention Program (CAPP) at Children's Hospital of Philadelphia. Persuasive content was created for outreach and education materials targeting Philadelphia-area teens with asthma, along with parents/caregivers of these teens.

Message concepts were developed into outreach flyers, social media posts and a variety of web banners. MEE also developed a strategic plan for social media development to support promotion of CAPP's programs and services.

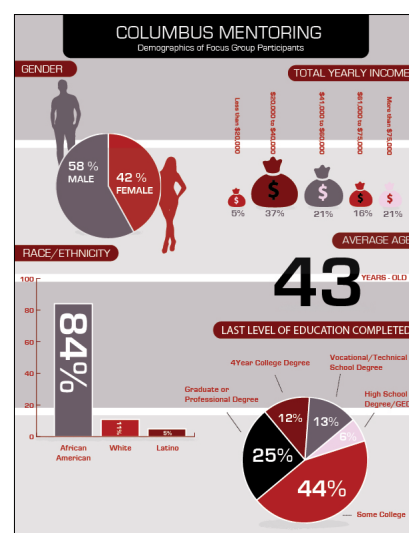
In addition to developing materials for CHOP, MEE also created an outreach flyer for an affiliated program at the University of Pittsburgh Medical Center (UPMC).



## Columbus City School District - Mentor Recruitment Campaign

### Columbus Mentoring - Increasing the Pool of Adult Mentors for Columbus City School District Students

The Office of Student Mentoring Initiatives for the Columbus City School District contracted with REACH Communications (REACH) and subcontractor MEE Productions Inc. (MEE) to develop a comprehensive Strategic Communications Plan to reach, engage and recruit additional mentors, and to design street credible, authentic and culturally-relevant messages, materials and strategies to increase the participation of under-utilized individuals as mentors and volunteers in the Columbus schools and within the Columbus community. The scope of work for the overall project included building or enhancing the capacity of members of an existing Columbus Mentoring Alliance to identify and recruit mentors. This Toolkit was developed in conjunction with dialogue with the Alliance. The contents also reflect what MEE/REACH heard in focus groups with current and potential mentors, helping us refine the topics and content for the Toolkit. MEE/REACH delivered a Toolkit that contains the information and contents needed for Alliance members to execute an effective and culturally-relevant outreach and recruitment campaign, as laid out in the Strategic Communications Plan submitted in July 2017. That Plan is the roadmap for a community awareness and engagement campaign, with details on how to prepare for, launch and execute a culturally-appropriate mentor-recruitment campaign in the Columbus area.



## One Person Can Make a Difference.

### AND THAT PERSON COULD BE YOU.

If we want Columbus to continue to grow and develop, then we need our young people to do the same. They are our future. Increase achievement and excellence in Columbus by investing in our children and youth, including those enrolled in the Columbus City Schools.

The organizations in the Columbus Mentoring Alliance need people just like you. Mentoring is important because it is beneficial not only to an individual youth, but also to our community as a whole.

There are some things young people shouldn't go through alone. Life is one of them.

Most of us didn't make it this far without some help, encouragement, and support from a caring adult. Neither will this generation. Give back by investing your time and talent to ensure that every child has someone to step up on his or her behalf. By being a mentor, you can transform a child's life. Step up and take a role! Together, we can make a difference.



# Ohio Mental Health and Addiction Services

## Synar Tobacco Retailer Education

Section 1926 of the U.S. Public Health Services Act, referred to as the Synar Amendment, requires states to decrease youth access to tobacco by not allowing youth under 18 years old to purchase tobacco products. MEE is working with the Ohio Department of Mental Health and Addiction Services (OhioMHAS) to create new Ohio Tobacco Retailer Training and Signage and media to promote the training to retailers throughout the state. The Retailer Training will include a PowerPoint, a video plus support media and signage. MEE will also create a postcard for agencies to distribute directly to retailers and MEE will develop a mobile/social media campaign to make retailers aware of their obligation and the availability of the training.



MEE is updating existing online tobacco education training and develop new educational materials to disseminate to tobacco retailers statewide.

In 2017, MEE began to revise or update existing online tobacco education training and materials currently accessed through OhioMHAS E-based academy. We will also update signage about sales of tobacco to youth (some cities have raised age limits to buy tobacco) and about smoke-free laws.

MEE is developing a new online Ohio Tobacco Retailer Training Kit and printed educational materials, including signage and a postcard announcing the new retailer-specific toolkit. The online Ohio Tobacco Retailer Training Kit is for Ohio stores and retailers that sell tobacco products. The proposed online toolkit includes updating Ohio training and education materials to reflect changes youth tobacco-access laws that have been made over the past year. It also includes the creation of new tobacco-related materials for print and digital dissemination that are both culturally and linguistically appropriate (including Spanish-language versions), primarily focusing on the subset of retailers who are typically non-compliant with tobacco control regulations. All materials will be tested (and then further refined) based on focus group testing.

Overall, compliance in Ohio with tobacco regulations is fairly good, according to the 2016 Synar report submitted to the federal government. However, there are still approximately 20% of the licensed tobacco retailers found not in compliance during random inspections. MEE specializes in reaching the hard-to-reach; we will help develop outreach and information messages to convert the outliers and move them toward compliance. Our by-and-for approach will help us develop counter-arguments that address the reasons that these kinds of retailers have been out of compliance.



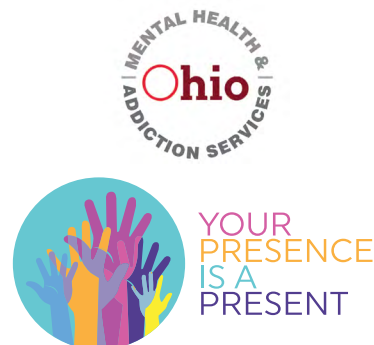
# Ohio Mental Health and Addiction Services

## Be Present - Youth Suicide Prevention Campaign

MEE/REACH was commissioned by OhioMHAS to develop and implement an innovative and critically needed prevention campaign in Ohio addressing youth/young adult suicide. The “Be Present” campaign focuses upstream, on primary prevention and protective factors we can put in place to support young people in their schools and homes and within their peer groups. The Be Present campaign focuses on youth, teens and young adults across the state - from high school, through college and early adulthood. However, adults will also play an important role in the success of this campaign.

2017 has been focused on developing a statewide social marketing campaign that empowers young people to step up and help peers, friends, classmates and siblings deal with issues like depression, stress, anger, loneliness, bullying or harassment. We will link young people to local and state-level resources, information, immediate crisis intervention and longer-term care (if needed).

Our initial, broader-community level efforts launched in early November, with a dedicated website, social media, Pandora radio ads and an array of print materials, all created using a “by and for” youth process.



# Ohio Mental Health and Addiction Services

## **Be Present - Online Mental Wellness Toolkit (Youth Engagement)**

The “Be Present” Website (Campaign Friends level) will be the entry point for all users accessible via computer or smartphone. Once they complete the registration process, users will see an overview of the toolkit and learn about two additional levels in which they can participate in the “Be Present” Campaign.

The Be Present Online Mental Wellness Toolkit focuses “upstream,” promoting protective factors against youth suicide and openly addressing identified stressors and traumas that we know put young people at risk. The online toolkit will be a way to connect teens and young adults within a county and across Ohio – building an online community of people who care deeply about this issue, and encourage them to take action in their schools, neighborhoods and hometowns to affect positive change.

We would allow a cross-section of youth from schools and out-of-school programs across the state to participate in the campaign at their own level of comfort and interest, by choosing among several, increasingly active ways to be involved with the campaign.

As illustrated in the diagram below, the components of the toolkit, reflecting various levels of participation, all build upon each other. These levels will allow users to customize the activities to reflect the needs and interests of a specific school, sub-population (e.g., LGBTQ youth) or community.

The toolkit will connect young people to Webinars, online tutorials and other, in-person training opportunities to learn about how to facilitate support groups (online and in-person) in their home communities. They will attend in-depth training on how to create and manage these groups, leading to a certification as a Campaign Wellness (suicide prevention) Facilitator. Once the groups are activated, the toolkit will provide a forum for booster training and an online learning community where facilitators can continue to hone their skills and strategies.

Because we understand the serious, life-and-death implication of this work, OhioMHAS and MEE Productions are convening an advisory group representing a mix of disciplines and backgrounds, but who all are committed to implementing evidence-based strategies within a culturally relevant framework.

The Toolkit will be evaluated for impact and effectiveness by the School of Public Health at the University of Colorado-Denver. The Toolkit will contain brief pre- and post-interaction surveys (HIPPA-complaint) at the two additional levels, so that we can measure changes in knowledge, attitudes and behaviors. Because the Toolkit will primarily be an online, Web-based tool, we will also be able to measure user engagement with the Campaign’s component messages, videos and instructional materials.





## Table of Contents

# Ohio Mental Health and Addiction Services

### **“Families 4 Veterans” (Veterans Suicide Prevention Campaign)**

MEE is working with Ohio Mental Health and Addiction Services, Ohio Department of Veterans Services and Ohio National Guard to create the Families4Vets suicide prevention campaign to engage families and friends to get involved (“step up”) for their “active & returning” family member (Veteran/National Guard) who may be struggling to re-adjust to civilian life by (1) Addressing stigmas related to help-seeking; (2) Promoting protective factors and positive coping skills; (3) Increasing awareness of available treatment services; and (4) Helping (making it easy for) family members to access the support and services they need.

An additional objective of the campaign will be to increase families and friends’ awareness and prevention of suicides among veterans, along with building capacity of military families to support each other and their loved ones in times of need.

**Target Audience:** The primary target audience for the campaign are Ohio Family Members and Friends of Veterans/ National Guard Service Members, including:

- Spouses/Partners/Significant Others
- Parents
- Siblings of Veterans
- Adult and Teen Children
- Close Family Friends
- Other Veterans and National Guard Members Who Served with Returning Service Member

This campaign will help spouses, parents, siblings, adult/teen children, close family friends understand more about and the impacts of what veterans and Ohio National Guard Service Members have gone through and have been exposed to during their service. They will be encouraged/empowered to “provide mental health support” when they see signs of a mental health issue or crisis based on trauma the service members may have experienced. Family/friends will link those who are suffering from anxiety, depression, PTSS, etc., and may be at-risk for suicide to information, local resources (supports), immediate crisis intervention services and, if necessary, one of Ohio’s Veterans clinics (for longer-term mental health treatment/care).



## AccessMatters - Promoting Adolescent Health Resource Centers

### Health Resource Center Expansion Project

MEE Productions Inc. supported AccessMatters' Health Resource Center (HRC) Expansion Project in Pennsylvania by helping them to effectively reach and promote their program to youth in Fayette and Lycoming counties. Health Resource Centers provide youth with the information, support and resources that they need to make informed, healthy choices that will ultimately lead to a reduction of negative sexual-health outcomes and better life outcomes. The primary goal was to develop a social marketing campaign that speaks to, engages and motivates Fayette and Lycoming teens to access Health Resource Centers.

MEE developed branding (logo), media & messages, conducted testing focus groups with high school-aged youth in Fayette and Lycoming Counties and developed a Dissemination Framework (media placement recommendations) for a social marketing campaign. The objective of the campaign – our Point B – was to increase traffic to and usage of the Health Resource Centers in the counties. Project deliverables included:

- Themes/Messages
- Slogans/Names
- Focus Groups Testing. MEE also developed a Point B document and conducted focused groups to test messages, themes and media in 4 focus groups in Fayette and Lycoming Counties
- Logo/Iconography. MEE created and tested over 15 concepts and delivered a B&W & a color version of the final media
- Print/Social Media Ads. MEE created 2 palm cards, 2 postcards, 2 flyers and 2 posters
- Radio/Audio Pandora Ad. MEE created 4 radio ads and 2 banner ads
- YouTube Video (short video, 90 seconds in length). MEE delivered 3 versions of the video using new/original concepts

### TEEN-FRIENDLY SEXUAL HEALTH RESOURCES



**HEALTH  
RESOURCE  
CENTER**

**FREE, CONFIDENTIAL AND ALL ABOUT YOU.**

**CALL US @ (570) 567-5400 EXT. 417**

 /LYCOMINGTEENSMATTER



[Link to Radio Ads](#)

[Link to Video](#)

## Table of Contents

# Project LAUNCH (Linking Actions for Unmet Needs in Children's Health)

## Raising Awareness of the Emotional Well-Being of Louisiana's Children

MEE was hired by Project LAUNCH to design and implement a communications campaign in Lafayette, Vermillion and Acadia Parishes that encourages parents to be more aware of their children's emotional and mental health and provides resources to help empower them to improve their children's overall well-being. The three-month campaign was designed to drive parents and caregivers to the Project LAUNCH website in order to access local resources.

In addition to campaign print materials that were distributed to day care centers and organizations that work with parents, MEE also developed and produced a radio ad (that ran on local radio and Pandora), a billboard and Facebook ads. MEE also utilized its Community Network partnerships to conduct a series of community mobilization and outreach activities designed to expose both the campaign messaging and materials to parents and caregivers on a grassroots level. MEE President, Ivan Juzang, also provided technical assistance to Project LAUNCH staff in the form of a communications workshop.



[Link to Radio Ads](#)

## Table of Contents

### Executive Officers

**Ivan J. Juzang**  
Founder and President

**Thierry Fortune**  
Senior Vice President

**Alicia L. Jackson**  
Senior Vice President

**William J. Juzang, II**  
Vice President

**Pamela M. Weddington**  
Vice President

### Board of Directors

**Ivan J. Juzang**  
President and Chairperson

**Thierry Fortune**  
Senior Vice President and Treasurer

**Alicia L. Jackson**  
Senior Vice President and Secretary

**James E. Mitchell, Jr.**  
Managing Director  
The Rock Creek Group

**Maxie L. Juzang**  
President,  
Healthcare Staffing Professionals, Inc.

### Investor Information

**Auditors**  
Marcum LLP  
401 E. City Avenue  
Bala Cynwyd, PA 19004

**Legal Counsel**  
Ballard Spahr Andrews & Ingersoll  
1735 Market Street  
Philadelphia, PA 19103



### MEE Productions Inc.

**Corporate Headquarters**  
Monroe Office Building | Presidential Apartment Complex  
1 Winding Dr., Suite 203  
Philadelphia, PA 19131  
Phone: 215.796.9141  
Fax: 267.292.4856

**Philadelphia, PA • Los Angeles, CA • Atlanta, GA • Columbus, OH**

[www.meeproductions.com](http://www.meeproductions.com)





**Table of Contents**



CORPORATE HEADQUARTERS

Monroe Office Building | Presidential Apartment Complex

1 Winding Dr., Suite 203

Philadelphia, PA 19131

Phone: 215-796-9141

Fax: 267-292-4856

Email: [info@meeproductions.com](mailto:info@meeproductions.com)

Web: [www.meeproductions.com](http://www.meeproductions.com)