

ANNUAL REPORT

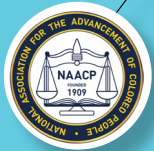
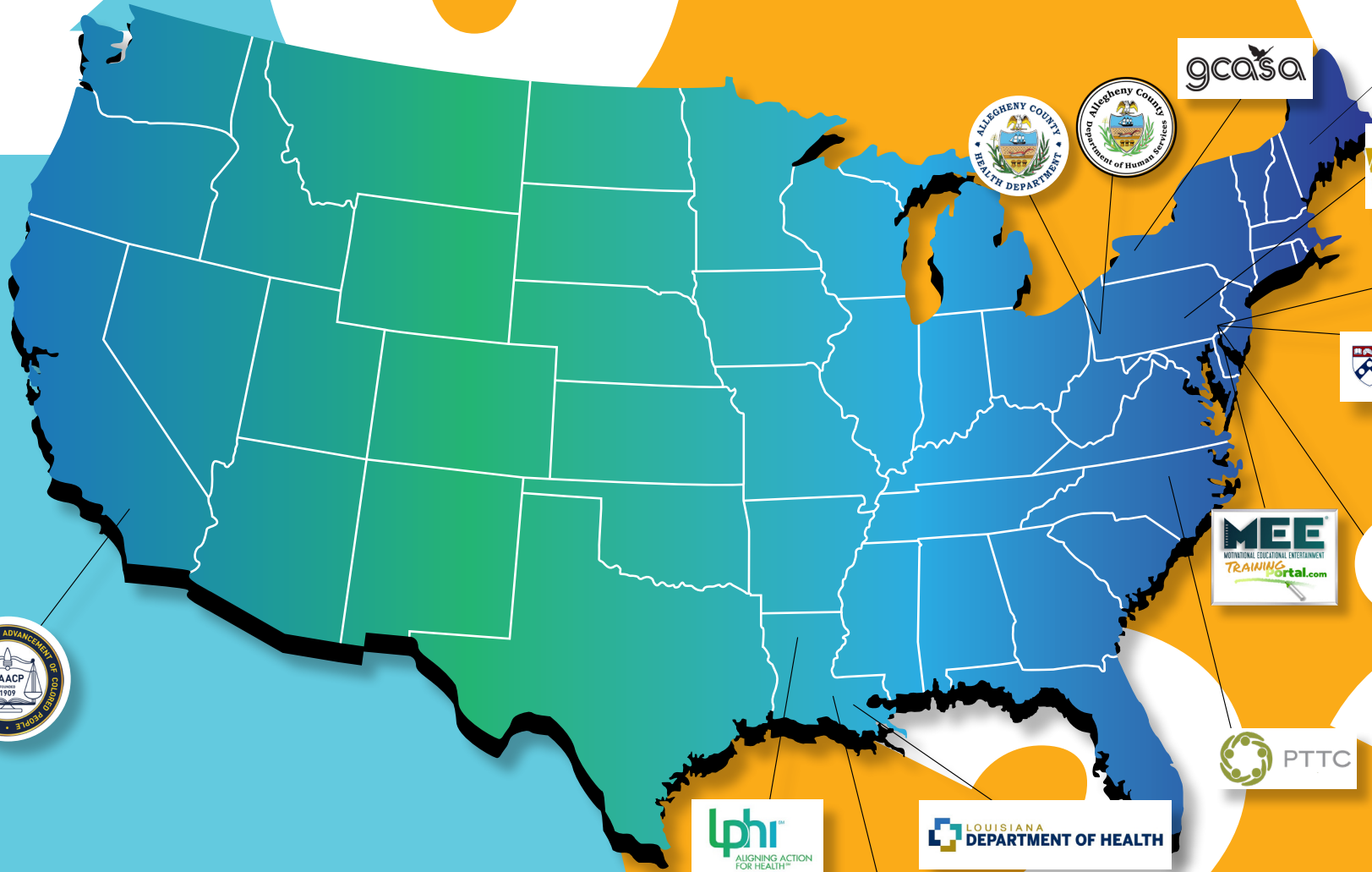


TABLE OF CONTENTS

3 MEE
Spotlight



11 Allegheny County
Department of
Human Services



4 Girl Scouts of
Eastern Pennsylvania



13 Pennsylvania Commission
on Crime and Delinquency



5 Louisiana Department of
Health - Environmental Public
Health Tracking Program



15 Allegheny County
Department of
Human Services



6 Louisiana Public
Health Institute



17 University of Pennsylvania,
School of Nursing



9 Allegheny County
Health Department



18 Philadelphia Department of
Streets' Recycling Office



10 NAACP Hollywood Bureau



19 MEE Training Portal



MEE Spotlight

Ivan J. Juzang

Founder & President

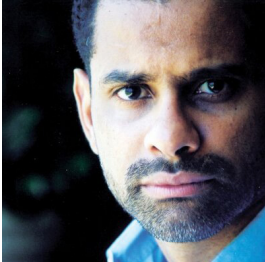
Over the past three decades, MEE has become a leading expert in the field of population health and behavior-change communications. MEE’s mission has always been to address health disparities and social inequities affecting low-income, underserved and devalued communities. We’ve produced and implemented dozens of results-oriented intervention campaigns that address health and social disparities that impact low-income, underserved, vulnerable and marginalized communities. Experience has allowed us to refine our process for “moving the numbers,” even in the hardest-to-reach communities. How do we do it?

- We use community-based participatory research (CBPR) to obtain direct input from the target audience, enabling us to understand both the arguments and the effective counter-arguments that need to be reflected in our messaging. That is the foundation for creating the necessary dialogue to help vulnerable and underserved populations make informed choices and embrace healthy behavior change.
- Our qualitative audience research provides us with an “insider’s view” of the challenging daily realities of urban living. We combine that with our creative, “outside-the-box” video production, social media engagement and grassroots community-mobilization strategies, as part of our formula for success.
- A strength-based, protective factor lens is the starting point for message development. We build on the innate resilience of people living and surviving even in marginalized, underfunded and overlooked communities.
- We understand the importance of supplementing technology (digital media) with community engagement (or “human-ology,” as MEE has coined) as a way to generate critical word-of-mouth to shift community norms.
- With our socially responsible mission, MEE remains committed to leaving communities stronger than we found them. Our campaigns present opportunities to put skills back into the community, through capacity-building workshops, free trainings and technical assistance from MEE’s leadership and creative team members.

MEE’s target audiences include Black and Latino populations and the LGBTQ+ community and other marginalized groups. MEE’s work focuses on how human-service providers, community-based organizations and the public health community can present street-credible, authentic and culturally-relevant health information in such a way that lifestyle changes are sustainable, even in the context of a busy, economically-challenged and stressed-out life. Our decades of experience provide us a deep understanding of the social determinants of health that drive disparities and impact behavior change in underserved communities.

The primary beneficiaries of MEE’s services continue to be city-, state- or federal-level health departments, large service providers, non-governmental organizations, researchers at top academic institutions and members of the mental health and medical/healthcare community that provide public health, mental health or social services to low-income ethnic audiences in both urban and rural settings. Many of these clients are dealing with their organization’s legacies of racism and other discrimination when it comes to serving their community’s most disadvantaged citizens. We all know that DEI initiatives (now being undermined and dismantled by many) have only scratched the surface of the work that needs to be done to rebuild trust and create equitable systems and services that work on behalf of everyone.

After adjusting to and surviving the impact of the COVID pandemic on the business community, MEE is still committed to fighting against health and social disparities across the country. The formal launch of the Center for Protective Values has been delayed, but in the meantime, we are still committed to lifting up low-income communities of color. Our on-the-ground work in places where “failure is built in” allow us to apply insights from collaborations with our wise mentors (now ancestors) and continue to build a legacy for the next generation committed to “doing the work.”



Girl Scouts of Eastern Pennsylvania

Understanding the Opportunities and Challenges Facing Adolescent and Teen Girls

Location: Philadelphia, PA



Early childhood and youth development continued to be an area of longtime focus with MEE as we were hired by the Girl Scouts of Eastern Pennsylvania (GSEP) to conduct audience research with parents and caregivers of adolescent and teen girls in order to better understand the needs and challenges of girls living in three specific low-income (Low SES) Philadelphia zip codes, 19120, 19143 and 19145.

MEE recruited for and moderated two (2) virtual focus groups with African American women, ranging in age from 40 to 61 years-old. During the focus groups, MEE elicited participants' feedback and opinions on the opportunities and challenges facing adolescent and teen girls in Philadelphia. Participants were also asked to give their thoughts on GSEP's programming and current presence in their communities.

MEE also developed an online survey that GSEP staff could use to collect information from parents and caregivers at various community events.

The findings from both the focus groups and the survey will help GSEP understand how it can best address the needs of girls of color in Philadelphia and empower them to reach their full potential. This could happen through supporting existing programs, as well as GSEP developing and providing programming of their own.



Louisiana Department of Health

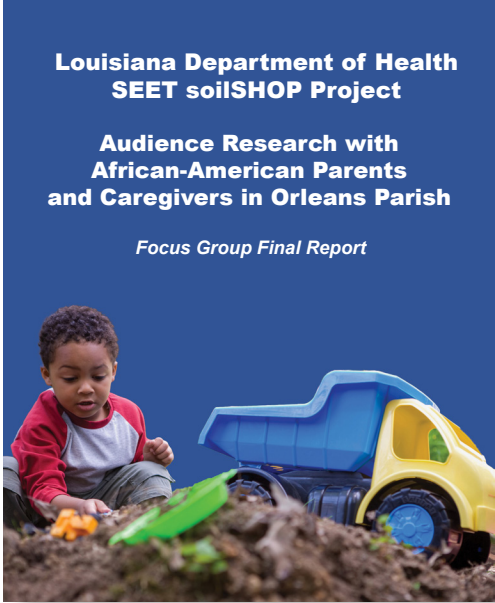
Reducing Exposure to Lead and Arsenic in the Soil of Orleans Parish






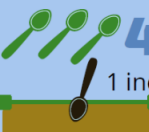


Location: New Orleans, LA

MEE continued to address lead prevention in Louisiana, as we were hired by the Louisiana Department of Health’s–Environmental Public Health Tracking Program (LDH) to conduct audience research with residents of Orleans Parish to better understand their awareness and perceptions about lead and arsenic exposure.

MEE recruited for and moderated three (3) virtual focus groups with African American residents, ranging in age from 25 to 61 years-old. During the focus groups, MEE elicited participants’ thoughts and perceptions about the significant presence of lead and arsenic in the soil of their communities, including their backyards and play areas. Participants were also asked to give their thoughts and feedback on the usability of a lead and arsenic soil screening kit distributed by LDH.

The findings from the focus groups will help LDH understand how they can better promote free services that can help residents reduce their exposure to and contact with lead and arsenic in soil.



How to collect the soil for the lead test.		How to collect the soil for the lead test.	
 1 OPEN the test kit. Lay out the materials.	 2 Pick your test location.	 5 Place the soil in the bag. Flatten the soil.	 6 Place the Seal over the top of the bag.
 3 Fill out the bag label.	 4 Get 3 spoonfuls of soil from different spots in your yard.	 7 Place bag of soil and paper instructions in mailing envelope.	 8 Put envelope in the mail.

Louisiana Public Health Institute

Reducing Tobacco Use in African-American Communities

Location: Northern Louisiana

2022 saw MEE continue its tobacco cessation efforts in Louisiana as we worked with the Louisiana Public Health Institute (LPHI) on Project ASIRT (Addressing Systemic Inequities to Reduce Tobacco Use Among African-Americans in the South), an RWJF-funded initiative targeting the following ten small cities in Northern Louisiana: Bastrop; Delhi; Ferriday; Jonesville; Kentwood; Lake Providence; Newellton; Opelousas; Saint Joseph; and Tallulah.

MEE provided community-engagement capacity training for grantee partners, developed outreach materials, placed ads on Facebook and developed and executed a DJ endorsement campaign with DJ Rob Lloyd of KMOVX-FM in Monroe.

The goal of the project was to reduce the rate of smoking among African American residents in Northern Louisiana (ages 18 and older) who were familiar with the hazards of smoking and wanted to quit (contemplation stage), by letting them know that there is free support available that could help them be successful.

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.

From the start of the campaign in late 2021 through its five-month duration in 2022, campaign evaluations showed an increase in awareness of the Quitline in the African American community along with calls to the Quitline by African American residents. MEE’s Facebook ad campaign generated 14,846 clicks to the Quitline website (including 9,164 unique clicks), reached 96,427 individuals and generated 1,549,530 impressions.



[Click Image Above to Hear the Radio Spots](#)

Using Tobacco to Cope with Life's Stresses?



CALL
1-800-QUIT-NOW
or visit
QuitWithUsLa.org




The Time to Quit Smoking is Now!



CALL
1-800-QUIT-NOW
or visit
QuitWithUsLa.org




74% of Louisiana Tobacco Users Have Tried to Quit.



Let Us Help You Succeed!

CALL
1-800-QUIT-NOW
or visit
QuitWithUsLa.org




The Louisiana Tobacco Quit Line

Take Control Back From Tobacco.

6 Ways We Support Your Efforts To Quit

- FREE** quit support over the phone: 24 hours a day, 7 days a week
- One-on-one phone counseling with a Quit Coach
- One-on-one, in-person support from a trained counselor in your community
- Nicotine replacements (gum, patches and lozenges)
- Smoking cessation classes in your community
- Text2Quit (get personal text messages with quit tips and reminders)

You Make the First Move. We'll Support You all the Way.



Project ASIRT

Addressing Systemic Inequities
to Reduce Tobacco Use Among
African Americans in the South





DIGITAL COMMUNITY ENGAGEMENT TOOLKIT

[Click Image Above to View the Toolkit](#)

Allegheny County Health Department

Addressing Health Disparities in Communities of Color

Location: Allegheny County, PA

The Allegheny County (PA) Health Department (ACHD) contracted with MEE to support its CDC-funded REACH (Racial and Ethnic Approaches to Health Disparities) Year 5 Grant activities, which broadened beyond the original 2021 focus on promoting flu vaccination, to include a focus on helping community members navigate an array of health-related information and empower themselves to make choices that could begin to close some of the health disparities gaps that have been identified.

The 2022-23 work builds on the Year 4 activities, during which MEE conducted four listening sessions and an online Reach and Impact Survey with faith-based leaders and staff. MEE was able to uncover authentic insights from faith leaders about the capacity and potential reach of faith-connected community institutions, along with what they would need to feel comfortable engaging with their congregations (and surrounding communities) in order share health-promotion messages in a persuasive manner.

Recognizing that there remains significant mistrust and misinformation, particularly about COVID-19 vaccines and boosters, the project campaign MEE developed beginning in 2021, focused on developing and sharing authentic and credible messages, both directly from the ACHD via a “post-of-the-week” strategy and via the pre-existing digital outreach infrastructure built during the United Against COVID campaign that was launched during the first year of the pandemic.

With the foundation of a community-at-the-center approach, MEE provided up-to-date scientific seasonal flu and COVID-19 safety and vaccination information during the project’s first phase. In Spring 2023, the focus will shift to addressing a range of health disparities that put underserved, marginalized and vulnerable populations at high risk.

Throughout 2023, MEE will continue to support ACHD in building and nurturing long-term connections with community-trusted partners, both individuals (faith leaders and other community-identified leaders) and organizations (mini-grantees, nonprofits and other partner organizations that work with specific sub-populations, small businesses, health coalitions, FQHCs, etc.). Together, these relationships will enable ACHD to build bridges, disseminate important information and spark dialogue in order to help overcome the deep-seated barrier of community mistrust of health-related and other institutions.



United Against COVID

Collaborating with Faith-Based Community Leaders to Make a Difference in How Health Disparities Impact Our Community




NAACP Hollywood Bureau

Analyzing the Negative Impact of Media Images on the Black Community

Location: Los Angeles, CA

In 2022, MEE partnered with the NAACP Hollywood Bureau to contribute to, compile and edit a new research report, "The Black Executive: A Partial Solution to Psycho-Social Consequences of Media Distortions." The report, which includes research, survey, and analysis about the film and television industries, was released in March 2022 as a companion piece to the NAACP's annual Image Awards.

MEE's extensive private-sector experience in Hollywood, combined with its distinct acumen in behavioral health work addressing low-income communities facing the highest health disparities, allowed the firm to contribute unique insights and a longitudinal perspective on how communities of color are actively being harmed by negative and stereotypical portrayals on television and in movies. Combined with the NAACP's long legacy of advocacy focused on images of African Americans in popular culture and beyond, this collaboration provided a unique collection of expertise to analyze the current landscape and lay out a path to a better future. The study also included contributions from Darnell Hunt, PhD from UCLA, a leading expert on the intersecting dynamics between media and race.

The report addresses the psycho-social consequences arising from the onslaught of liberties taken by Hollywood, which inflict detrimental harm on a community in desperate need of holistic healing. To support its input, MEE leveraged data going back 30 years, from "Reaching the Hip-Hop Generation" (1992), through its Moving Beyond Survival Mode research series (2011).

"We need to recognize that media is a social determinant of health, just like the physical environment, public schools, public health, and other government systems," said Ivan Juzang, Founder and President of MEE. "We have to understand and get beyond looking at Black consumers as merely a profitable market, and realize we are actually creating damage, directly and indirectly to the community."

Black consumers are trendsetters in nearly every related market segment (i.e., digital media & music technology, advertising, consumer products, fashion, dance). MEE has long asserted that because they are early adopters/trendsetters, urban youth play an over-sized role in cultural influences in America and even globally. At the same time, media content informs and misinforms opinions about Black people, ultimately influencing perceptions and behaviors, followed by laws and policies that govern and define social circumstances with steep psycho-emotional consequences.

As an outgrowth of this new partnership, in November 2022, MEE President Ivan Juzang was a panelist at the annual American Film Market (AFM) in Santa Monica, CA. He discussed what kind of stakeholder interest the Black Community has in the commercialization of its culture and lived experience in the "The Debt: Black Equity in Mainstream Culture" panel.



The Black Executive Panelists (From Left to Right):

Hunt, Bowser, Juzang



[Click Image Above to View the Report and Video](#)

Allegheny County Department of Human Services

User Experience Research to Assess Agency Services

Location: Allegheny County, PA

In November 2021, MEE was contracted by the Allegheny County Department of Human Services (AC-DHS) to implement a User Experience (UX) Research Project. Specifically, this initiative was to observe and understand AC-DHS’ existing community touchpoints and service-entry points; provide recommendations on how the agency could be more effective in engaging vulnerable, marginalized and underserved communities to provide better access; and determine how AC-DHS could do a better job of conveying the services they offer and how residents who could benefit the most could access those services. In discussions with the AC-DHS leadership team beginning in January 2022, we learned that this work aligns with the agency’s interest in addressing racial and other disparities among clients accessing its funded services (i.e., protective/preventive vs. those services traditionally perceived as punitive).

AC-DHS asked MEE to focus on these key (targeted) populations: low-income African Americans and other low-income residents; Latinx and other people of color (BIPOC); low-literacy populations and residents with limited English proficiency; the LGBTQ+ community; users of homeless services; and people who live in low-income communities with high eviction rates. Four priority AC-DHS service areas were identified by DHS leadership in the project planning:

- Family Support Centers
- Senior Support Centers
- Housing/Shelter/Homeless Services
- Mental Health Services (Including Drug and Alcohol Treatment Recovery)

Join the MEE Advisory Team!
 Help make sure your community gets the quality of human services it needs and deserves.

Take a Leadership Role!
 We’re Recruiting **Grassroots Leaders** Concerned About **Human Services in Allegheny County**

Are you passionate about the issues and challenges facing our community when accessing services?




Throughout 2022, MEE executed several levels of data-collection. This included virtual interviews with AC-DHS staff/leadership; expert interviews with a range of community stakeholders working in communities reflecting the targeted populations; and a review/analysis of a submitted array of public-facing communications materials used by AC-DHS and/or a subset of its funded providers. MEE also collected first-hand experiences and insights of selected user populations when accessing these priority services by using MEE-trained, anonymous, unannounced auditors to assess a range of community-facing touchpoints for DHS-funded providers and even several of its own services.

All of this information and data came together to tell a story about the user/customer experience, especially marginalized and vulnerable populations that are underserved in the current system. MEE presented its findings and recommendations to the Executive Leadership team of AC-DHS in late March 2023. That was followed by submission of a comprehensive written report and detailed briefings for the Deputy Directors (and their teams) responsible for each of the four priority service areas.



The MEE Advisory Team
Assessing Allegheny County
Department of Human
Services

- Step 1: Phone Call to Access Provider
- Step 2: Online Search for Provider Information
- Step 3a: In Person Experience "Getting to the Location" (Navigating)
- Step 3b: In Person Experience "Once You Got to the Location" (Treatment)

Pennsylvania Commission on Crime and Delinquency

Trauma Informed Youth Violence Intervention

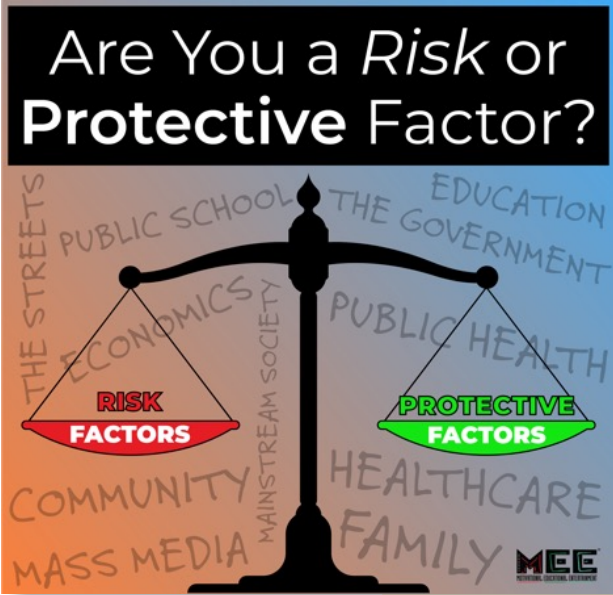
Location: Philadelphia, PA

In 2022, MEE completed its two-year trauma-informed violence prevention pilot, Philly 4 Life (P4L), partially funded by a Pennsylvania Commission on Crime and Delinquency (PCCD) Community Violence Prevention and Reduction Grant. P4L, a unique behavioral/mental health intervention targeting at-risk youth ages 14 to 19, evolved from MEE’s extensive public health experience with marginalized and traumatized communities, as manifested by negative coping behaviors such as youth violence, substance misuse and suicide.

Over the spring/summer months of 2022, MEE made several adjustments in its original recruitment approach in order to increase the sample size of youth participants for a pilot in Winter 2022, while achieving economies of scale. MEE decided to make a key entry point for the intervention the Philadelphia-based providers already funded to offer violence prevention, social-emotional-regulation, educational, afterschool, personal development, social-skills enrichment and other services, particularly those working with larger numbers of low-income youth.

MEE also invested time and resources to expand the uses of a robust social media ecosystem (focused on Instagram & TikTok) created to promote Philly 4 Life, drive traffic to its landing page and retain/encourage enrolled youth participants. Since so much of what popular media young people consume takes place via social media platforms, this shift allowed Philly 4 Life to meet them there and expose them to the robust skills-building lessons as a way to enroll them into the intervention.

These trauma-informed lessons were delivered through a digital ecosystem of culturally-relevant materials, a mobile-friendly website, YouTube videos and social media platforms developed by MEE’s Creative Team. A comprehensive approach to thriving was built on a foundation of teaching youth: 1) How to take care of oneself in a moment of trauma or crisis; 2) Daily self-care practices that support ongoing mental wellness; and 3) Long-term thriving self-care practices (including linkages to care) in spite of their stressful environments.



Giving Youth the Mental Health Tools They Will Need to Cope with the Trauma We Know They Will Face

[Click Image Above to View the Video](#)



In 2022, MEE made changes to the infrastructure needed to recruit youth-serving organizations with paid staff at group/institutional youth-service providers who could be trained to be Adult Allies as part of their existing jobs. This included revisions to the project landing page, development of orientation videos explaining the concept of protective factors, and roles and responsibilities of an organization-based Adult Ally; and a tracking process to document Adult Ally engagement and progress. MEE also created a customized landing page where young people who viewed the social media and were motivated to learn more about Philly 4 Life or even formally enroll into the intervention, could do so.

Realizing that we needed additional funding in order to fully execute our vision for the initiative, MEE also initiated dialogue with possible collaborators at the local and national level. This resulted in a new partnership with the Columbus (OH) Department of Neighborhoods, which has engaged MEE to develop a similar initiative for youth organizations affiliated with Columbus' My Brother's Keeper programs. A pilot of the new campaign, *Above & Beyond*, will be conducted and evaluated in Summer 2023.

MEE plans to self-fund or secure new funding for completion of a Philly 4 Life pilot, with the goal of enrolling 500 youth, streamlining the onboarding and consent process and continuing to enhance the components of our intellectual property with lessons learned from each implementation.



Social Emotional Regulation - Youth Video

[Click Image Above to View the Video](#)

Philly 4 Life THRIVING Lessons:

Social Emotional Regulation

Take Caring of One's Self (Self-Care)

Having a Plan/Plan B

Navigating Systemic Racism



[Click Image Above to View the Lessons](#)



[Click Image Above to View the Lessons](#)



[Click Image Above to View the Lessons](#)



[Click Image Above to View the Lessons](#)

Allegheny County Department of Human Services

Increasing Awareness of and Access to Recovery and Treatment Services

Location: Allegheny County, PA

In late 2021, MEE was contracted by the Allegheny County Department of Human Services' Office of Behavioral Health to support promoting an initiative called Pathway to Care and Recovery (PCR). Offered in formal partnership with Renewal Inc., a Pittsburgh-based community corrections and drug and alcohol addiction rehabilitation agency, PCR was designed to operate as the "front door" through which County residents living with substance use disorders (SUD) and/or co-occurring disorders can/should access drug and alcohol treatment and recovery services.

In an 18-month project, MEE assisted the County by researching and creating a comprehensive Campaign Implementation Plan to increase awareness of this access point to recovery and treatment services and support and to deliver messages that clearly, effectively and persuasively promote PCR to the community.

MEE used its extensive content-matter knowledge about substance misuse and its impact on vulnerable communities. It ranges back to early on in the "War on Drugs" through the expansion of opioid use to the level of a public health emergency, to today's explosion of overdose deaths due to the presence of fentanyl across a range of street drugs. For years, MEE has documented how racial disparities in prison sentencing for cocaine versus crack possession and use resulted in poor Black and Brown people being demonized and jailed, devastating entire swaths of communities. The final Point B outcome of the Campaign Plan was to increase the community's awareness of the drug and alcohol treatment and recovery services provided by the County. County residents get connected to the right drug and alcohol treatment and recovery services, those they are seeking, when they need them and with non-judgmental ease at every possible entry point in the system's front door.

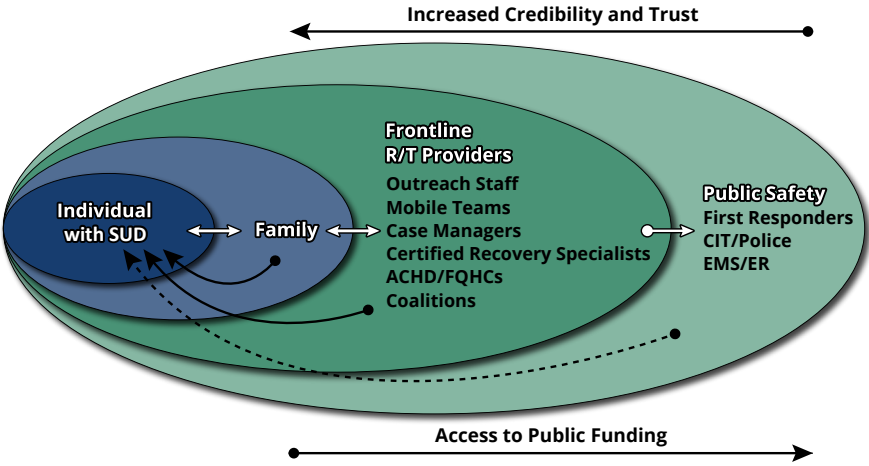
We defined community is several ways, including both family (original or chosen), friends and partners of County residents with substance misuse disorders, and frontline, community-facing R/T workers who may not have as close of a personal relationship with the user, but have developed trusted professional relationships with them. Many of this latter group would have lived experience with drug and alcohol recovery and treatment, others would have specific SUD training or related scientific knowledge.

MEE's Plan values and prioritizes community engagement for the County's efforts to promote PCR. It provides a comprehensive framework for an awareness and engagement campaign that melds the latest digital technology (for scale) with the power of grassroots offline (in-person) and community-based "human-ology" (for impact and true behavior change). Together, these online and offline engagements would increase community awareness and create positive word-of-mouth about the benefits of the Pathways to Care and Recovery engagement center and its range of services.

CONNECT TO PROTECT



A Community Framework for Recovery/Treatment (R/T) Grounded with Social/Ecological (S/E) Theory



Primary Target Audiences (Receiver)



Close, Caring Friends
Frontline Staff With Lived Experience
Chosen Family **Partners**
Parents/Siblings
Homeless Outreach Teams
Trusted Outreach Staff

Grassroots Community Leaders
 Local Bars
 Recovery-Treatment Providers
 Neighborhood Resilience Project
 Community Health Workers
 Federally Qualified Health Centers
 Other Social Supports

Overdose Prevention (ACHD)
 Recovery Coalitions

Certified Recovery Specialists

University of Pennsylvania, School of Nursing

Measuring the Effectiveness of Safe Sex Messages Targeting LGBTQ+ and Low-Income African American Youth

Location: Philadelphia, PA

MEE rekindled an academic partnership with the University of Pennsylvania for a “spinoff” of a previous research project focused on the sexual health of underserved urban youth audiences. Research partner Dr. Steven Meanley at the School of Nursing received NIMH funding to adapt the media from the successful Project iMPPACS intervention, originally developed in 2007, for today’s generation of youth. The original study aimed to measure the efficacy of a safe sex/HIV prevention media campaign targeting African-American teenagers.

MEE was hired to help update and expand the messaging content, to include anti-HIV stigma content, honest dialogue about personal boundaries/consent and educational information about PrEP. This time, the communication channel for delivering these messages was focused on social media platforms, extremely popular with young people. The overall goal was to disseminate the social media in and around Philadelphia, then examine short-term changes (from baseline then at 4 months, 8 months) in sexual health empowerment, behavioral risk and intentions, and HIV stigma.

The UPenn Team coordinated a few focus groups with teens, focusing on LGBTQ+ and low-income African American youth, as one of the foundations for messaging development. However, MEE was able to leverage its three-plus decades of expertise with sexual and reproductive health issues to create authentic and realistic depictions of the challenges of navigating the tricky waters of identity, sexual-decision making and staying safe.

MEE’s Creative Team developed script treatments for a set of five short-form videos, with input from an LGBTQ+ activist and community leader. Then MEE produced the videos, using voiceover narration, compelling illustrations and interesting characters to tell the stories. MEE received good feedback on the content and its presentation in its own audience testing and from partners in our work in LGBTQ+ communities. All of the content was loaded into a playlist on MEE’s YouTube channel.

MEE is currently creating a social media trailer for the videos as a way to promote the study to youth audiences and recruit potential study participants.



[Click Image to View the Video](#)



[Click Image to View the Video](#)



Philadelphia Department of Streets' Recycling Office

An Awareness Campaign to Increase Recycling Volume in Lower-Participation Neighborhoods

Location: Philadelphia, PA

In 2022, MEE won another coveted Telly Award for a PSA it produced for the Philadelphia Department of Streets' Recycling Office, in a collaborative project with Octo Design Group. Founded in 1979, the Telly Awards honors excellence in local, regional and national video, digital and television made for all screens, with more than 12,000 international entries yearly. "Let's Recycle Philly" was part of an awareness campaign to increase recycling volume in lower-participation neighborhoods. The 60-second PSA, which features a culturally-specific animated character that represents "Philly Style" in his presentation of the "do's and don'ts" of recycling, won a Bronze Telly Award in the Promotional Video - Motion Graphics/Design Category.

MEE wrote the script, recruited and recorded the voiceover talent and oversaw the post-production of the spot. We worked with a talented illustrator and the editors at Root Branch Media Group (RBMG), a production house founded by a former MEE staffer, to bring the details to life. The PSA ran on the City's digital platforms for several months. Due to its effectiveness and popularity, MEE/RBMG was re-engaged by the Philadelphia's Recycling Office to create four 15-second videos that tell the recycling story in a shorter format perfect for social media and targeted, website banner advertising.



[Click Image Above to View the Video](#)



MEE Training Portal (2022)

Trauma-Informed Wellness Communications Trainings Targeting Low-Income Communities of Color

Location: Nationwide

This past year, it became increasingly apparent that more and more community based organizations and governmental agencies needed technical assistance and/or training on the most effective and culturally-relevant ways to reach and influence communities that are often overlooked, underserved and marginalized on a variety of public health topics.

MEE’s Community Engagement Trainings provide participants with a deeper understanding of importance of community mobilization and how community engagement strategies create wins for both the community and their organizations. That “win-win” is what leads to stronger, more vibrant and resilient communities.

To help facilitate the delivery of MEE’s trainings (both in-person and virtual), we developed the MEE Training Portal. The Training Portal allows MEE to guide participants through the training process and enables MEE to provide attendees with a myriad of resources they can use in their work moving forward.

In 2022, MEE provided technical assistance and training for the following organizations and conferences:

- Louisiana Foundation Against Sexual Assault (90-minute Webinar) Trauma-Informed Communications
- CHC/PTTC (Webinar) Prevention Mentorship Through Culturally Humble Lens
- SE PTTC (120-minute Webinar) Community Engagement Concepts that Counter Trauma, Disparities and Lack of Trust
- Media and Literacy - Best Practices for Preventing Substance Misuse and OUD at the Grassroots Level
- Buffalo-GCASA Trauma-Informed Communications
- NAACP/AFM Panel - The Debt: Black Equity in Mainstream Culture




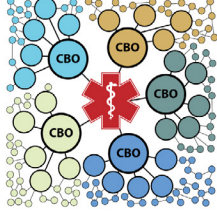
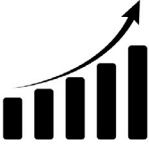

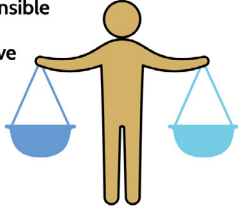



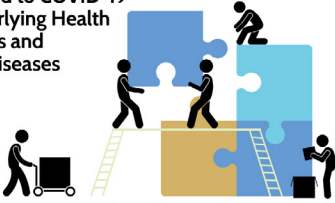
[Click Image to View the Training Portal](#)

MEE Training Offerings

- Trauma-Informed Behavior Change Communications
- Community Engagement Tactics for Countering Trauma and Mistrust
- Using the Digital Toolkit to Deliver Culturally-Relevant Messages
- Creating Safe Spaces for Communities of Color

Flyer Design:

The Win-Win of Community Engagement

Public Health Organization Win		Community Win
<p>A Culturally-Relevant Communications Channel that Builds Trust in Order to Positively Impact COVID-19 Health Outcomes by Reducing Racial & Ethnic Disparities</p>  <p>Put usable, COVID-19 information (micro-steps) into the community Gather data on COVID-19's impact from the community to support both proactive and responsive services</p>	<p>An Operational Win</p> 	<p>Increasing Access to COVID-19 Testing and Treatment at Quality, Respectful Healthcare Locations While Increasing Connectedness to Other Community-Based Services</p>  <p>Engagement is automatically PROTECTIVE because it fosters access to health services and builds connectedness (social fabric) in the community so people will look out for each other</p>
<p>An Ethical and Responsible Approach That Incorporates Protective Factor-Informed Conversations About Health Disparities</p>  <p>Having trusted community partners enables grassroots advocacy to address underlying health conditions (disparities) that put residents at higher risk for COVID-19 and chronic disease</p>	<p>A Socially Responsible Win</p> 	<p>Facilitate Community Dialogue to Counter Urban Trauma and COVID-19 Myths, Misinformation and Stigma.</p>  <p>Community-identified leaders are in place to address the daily realities that challenge COVID-19 prevention efforts, while also linking neighbors to trauma-informed services and facilitating navigation</p>
<p>The Most Effective Method to Protect Underserved Communities from COVID-19 & Promote Overall Primary Prevention</p> <div data-bbox="747 1156 961 1373" style="border: 1px solid black; padding: 5px;"> <p><i>It is Easier to Build Strong Children Than to Repair Broken Men.</i> - Frederick Douglass</p> </div> <p>The most cost-effective way for public health to put needed upstream, primary prevention skills that address multiple health disparities in the community - beyond just COVID-19</p>	<p>A Capacity Building Win</p> 	<p>Best Way to Transfer Skills into the Community to Respond to COVID-19 and Underlying Health Conditions and Chronic Diseases</p>  <p>Putting primary prevention skills to reduce a range of chronic diseases into the community will improve overall health outcomes and lessen the future impact of diseases like COVID-19</p>

[Click Image to View the Community Engagement Newsletter](#)

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