

CHRISTINE OMILION-SUGG COUNSELING

IN PARTNERSHIP WITH PETOSKEY PROFESSIONAL COUNSELORS, LLC
2024/2025 PUBLIC RELATIONS CAMPAIGN



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TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
CLIENT RESEARCH REPORT	5
PR TACTICS	15
Press Release	15
Fact Sheet	18
Brochure	20
Feature Story	23
Social Media Strategy	27
Virtual Speech & Presentation	33
EVALUATION REPORT	42

Executive Summary

Petoskey Professional Counselors, LLC has asked the students of Western Michigan University's public relations writing course to prepare a comprehensive PR campaign based on one of three specific campaign topics the client would like to tackle. The campaign I was assigned to was to bring awareness to Petoskey Professional Counselors' new location in Brighton, MI. The new location, Christine Omilion-Sugg Counseling, is run by Christine Omilion-Sugg and is in its first year of business.

Based on the client's overarching goal, I have created two specific goals with three relating objectives each that I hope to be achieved through the implementation of this campaign. The goals and objectives are as follows:

GOAL 1

- * To make Christine Omilion-Sugg Counseling a top choice for mental health care in Brighton, MI and surrounding areas.

OBJECTIVES

- 1a.** To increase by 50% the amount of Brighton, MI residents who are aware of Christine Omilion-Sugg Counseling by April 30, 2025.
- 1b.** To increase by 50% the amount of primary care physicians who provide information about Christine Omilion-Sugg Counseling by April 30, 2025.
- 1c.** To increase by 30% the amount of information provided at Brighton area schools about Christine Omilion-Sugg Counseling by April 30, 2025.

GOAL 2

- * To increase awareness of the importance of mental health care for Brighton, MI and surrounding area residents.

OBJECTIVES

- 2a.** To increase by 30% the number of posts on social media regarding mental health by April 30, 2025.
- 2b.** To increase by 30% the amount of information provided at Brighton area schools about mental health conditions by April 30, 2025.
- 2c.** To increase by 30% the amount of people in Brighton, MI and surrounding areas who know about the different mental health resources available to them by April 30, 2025.

Executive Summary Cont'd

The campaign I've created is based on an in-depth analysis of the organization and their strengths, weaknesses, opportunities, and threats. After working on this content for the fall semester, I am confident I have put together a comprehensive campaign that will achieve the client's goal of bringing awareness to their new location.

The following documents in this campaign book include the initial client research report created to build familiarity with the client and create initial drafts of campaign goals and objectives, digital and traditional tactics that were created for the client to use throughout the campaign, and an evaluation report that covers the revised goals and objectives and suggests ways to evaluate the success of the campaign and future steps the client can take for continued success. A lot of thought, effort, and research has gone into this campaign strategy to make it easy for the client to implement and to ensure the success of this campaign.

Client Research Report

This report is an initial draft of the campaign ideas. It establishes an understanding of the client and provides a look into the target audiences the campaign should reach. It also goes into detail about why we are creating this campaign and what the PR writing course we are enrolled in entails.

CLIENT RESEARCH REPORT

Christine Omilion-Sugg Counseling
Petosky Professional Counselors, LLC



AMANDA GEISLER

FALL 2024

Dr. Omilion-Hodges

PR Writing

CLIENT INTRO

Petosky Professional Counselors, LLC is a comprehensive mental health practice based in the Upper Peninsula. They provide a safe space for people of all walks of life to get the professional care they need.

Petosky Professional Counselors, LLC has collaborated with one of their counselors, Christine Omilion-Sugg, to open a new facility in Brighton, MI. Christine Omilion-Sugg Counseling accepts clients of all ages but specializes in child and adolescent care. She offers sessions both in-person and online. Christine believes in a holistic approach to therapy and provides personalized treatment plans specific to her clients' needs and goals. She is a Licensed Professional Counselor in the state of Michigan, and has additional training in mindfulness, cognitive behavioral therapy, dialectical behavior therapy, eye movement desensitization reprocessing.

All branches of Petoskey Professional Counselors, LLC aim to provide quality comprehensive mental health care in more rural areas. Good mental health care should be accessible to all people, and they work to ensure that their care is covered by as many insurance plans as possible.



CLASS INTRO

COM 3480: PR Writing is a course designed to mimic the PR and Strategic Communication industry. In the class, we work with a client to individually develop a comprehensive campaign. The campaign allows for us to master the elements of PR writing and create content that can be used in our digital portfolios. The work we do in class is expected to be at a professional level that is turnkey for the client to use as a future campaign.

CAMPAIGN FOCUS

Christine Omilion-Sugg Counseling aims to provide quality mental health care to the residents of Brighton, MI and the surrounding areas. They would like to increase awareness of the importance of mental health care and have their practice be a top choice for therapy and other mental health services. Christine Omilion-Sugg Counseling cares deeply that their clients get the best mental health care to help them have the best quality of life.



“Quality care
because we care”

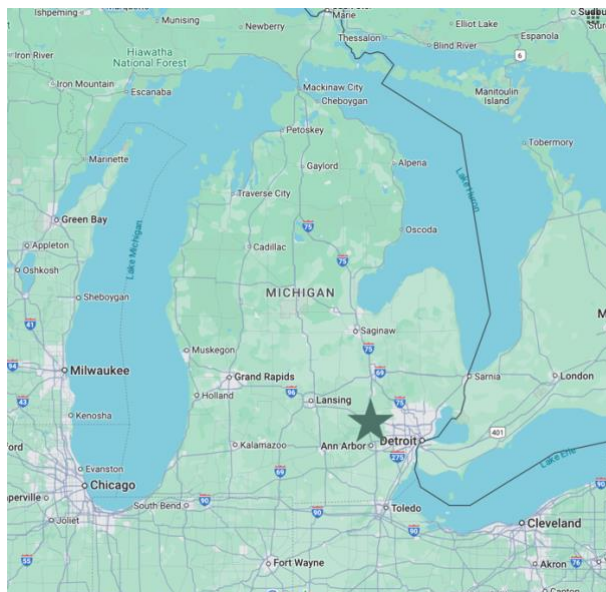
KEY PUBLICS

PRIMARY AUDIENCE

- Brighton and surrounding area primary care physicians
- Brighton and surrounding area schools
- Brighton and surrounding area school counselors
- Clients seeking mental health care
- Parents seeking mental health care for their children

SECONDARY AUDIENCE

- Competitors
- Teachers, coaches, other staff at Brighton area schools
- Health insurance providers
- Staff at Petosky location
- Non-local Michigan residents



SWOT ANALYSIS

STRENGTHS

- Specialized care for children and adolescents
- Teletherapy option
- Run by a licensed professional with specialized training

WEAKNESSES

- New location/not well known in the area
- Competitors have been in the area longer
- Not listed as a top option when searching for therapy near Brighton

OPPORTUNITIES

- Local market is not highly saturated so there is opportunity to stand out
- Mental health is being more widely discussed, so care and treatment is sought out more frequently
- Eight schools within the Brighton school district to reach out to

THREATS

- Other mental health care facilities in the area
- Stigma around mental health
- Online competitors (ex. Better Help)

GOALS & OBJECTIVES

GOAL ONE

To make Christine Omilion-Sugg Counseling a top choice for mental health care in Brighton, MI.

OBJECTIVES

- To increase by 50% the amount of Brighton, MI residents who are aware of Christine Omilion-Sugg Counseling by March 31, 2025.
- To increase by 50% the amount of primary care physicians who provide information about Christine Omilion-Sugg Counseling by March 31, 2025.

GOAL TWO

To increase awareness of the importance of mental health care, especially for children and teens.

OBJECTIVES

- To increase by 30% the number of posts on social media regarding mental health by March 31, 2025.
- To increase by 30% the amount of information provided at Brighton area schools about mental health conditions by March 31, 2025.

TACTICS

To achieve the goals and objectives set for the campaign, content must be provided to the key publics that is informative, captivating, and inviting. The content will cover the informative information about Christine Omilion-Sugg Counseling, the services provided by the client, different types of mental health struggles, and how to speak more freely about mental health. With these tactics, the client will be able to increase awareness about their organization and bring to light the passion they have to provide quality mental health care to those in the Brighton area.

CONTENT & STRATEGY

- **Press Release:** write-up about the new location that can be provided to local media outlets to be formatted into news for public consumption. It will help to increase awareness about Christine Omilion-Sugg Counseling for Brighton residents.
- **Fact Sheet:** Company profile that will be provided to local media outlets, primary care physicians, and schools so they have the information they need to feel confident promoting the client.
- **Virtual Speeches:** Speeches about mental health care and the services provided by the client that can be used on their website, to present at schools, or on social media.
- **Social Media Posts:** curated posts to use once or twice a week on social platforms, such as Facebook or Instagram, that give information about the client or about mental health. Social media is an often-overlooked element that is important for increasing awareness about the client and giving the publics a source they can engage with.

CONTENT & STRATEGY CONT.

- **Feature Stories:** One or two feature stories about the client or a mental health topic that align with campaign goals. These will give the public a better understanding of the importance of mental health.
- **Brochure or Flyers:** information regarding mental health concerns and how Christine Omilion-Sugg Counseling can help. These can be posted or provided at schools and primary care physician offices.
- **Evaluation Report:** an overview of the campaign goals, objectives, and tactics and how those can be implemented and measured for success. It will also cover steps the client can take moving forward to help realize their goals and what things are not as successful in terms of tactics and objectives.



C A M P A I G N S U M M A R Y

Petoskey Professional Counselors, LLC aims to bring awareness to the new Brighton, MI location. By implementing the tactics and tracking the progress of the goals, Christine Omilion-Sugg Counseling should become one of the top choices for mental health care in the Brighton area. It is important to bring awareness to mental health struggles and how those struggles can affect both children and adults. The created content is meant to be used in schools, by primary care physicians, on online platforms, and in local media so that the client can reach as many key publics as possible.

C O N C L U S I O N

While there may be other mental health care facilities in the Brighton area, Christine Omilion-Sugg Counseling provides specialized care that covers numerous areas of mental health. Mental health is just as important as physical health, so having a certified mental health practitioner in the area is a resource that Brighton residents should be utilizing. A key feature that sets the client apart from its competitors is the specialized certification to work with children and adolescents. The client has the ability to be a leading competitor in both the online and in-person market. If the campaign is implemented correctly, Christine Omilion-Sugg Counseling will become a top choice for mental health care in Brighton, MI.



Press Release

The press release is intended to announce newsworthy or timely information about an organization. It is a direct statement from the company that can be presented to the public on their website or social media platforms. It can also be sent to media contacts for them to modify as they see fit to create a news segment or article. This tactic helps meet objectives 1a and 2c.

**Petoskey
Professional
Counselors, LLC**

Media Contact:
Amanda Geisler
amanda.p.geisler@wmich.edu
(269) 405-5229

FOR IMMEDIATE RELEASE

Petoskey Professional Counselors, LLC Opens New Brighton Location

BRIGHTON, MICH. (October 6, 2024)- Petoskey Professional Counselors, LLC opened a new branch of their mental health practice in Brighton, Mich. The new location, Christine Omilion-Sugg Counseling, offers quality mental health care for people of all ages.

Christine Omilion-Sugg Counseling offers professional help for things like anxiety, depression, and trauma. The lead counselor, Christine Omilion-Sugg, offers both in-person and online therapy sessions. Omilion-Sugg has specialized training to work with children and adolescents.

“Quality mental health care is something that all people should have access to,”

-more-

said Sherrie Guthrie, owner of Petoskey Professional Counselors, LLC. “We want to base our practices in locations that are smaller or more rural to provide help to people that previously didn’t have access to the quality care they need.”

Omilion-Sugg worked at the Petoskey branch for 8 years before opening the new Brighton location. She has specialized training in numerous areas of mental health. Both Petoskey Professional Counselors, LLC and Christine Omilion-Sugg Counseling welcome people from all walks of life. They care deeply that people are getting the quality mental health care they deserve.

For more information about Christine Omilion-Sugg Counseling or Petoskey Professional Counselors, LLC, please contact Amanda Geisler at 269-405-5229 or amanda.p.geisler@wmich.edu.

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Fact Sheet

The fact sheet is a tool used to provide information about Christine Omilion-Sugg Counseling to establishments that would potentially recommend your services. It can be sent to schools, primary care physician offices, and local media contacts. This tactic helps meet objectives 1b, 1c, and 2c.

CHRISTINE OMILION-SUGG COUNSELING

WHO WE ARE

Christine Omilion-Sugg Counseling is a new branch of Petoskey Professional Counselors, LLC located in Brighton, MI. We believe people from all walks of life should have access to quality mental health care. Lead counselor, Christine, offers both in-person and online therapy sessions. Christine believes in a holistic approach to therapy and provides personalized treatment plans specific to her clients' needs and goals.



SERVICES

We offer an array of mental health care treatments but specialize in the following:

- Anxiety and depression therapy
- Trauma therapy
- Child and adolescent therapy
- Mindfulness techniques
- Cognitive behavioral therapy (CBT)
- Dialectical behavior therapy (DBT)

CREDENTIALS

Christine worked at Petoskey Professional Counselors, LLC for 8 years before opening the new branch in Brighton, MI. She has a Masters in the Art Of Counseling and specialized training in child and adolescent mental health from Oakland University. She is a Licensed Professional Counselor (LPC) in the state of Michigan.

CONTACT: Christine Omilion-Sugg

Phone: (248) 765-8312

Email: info@christineomilionsugg.com

Brochure

This brochure was created to give information on Christine Omilion-Sugg Counseling and the services they provide. It is intended to be distributed to local area schools and primary care physician offices. The brochure helps meet objectives 1a, 1b, 1c, 2b, and 2c.

Who We Are

Background

Christine Omilion-Sugg Counseling is a new mental health care facility located in Brighton, MI. Lead counselor Christine Omilion-Sugg opened the facility in partnership with Petoskey Professional Counselors, LLC. She worked at the Petoskey office for 8 years before opening the new location. Christine has a Masters in the Art of Counseling and specialized training in child and adolescent mental health from Oakland University.

Values

Christine Omilion-Sugg Counseling aims to provide quality mental health care to the residents of Brighton, MI and the surrounding areas. They care deeply that their clients get the best mental health care to help them have the best quality of life. All are welcome at Christine Omilion-Sugg Counseling.

Contact Us

800 W. Grand River Avenue
Suite 748-D
Brighton, MI 48116

(248) 765-8312

www.christineomilion-sugg.com
info@christineomilionsugg.com



Petoskey
Professional
Counselors, LLC

Christine Omilion-Sugg Counseling, MA, LPC, ACS



Quality Care Because We Care

How Can We Help?

- Depression and anxiety treatment and techniques to manage both.
- Trauma work and resilience training.
- Information about how to spot mental health struggles in your child or teen.
- Mindfulness techniques.



Services

Individual Therapy

Individual therapy services provide a safe and supportive space for you to explore your thoughts, feelings and behaviors.

Child & Adolescent Therapy

Counseling helps children and teens learn to identify the cause of their distress, express and vocalize their feelings, and identify tools for self-regulation.

Trauma Therapy

Trauma therapy services are designed to help individuals who have experienced traumatic events, such as abuse, violence, or accidents.

Why Choose Us?

Christine Omilion-Sugg Counseling wants to increase awareness of the importance of mental health care. Mental health should be just as important as physical health. They provide care to people of all ages, but specialize in helping children and teens. Both in-person and online care sessions are offered to suit your individual needs.



Feature Story

The feature story is a 1000 word write up that gives background information on Christine Omilion-Sugg and why she decided to pursue a career in mental health care. It is a storytelling tool that adds a personal element to the business and allows readers of the story to feel connected to the person behind Christine Omilion-Sugg Counseling. It is intended to be sent to local media outlets for publication. This tactic helps meet objectives 1a and 2c.

"Mental Healing Through Connection" (Word Count 974)

How Christine Omilion-Sugg focuses on connecting with her patients to provide quality mental health care.

By Amanda Geisler

Christine Omilion-Sugg was finishing her undergrad to become a history teacher when she realized her calling to work with kids was going to manifest itself in a different way.

“I realized my favorite part of my day student teaching was having lunch with the kids and when they’d tell me what was going on in their life,” Omilion-Sugg said. “Teaching kids about the French Revolution for three hours straight was not my jam. I loved working with kids, but I realized I loved working with them in a different way.”

Those lunches with her students led to Omilion-Sugg pursuing a Masters in the Art of Counseling at Oakland University with specialized training in child and adolescent mental health. Now a Licensed Professional Counselor in the state of Michigan, she has over eight years of experience in providing therapy to people of all ages.

That experience has led Omilion-Sugg to open Christine Omilion-Sugg Counseling in Brighton, Michigan. The new office is a branch of Petoskey Professional Counselors, LLC. that was started by Sherry Guthrie. Omilion-Sugg had done her required supervised training post-graduation under Guthrie. They found out they worked well together which naturally transitioned into her staying on as a counselor and eventually becoming a supervisor. The choice for Omilion-Sugg to stay connected to Guthrie seemed obvious after how long they had worked together.

“The new location just sort of unfolded,” said Omilion-Sugg. “I loved working with Sherry and the other providers, but I wanted to relocate to be closer to all my family. I figured what’s the harm in asking, so I approached her with the idea of opening a second location to stay connected to them. Sherry was all for it.”

Omilion-Sugg provides individualized care that is specific to the person’s needs. She has helped people manage diagnoses of anxiety, depression, and OCD, all which have seen an increase since COVID. She also employs evidence-based techniques to help people cope with trauma and has helped people manage panic and mood disorders.

There are a lot of mental health care providers out there, but it can be hard for people to know where to start. Sometimes people don’t automatically click with their therapist or even know exactly what they should be looking for from their therapist. Omilion-Sugg aims to be a resource, whether that be as their counselor or as someone who can help them find a counselor that has the credentials they’re looking for.

“After two sessions with a new client, I encourage them to take a few days to think on it. You’re going to know if I’m the right fit after that time, or if I’m not the right fit, which is okay and I want them to tell me,” Omilion-Sugg said. “I want to make sure I get you to the right person because what the research shows is that the most important thing for successful therapy is how connected that person is to me. It’s not the interventions or theories I’m using, it’s really about the connection. Trust your gut, if you’re not getting that good feeling with someone then try someone else.”

Omilion-Sugg also offers virtual therapy sessions in addition to in-person counseling. Up in Northern Michigan where the Petoskey location is at, it can be far for people to get to the next town to get the care they need, so making therapy more accessible was an easy decision. It can also be more comfortable for individuals seeking therapy to do so from the comfort of their own home. If they are hesitant to be in a space where someone really sees them, the laptop boundary helps them feel safer until they get to know Omilion-Sugg and feel good about going in-person.

With counselors like Omilion-Sugg out there, why are people still not taking care of their mental health the same way they would their physical health? The answer is the generational stigma around mental health that we’re still fighting against.

“For so long mental health wasn’t taken seriously. It was kind of the elephant in the room that never got tended to,” Omilion-Sugg said. “Clients of a younger generation will come in but still hear from their parents that they don’t really need to go, that their problems can’t be that bad, or that they can’t believe how much time it’s taking to work through something with me. They feel judged.”

Omilion-Sugg is taking the steps to reduce the stigma around mental health. With her specialized training in child and adolescent care, she is creating a space that will foster the next generation to be more open and accepting of getting the quality mental health care they deserve. It also helps that she is trying to assist parents in knowing when they should seek out mental health care for their child.

“If there is prolonged sadness, anxiety, or irritability that lasts over two weeks, it might be time to provide mental health care,” said Omilion-Sugg. “It doesn’t have to be therapy. Sometimes just reading books or talking about feelings within the family can help. Or speaking with the school counselor or primary care doctor can be a useful tool.”

Whether it’s children, teens, or adults, Omilion-Sugg puts her undivided attention into each client and truly cares about them. While she wants her counseling business to be successful, success isn’t measured in the number of clients, but in the quality of the care she is providing to each person she treats.

“I had awful social anxiety growing up, I couldn’t even meet people,” Omilion-Sugg said. “Coming full-circle, I think about the therapists who helped me, and it makes me want to

help people in the same way. I want people to know that they're not alone and they don't have to struggle."

For more information on Christine Omilion-Sugg Counseling or to inquire about services, please visit christineomilion-suggcounseling.com.

Social Media Strategy

A comprehensive social media strategy is one of the main components of a successful public relations campaign. People seeking out services or businesses often turn to social media for information. Providing informational and motivational posts for clients to engage with makes them more likely to choose Christine Omilion-Sugg Counseling to provide their mental health care needs. A large following and consistent posting establishes credibility for the business. This tactic helps meet objectives 1a, 2a, and 2c.

The following posts are meant to be posted on both Facebook and Instagram. The client should have separate social media platforms from Petoskey Professional Counselors, LLC to make her business easily findable for people searching for mental health care in the Brighton area. Both the Facebook page and Instagram account should be named Christine Omilion-Sugg Counseling. The reason I suggest the content for these two platforms is because they are the most widely used across all generations. Facebook has a large audience reach and is often used for people to search for business information or to find recommendations. Instagram is a great space for people to get information and tips on mental health care or to see inspirational posts that will help them feel supported through times of mental health struggles.

As Christine is the sole therapist at Christine Omilion-Sugg Counseling for now, the number of posts per week is meant to be manageable for her to engage with people on the posts while still operating her mental health care facility. The first week will have four posts to build up content on her new social pages and to draw in new followers. The following seven weeks will have two posts per week. I suggest minimal use of hashtags on the posts to prevent the caption from feeling cluttered since Facebook and Instagram both suggest content for users based on key words in captions.

CHRISTINE OMILION-SUGG COUNSELING
NOW OPEN
 ACCEPTING NEW CLIENTS

**MEET THE COUNSELOR:
 CHRISTINE OMILION-SUGG**

Suicide Prevention Hotline
 If you or someone you know is in crisis, call the hotline below
988

Virtual Appointments Available
 christineomilion-suggcounseling.com

CBT: COGNITIVE BEHAVIORAL THERAPY
 CBT IS A HIGHLY STRUCTURED FORM OF PSYCHOTHERAPY THAT FOCUSES ON THE RELATIONSHIP BETWEEN A PERSON'S THOUGHTS, FEELINGS, AND BEHAVIORS.
 A THERAPIST WORKS WITH A PERSON TO IDENTIFY NEGATIVE THOUGHT PATTERNS OR BEHAVIOURS THAT MAY BE CONTRIBUTING TO THEIR MENTAL HEALTH PROBLEMS.
 THE THERAPIST AND CLIENT JOINTLY DEVELOP STRATEGIES AND PRACTICAL SKILLS TO CHALLENGE AND MODIFY NEGATIVE THOUGHT PATTERNS.
 CHRISTINEOMILION-SUGGCOUNSELING.COM

Symptoms of Clinical Depression
 Your mental health matters. Know when to seek help.

1 MOOD A persistent feeling of sadness, anxiety, or emptiness	2 INTEREST Loss of interest in activities that were once enjoyable
3 SLEEP Difficulty sleeping, waking up too early, or oversleeping	4 ENERGY Feeling tired or having little energy, even after sleeping well
5 CONCENTRATION Difficulty concentrating, remembering, or making decisions	6 THOUGHTS Thoughts of death or suicide, or attempts at suicide

MENTAL HEALTH RESOURCES

- NATIONAL SUICIDE PREVENTION LINE**
DIAL 988 FOR EMERGENCY SUPPORT OR VISIT 988LIFELINE.ORG
- NATIONAL SEXUAL ASSAULT CRISIS HOTLINE**
CALL 1-800-656-HOPE (4673) OR VISIT RAINN.ORG/RESOURCES
- DOMESTIC VIOLENCE HOTLINE**
1-800-799-SAFE (7233)
- NATIONAL ALLIANCE ON MENTAL ILLNESS**
NAMI.ORG
- NATIONAL SUICIDE PREVENTION TEXT SERVICE**
TEXT "HELLO" TO 741741 OR VISIT CRISISTEXTLINE.ORG

christineomillon-suggcounseling.com

Some Tips

For Your Children's Mental Health

- ♥ Read books together about feelings
- ♥ Talk openly about feelings
- ♥ Monitor mood changes
- ♥ Make them feel safe
- ♥ Seek out support

It's okay to not be okay. It's okay to ask for help. It's okay to need support.

MENTAL HEALTH IS JUST AS IMPORTANT AS PHYSICAL HEALTH AND DESERVES THE SAME QUALITY OF SUPPORT.

www.christineomillon-suggcounseling.com

Daily Mindfulness

- Eat your meals without any distractions
- Sit in the sunshine and be conscious of how it feels
- Journal in the evenings to evaluate your day
- Walk barefoot and feel your feet on the ground
- Listen to music and fully immerse yourself in the sound
- Practice mindful breathing once a day

christineomillon-suggcounseling.com

Reduce Anxiety in 10 seconds

- Things you see
- Things you hear
- Things you feel
- Things you taste
- Things you smell

DAILY TIPS FOR MENTAL WELLNESS

- PRIORITIZE DAILY SELF-CARE ACTIVITIES
- SPEND TIME WITH PEOPLE YOU LOVE
- PRACTICE MINDFULNESS AND MEDITATION
- MOVE YOUR BODY IN WAYS THAT YOU ENJOY
- REACH OUT FOR HELP WHEN NEEDED.

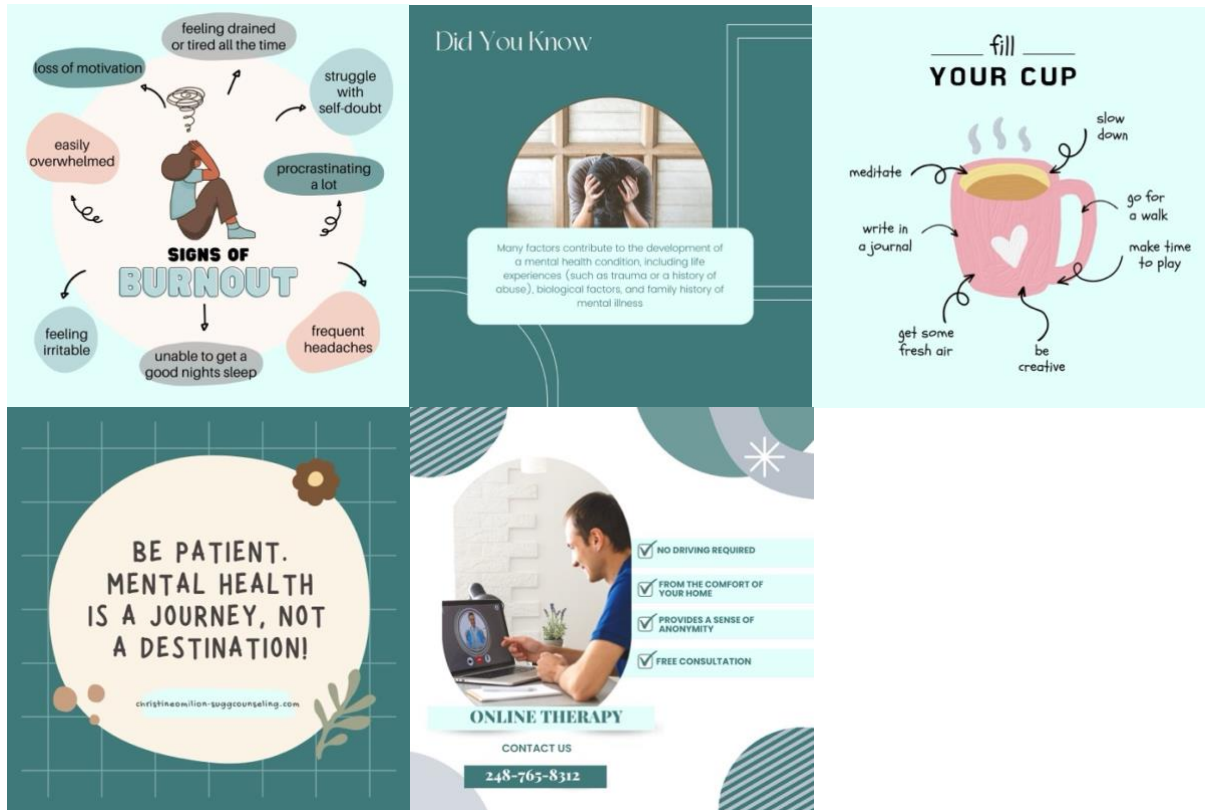
christineomillon-suggcounseling.com

"Asking for help is not a sign of weakness; it's a sign of strength." – Unknown

DAILY AFFIRMATIONS

- I deserve love and happiness.
- I am confident in myself and my ability to heal
- I am kind and patient with myself.
- I feel calm and positive
- I am surrounded by caring and supportive people

christineomillon-suggcounseling.com



Starting From Top Left “Now Open” and Ending at “Signs of Burnout” Bottom Left:

Post 1 (informational): Caption-“Christine Omilion-Sugg Counseling is now open in Brighton, MI. The new location was opened in collaboration with Petoskey Professional Counselors, LLC. Visit the link in our bio for more information or to schedule a new client consultation. #mentalhealth #brightonmichigan” **Post Time:** Campaign week 1, Monday, between 8am and 10am.

Post 2 (informational): Caption- “It's no surprise that Christine Omilion-Sugg is the counselor behind Christine Omilion-Sugg Counseling. Christine has a master’s degree in the Art of Counseling from Oakland University. She has over eight years of experience working at Petoskey Professional Counselors, LLC. whom she partnered with to open her office in Brighton, MI. #mentalhealth #brightonmichigan” **Post Time:** Campaign week 1, Monday, between 8am and 10am.

Post 3 (informational): Caption - “The 988 Suicide & Crisis Lifeline offers free, confidential support to individuals in emotional distress or experiencing a suicidal crisis, available 24/7. Visit 988lifeline.org for more information and resources. #mentalhealth #suicideawareness” **Post Time:** Campaign week 1, Tuesday, between 8am and 10am.

Post 4 (informational): Caption- “Christine Omilion-Sugg Counseling offers virtual therapy sessions to be accessible to all. It can often times be more comfortable to seek out help from the comfort of your own home. #mentalhealth #brightonmichigan” **Post Time:** Campaign week 1, Friday, between 8am and 10am.

Post 5 (informational): Caption- “CBT is effective for a range of mental health conditions including anxiety and depression. Research shows it actually changes the brain activity in people who receive this treatment. #mentalhealth” **Post Time:** Campaign week 2, Tuesday, between 8am and 10am

Post 6 (informational): Caption- “Signs of depression can look different in everyone. If you or someone you love is experiencing these symptoms don’t be afraid to seek out help. #mentalhealth” **Post Time:** Campaign week 2, Friday, between 8am and 10am

Post 7 (informational): Caption- “Mental Health Crisis resources that are available to you 24/7. #mentalhealth” **Post Time:** Campaign week 3, Tuesday, between 8am and 10am

Post 8 (informational): Caption- “It can be difficult to spot signs of mental health struggles in your kiddos. Use these easy tips to keep the conversation about feelings open. #mentalhealth” **Post Time:** Campaign week 3, Thursday, between 8am and 10am

Post 9 (motivational): Caption- “We all need strength, guidance, and support to help us navigate our lives. Christine Omilion-Sugg Counseling is here to help. #mentalhealth” **Post Time:** Campaign week 4, Monday, between 8am and 10am

Post 10 (motivational): Caption- “If something is hurting in your mind, treat it like you would if something was hurting in your body. Christine Omilion-Sugg Counseling can provide the quality mental health care that you need. #mentalhealth” **Post Time:** Campaign week 4, Friday, between 4pm and 6pm

Post 11 (motivational): Caption- “Be mindful. Be present. #mentalhealth” **Post Time:** Campaign week 5, Monday, between 8am and 10am

Post 12 (informational): Caption- “An easy grounding technique that can help you manage your anxiety. Individualized treatment and coping techniques can be discussed with your therapist. Visit christineomilion-suggcounseling.com to schedule an appointment. #mentalhealth” **Post Time:** Campaign week 5, Friday, between 4pm and 6pm

Post 13 (informational/motivational): Caption- “Check in with yourself daily. Prioritize your mental health. #mentalhealth” **Post Time:** Campaign week 6, Monday, between 4pm and 6pm

Post 14 (motivational): Caption- “You do not have to struggle alone. Reaching out to a loved one, your doctor, or a therapist is the first step in helping you on your mental health journey. #mentalhealth” **Post Time:** Campaign week 6, Thursday, between 4pm and 6pm

Post 15 (motivational): Caption- “Positive affirmations can be a simple way to give your mental health a boost. Speak kindly to yourself as you would to other people. #mentalhealth” **Post Time:** Campaign week 7, Tuesday, between 8am and 10am

Post 16 (informational): Caption: “Burnout is a state of complete mental, physical, and emotional exhaustion. If you are experiencing burnout, you may notice it’s difficult to engage in activities you normally find meaningful. Finding ways to manage your stress is essential to preventing burnout. #mentalhealth” **Post Time:** Campaign week 7, Friday, between 8am and 10am

Post 17 (informational): Caption: “Mental health struggles can come from many different sources and sometimes they can be hard to identify. Christine Omilion-Sugg Counseling can help you on your journey to prioritize your mental health. #mentalhealth.” **Post Time:** Campaign week 8, Monday between 8am and 10am

Post 18 (motivational): “When it comes to your mental health, taking the simple steps to fill your cup can make all the difference. #mentalhealth” **Post Time:** Campaign Week 8, Thursday between 4pm and 6pm

Post 19 (motivational): “Just a little reminder that taking care of your mental health is a journey. #mentalhealth” **Post Time:** Campaign week 9, Tuesday between 8am and 10am.

Post 20 (informational): “We are happy to offer virtual therapy as an option for our clients. You can sign up for a consultation online at christineomilion-suggcounseling.com. #mentalhealth #brightonmichigan” **Post Time:** Campaign week 9, Thursday between 8am and 10am.

Virtual Speech & Presentation

This is a presentation with accompanying speech created for the client to record and post on virtual platforms. It can be posted on the client's website as a brief introduction video about Christine Omilion-Sugg Counseling. It can also be posted on social media platforms or sent to local area high schools for teachers or counselors to share with their students. This tactic helps meet objectives 1a, 1c, 2a, 2b, and 2c.

Christine Omilion-Sugg Counseling

Quality Care Because We Care



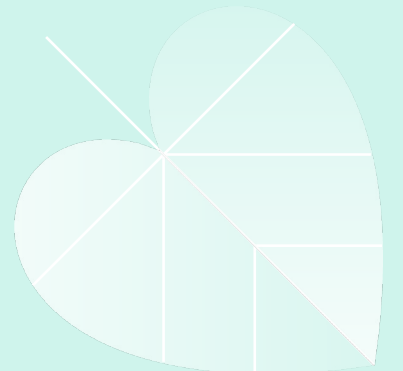
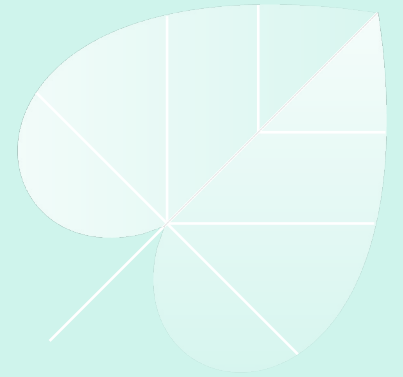
Christine
Omillion-Sugg,
MA, LPC, ACS

Helping you find
the care you need
to prioritize your
mental health



Services

- Individual Therapy
- Depression and Anxiety Care
- Trauma Therapy
- Child and Adolescent Therapy





In-Person and Online
Therapy Sessions
Available

Accessible Care For All

Mental Health Resources

National Sexual Assault Crisis Hotline

1-800-656-HOPE (4673)

Domestic Violence Hotline

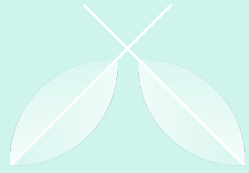
1-800-799-SAFE (7233)

National Suicide Prevention Texting Service

Text "HELLO" to 741741

National Suicide Prevention Line

Dial 988



CHRISTINEOMILLION-
SUGGCOUNSELING.COM

Petoskey
Professional
Counselors, LLC



Accompanying Speech for Virtual Presentation

Slide 1: If you had a cough for a month that wouldn't go away, you would go to the doctor. If you broke an arm or sprained an ankle, you'd instantly seek out a professional health care provider. So why is it not the same for a mental health struggle that you are dealing with? Christine Omilion-Sugg Counseling is a new facility based in Brighton, Michigan that is here to provide quality mental health care services.

Slide 2: My name is Christine Omilion-Sugg, and I am a Licensed Professional Counselor with a Master of Arts degree from Oakland University. I recently opened Christine Omilion-Sugg Counseling in partnership with Petoskey Professional Counselors. We provide quality mental health care services for people from all walks of life. We want to help you prioritize your mental health and come up with treatment plans specifically suited to you.

Slide 3: There are so many types of mental health struggles, and every person is unique and deals with things differently, but I'd like to talk about a few specific ways that we can help.

- Especially after going through the pandemic, we have seen an increase in anxiety and depression. Sometimes there is a reason behind depression or anxiety but other times there is no flashing sign pointing to why you're feeling this way. Whatever the instance, we can provide individual therapy to find ways to manage or alleviate your anxiety and depression.

-We provide trauma therapy for those who have experienced a traumatic event, such as abuse, violence, or accidents. Evidence based techniques like EMDR and CBT are a way to help you work through the effects of trauma and build up resilience.

-I also have specialized training to work with children and adolescents. It can be difficult to see the signs of mental health struggles in a child or teen, but we provide counseling that helps them learn to identify the cause of their distress. We can also give them the tools for self-regulating and help them be able to vocalize their feelings.

Slide 4: It can be hard to ask for help, and even harder to find the right person to help you learn how to manage these struggles that feel so personal. I care deeply about people and want to find the best path to navigate what you are going through together. I offer both in-person and virtual therapy sessions to better suit what you need. I offer the teletherapy because it can often feel more comfortable and be easier to open up from the comfort of your own home. Some people also face accessibility struggles or transportation issues, so this is a way to provide quality care to as many people as possible. I hope to be the person who can help, but if for some reason my counseling style is not a match for you, I will work extensively to help you find a counselor suited for you.

Slide 5: These are a few other mental health resources. It's important for people to know of as many places as possible where they can seek out help if they or a loved one need it. These are vital sources for help, especially for people in a time of crisis.

Slide 6: If you want more information on Christine Omilion-Sugg Counseling or would like to schedule an appointment, you can go to my website ChristineOmilion-SuggCounseling.com. The links for the hotline mental health services are also found on my website. My Facebook page, Christine Omilion-Sugg Counseling, is another way to get in touch with me or see posts that offer useful tips and tricks to care for your mental health. I hope this has provided some of the information you need to start prioritizing your mental health and I look forward to helping you on your journey.

Evaluation Report

This report was created after all of the tactics/content were designed for the campaign. It sets the finalized goals and objectives for the campaign and discusses how to measure the success of each tactic and the overall campaign. It gives insight into how the campaign will be successful and the future steps the client can take to ensure continued success.



Christine Omilion-Sugg Counseling

Evaluation Report

Amanda Geisler

Com 3480- PR Writing

Dr. Omilion-Hodges

Fall 2024

Introduction

Christine Omilion-Sugg has partnered with Petoskey Professional Counselors, LLC to open a new mental health care facility in Brighton, MI. Christine Omilion-Sugg Counseling believes in a holistic approach to therapy and provides personalized treatment plans specific to clients' needs and goals. She accepts clients of all ages but specializes in child and adolescent care. The campaign is designed to primarily reach members of the Brighton community and surrounding areas, but the full list of key publics can be found below.

This campaign was created for the Fall 2024 public relations writing course at Western Michigan University taught by Dr. Omilion-Hodges. The goal of the course is to create a comprehensive campaign for a real client to gain the PR writing skills needed for employment post-graduation and to have content we can use in our digital portfolios.

PRIMARY AUDIENCE

- Brighton and surrounding area primary care physicians
- Brighton and surrounding area schools
- Brighton and surrounding area school counselors
- Clients seeking mental health care
- Parents seeking mental health care for their children

SECONDARY AUDIENCE

- Competitors
- Teachers, coaches, other staff at Brighton area schools
- Health insurance providers
- Staff at Petosky location
- Non-local Michigan residents

Goals & Objectives

There are two main goals that the campaign has been designed to achieve: to make Christine Omilion-Sugg Counseling a top choice for mental health care in Brighton, MI and surrounding areas, and to increase awareness of the importance of mental health care for Brighton, MI and surrounding area residents. The objectives have been slightly modified to allow time to present all tactics to the public and be able to monitor and make adjustments if necessary to ensure the success of the objectives. Below is a list of the objectives in relation to the goal they help achieve.

Goal 1: To make Christine Omilion-Sugg counseling a top choice for mental health care in Brighton, MI and surrounding areas.

- Objective: To increase by 50% the amount of Brighton, MI residents who are aware of Christine Omilion-Sugg Counseling by April 30, 2025.
- Objective: To increase by 50% the amount of primary care physicians who provide information about Christine Omilion-Sugg Counseling by April 30, 2025.
- Objective: To increase by 30% the amount of information provided at Brighton area schools about Christine Omilion-Sugg Counseling by April 30, 2025.

Goal 2: to increase awareness of the importance of mental health care for Brighton, MI and surrounding area residents.

- Objective: To increase by 30% the number of posts on social media regarding mental health by April 30, 2025.
- Objective: To increase by 30% the amount of information provided at Brighton area schools about mental health conditions by April 30, 2025.
- Objective: To increase by 30% the amount of people in Brighton, MI and surrounding areas who know about the different mental health resources available to them by April 30, 2025.

Tactics

Press Release

Write-up about the new location that can be provided to local media outlets to be formatted into news for public consumption. It will help to increase awareness about Christine Omilion-Sugg Counseling for Brighton residents.

Fact Sheet

Company profile that will be provided to local media outlets, primary care physicians, and schools so they have the information they need to feel confident promoting the client.

Virtual Speech

Speech about the client and the services they provide that can be used as a short introduction on their website, on their social media, or for presenting at local area schools.

Social Media Posts

Facebook and Instagram posts created to give information on the client and to provide resources, motivation, and information about mental health in general to the audience.

Feature Story

A 1000-word feature story that provides information on Christine Omilion Sugg and why she started Christine Omilion-Sugg Counseling.

Brochure

Information on Christine Omilion-Sugg counseling and the services they provide that can be given out at local area schools or primary care physician offices.

Measuring Success

Press Release	Success of the press release can be measured by how many media sources pick up the release and the numbers of views those media sources get.
Fact Sheet	Success of the fact sheet can be measured by how many views the fact sheet gets and how many contacts ask for more information after they have received the fact sheet.
Virtual Speech	Success of the virtual speech can be measured by how many views the video gets on the company website and social media and how many schools show the content to their students.
Social Media	Success of social media can be measured by the number of new followers, views, shares, comments, and likes on their social media posts.
Feature Story	Success of the feature story can be measured by how many media sources publish the article and how many views each media source gets.
Brochure	Success of the brochure can be measured by how many local schools and primary care physicians offer the brochures and how frequently they request for more brochures to be printed.
Overall Campaign	Success of the overall campaign can be measured by the number of new clients that inquire about mental health care from Christine Omilion- Sugg Counseling. It can also be measured by monitoring the amount of traffic on christineomilion-sugg.com and monitoring social media activity. When new clients are requesting a consultation, there should be a “how did you hear about us?” question included on the consultation form so Christine Omilion-Sugg Counseling can track which tactics draw in the highest number of new clients.

Future Steps

The tactics created for this campaign will all be useful to hit the set objectives and to bring more awareness to Christine Omilion-Sugg Counseling. If the campaign is successful, the client will need to set future goals and objectives that maintain the visibility of Christine Omilion-Sugg Counseling. Posting consistently on social media is an important way to stay connected to the audience. Creating speeches about different mental health topics that can be posted on social media or presented at schools could also be a good way to maintain relevance and bring in even more clients post campaign deadline.

One tactic that will not be as useful post campaign window is the press releases. Press releases will only be useful if there is newsworthy information to present to the audience, such as adding an additional counselor or providing a new service.

An obstacle the client may face is if local competitors in the mental health care field already have a lot of information in the schools and primary care physician offices that Christine Omilion-Sugg Counseling is trying to distribute their information to. Attracting new clients could be more difficult if those people already have a mental health care facility that they utilize.



Conclusion

STRENGTHS <ul style="list-style-type: none">• Specialized care for children and adolescents• Teletherapy option• Run by a licensed professional with specialized training	WEAKNESSES <ul style="list-style-type: none">• New location/not well known in the area• Competitors have been in the area longer• Not listed as a top option when searching for therapy near Brighton
OPPORTUNITIES <ul style="list-style-type: none">• Local market is not highly saturated so there is opportunity to stand out• Mental health is being more widely discussed, so care and treatment is sought out more frequently• Eight schools within the Brighton school district to reach out to	THREATS <ul style="list-style-type: none">• Other mental health care facilities in the area• Stigma around mental health• Online competitors (ex. Better Help)

The campaign has reinforced the initial findings in the SWOT analysis. The tactics created have highlighted the strengths of the client and the content will be distributed to take advantage of the opportunities. If the campaign is successful, two out of the three weakness will no longer be a problem. The client will be more well known in the area and will be listed as a top option for therapy near Brighton due to the increase in exposure. The threats will still exist but with the increased exposure

and amount of information the client is putting out there to promote people to care for their mental health they are minimizing the stigma around mental health. The tactics also mention the client's virtual therapy option frequently so it will lessen the threat of online competitors.

Christine Omilion-Sugg Counseling post-campaign will have increased visibility to the residents of Brighton, MI and the surrounding areas. With the success of the campaign, the client will have more people inquiring about the services and be able to provide mental health care to more people in the area. The campaign helps establish the client's presence on social media and in local schools and primary care physician offices. The client will need to maintain the frequency of social media posts and come up with new topics or services that they can pitch to news outlets. Keeping Christine Omilion-Sugg Counseling visible and relevant is they key to the client's success.