



**BERWYN TOWNSHIP
PUBLIC HEALTH DISTRICT BOARD**

**SPECIAL MEETING
September 17, 2024 | 12:00 PM**

NOTICE OF PUBLIC MEETING – PLEASE READ

The Berwyn Public Health District Board will conduct meetings in person at 6600 W. 26th Street, Berwyn. Any person wishing to submit comments for the Open Forum for this meeting may do so by 3:00 PM on the meeting date to Health Board Secretary Jacqueline Pereda at 6600 West 26th Street, Berwyn, IL 60402, email jacquelinepereda@berwynassessor.org, or 708-765-4519. Please request that your comments become part of the Board Meeting Record.



BERWYN PUBLIC HEALTH DISTRICT BOARD REGULAR MEETING AGENDA Tuesday, September 17, 2024 | 12:00 PM

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. OPEN FORUM
4. Review & Approve Mental Health Needs Assessment Proposal – Avila
5. ADJOURNMENT



Proposal for Berwyn Public Health District Board

Re: Mental Health Needs Assessment

August 26, 2024

The Assignment:

At Dígame, we believe that understanding and addressing the mental health needs of a community begins with a willingness to listen deeply and engage vulnerably. We are honored to present this proposal and partner with the Berwyn Public Health District Board in crafting a comprehensive Mental Health Needs Assessment that will serve as the foundation for the development of Mental Health Clinical Services for Berwyn residents.

This partnership isn't just about conducting a study—it's about fostering a meaningful connection with the community, where every voice is heard, and every experience is valued. Our mission is to conduct a needs assessment that goes beyond identifying who in the community requires access to mental health services and the barriers they face. We're committed to ensuring that these services are not only available but equitable and inclusive for every resident. By tapping into the insights and lived experiences of the community, we can help the Public Health District Board build services that truly meet the needs of its people—services that are comprehensive, compassionate, and accessible to everyone.

Dígame is committed to supporting the Berwyn Public Health District Board in building a more just and equitable mental health system. This approach ensures we move from assessment to action seamlessly, creating a space where mental health services are not just available but are a source of strength, resilience, and connection for the entire community.

Timeframe:

This project is estimated to take 5 weeks. Start date 9/9/24.

- Rollout of this program will align with Suicide Prevention Month (September) and Mental Health Day (October 10th).
- We recommend a recap of findings and actionable implementations to the community during Mental Health Awareness Month, May 2025.

Deliverables:

During this assessment process, we will:

- Gather insights from Berwyn residents through a two-pronged approach:
 - Quantitative: A survey (English and Spanish); and
 - Qualitative: Two (2) in-person focus groups with Berwyn residents who primarily or prefer to speak Spanish.
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- Analysis of the data.
- Presentation of insights and recommendations to inform the development of mental health services that meet the needs of Berwyn residents.
- Added value: three (3) carefully crafted PR releases.

Activity	Description
Success Session/Onboarding	<p>Dígame will lead a focused 60-minute work session, either virtually or in-person, bringing together key members of the Public Health District Board and essential partners like Sustainable Mental Wellness, Inc. The aim is to cultivate a shared understanding of the needs assessment's goals, gather vital existing insights/reports, identify any knowledge gaps that must be addressed and discuss any internal or external challenges/concerns that may be impacting the process.</p> <p>Output: Executive Summary document</p>
Quantitative: Development of a survey (both in English and Spanish)	<p>Building on the insights from our Success Session, Dígame will create a survey designed to truly hear the voices of the community. The Berwyn Public Health District Board will lead the effort in sharing the survey and driving resident participation. Our survey will boldly address key questions:</p> <ul style="list-style-type: none">• Who needs mental health services?• What services are most urgently needed?• How are residents currently finding mental health resources?• Where are they turning for support?• What barriers stand in their way? <p>This is about understanding the real needs of the</p>



	<p>community so we can craft solutions that are both compassionate and effective.</p> <p>This proposal includes a one-time, 2-hour solicitation effort aimed at encouraging Berwyn residents to complete the survey in front of a designated retail location within the township. To facilitate this effort, we request the following support from the Berwyn Public Health District Board:</p> <ol style="list-style-type: none">1. Approval and Coordination: Assistance in securing the necessary approvals from the selected retailer to allow for the survey solicitation to take place on their premises.2. Provision of Equipment: Provision of iPads or other suitable devices for residents to complete the survey during the solicitation period. <p>This collaboration will ensure that the survey reaches a broad audience within Berwyn, helping us gather valuable insights from the community. Note: this proposal does NOT include incentive for participation.</p>
Qualitative: Conduct two (2) in-person focus groups with Berwyn residents who primarily or prefer to speak Spanish	<p>Dígame, in partnership with Sustainable Mental Wellness, Inc., will co-facilitate two in-person focus groups with Spanish-Language Berwyn residents, recognizing that they may face barriers to online participation. Hosting these discussions in a familiar community setting will help build trust and encourage open sharing. The Berwyn Public Health District Board will take the lead in recruiting participants, securing a</p>



	<p>welcoming space, and offering meaningful incentives.</p> <p>Our goal is to create a psychologically safe environment where residents can freely express their experiences and insights. These conversations will complement our online survey, ensuring a comprehensive understanding of the community's needs.</p> <p>Specifics: Each focus group will be 60 minutes long. A maximum of 8-12 participants per group.</p> <p>Note: This proposal does include \$25 Walmart gift card for up-to 24 participants.</p> <p>Output: A PowerPoint Executive Summary of key learnings and actionable recommendations, blending both quantitative data and personal narratives.</p>
<p>Added value: Three (3) carefully crafted PR releases.</p>	<p>To foster connection and transparency, we'll provide three PR releases: one before the initiative to set the stage, one during to share progress, and one at the conclusion to reflect on our journey and insights. By sharing these stories at key moments, we create a narrative of vulnerability, courage, and hope that invites all community members into the conversation about mental health.</p> <p>Note: We will draft each of the initial PR release, then rely on the Berwyn Public Health District Board Communications Team to apply their expertise,</p>



ensuring it meets best practices and is distributed effectively.

***Estimated Timing & Fees**

Dígame, LLC. professional fees are estimated to be: \$29,675.

**Note: Changes to scope of the assignment(s) may result in change in timing and fees.*

Invoice submission

Invoices will be submitted at two specific points in time:

- An invoice to kick-off the work of \$14,837.50 will be sent to the Berwyn Public Health District Board upon approval of this project.
- Final invoice at deliverable of PowerPoint Executive Summary of key learnings and actionable recommendations to the Berwyn Public Health District Board team: \$14,837.50.

Payment Terms:

Payment is due within thirty (30) days from the date of the invoice. A late fee of 20% applies if payment is not made by the due date.

Any travel expenses or unforeseen charges will be invoiced separately at their actual cost.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date indicated below:

DÍGAME, LLC.

BERWYN PUBLIC HEALTH DISTRICT BOARD

By: _____

By: _____

Name: Lilia Arroyo Flores

Name: _____

Title: Founder | CEO | Lead Strategist

Title: _____

Date: _____

Date: _____

From: davidavila berwyntownship.org <davidavila@berwyntownship.org>
Sent: Wednesday, September 11, 2024 4:24 PM
To: manager
Subject: Fwd: Berwyn Public Health District Board: Requested followups
Attachments: Arroyo Flores, Lilia - CV_2024.pdf; Amanda S. Norris resume SMW 2024.pdf

----- Original Message -----

From: Lilia Arroyo Flores <lilia@digameconsulting.com>
To: "davidavila berwyntownship.org" <davidavila@berwyntownship.org>
Date: 09/11/2024 3:11 PM CDT
Subject: Berwyn Public Health District Board: Requested followups

Hi David -

It was a pleasure speaking with you and the Board on Monday. The insightful questions highlighted just how crucial this initiative is for our community.

As requested, attached are the CVs and references for myself and Amanda Norris. Just a reminder that Digame/Lilia is leading the needs assessment, with Sustainable Mental Wellness/Amanda as a key partner. By combining my expertise in audience research and insights with Amanda's depth in medical and behavioral health, we're confident this partnership will deliver actionable, data-driven recommendations to improve mental health in Berwyn.

We're excited to be part of this groundbreaking initiative. Thank you for the opportunity. Reach out with any questions.

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Lilia Arroyo Flores,
Founder|CEO| Lead Strategist
Pronouns: She|Her|Hers|Ella
Dígame, LLC
312.953.5388
lilia@digameconsulting.com



David J. Avila

Township Supervisor & BPHD President



Amanda S. Norris, M.A.

Mental Wellness Professional with Speaking, Clinical & Bus. Dev. Experience

708.851.8832 • amanda@sustainablementalwellness.com

2344 Scoville Ave, Berwyn, IL 60402 • [Amanda S. Norris on LinkedIn](#)

SKILLS

Bilingual
(English/
Spanish)

Conflict
resolution and
mediation skills

Crisis assessment
and crisis
management
experience

Passion for
mentoring
relationships and
supporting the
next generation

Comfortable in
one-on-one
conversations
and discussing
intimate / private
matters

Public speaker
with ability to
address large
groups with ease

Life-long learner

Cross-cultural
knowledge

Clinical
behavioral
health
background

Advocate and
educator in
trauma-informed
approaches

AN INTEREST IN SUPPORTING BERWYN TOWNSHIP

During my clinical internship and employment at Pillars Community Health (Berwyn), I witnessed the local high need for comprehensive clinical mental health services for all ages and backgrounds, as well as the financial, cultural, time, and education barriers residents and families faced to accessing care. As a mental health provider and community liaison at Riveredge Hospital, I educated organizations and community members about the mental health system in Illinois, the process for making referrals, and how to identify quality services.

ADDING VALUE TO THE DÍGAME TEAM

With a background in direct care and administration in behavioral health clinical settings, healthcare business development/sales/marketing, and experience as a SASS therapist working alongside schools promoting mental health services, I am equipped to represent and consult for Dígame with a professionalism and expertise in the field of behavioral health. As a small business owner, I daily attend to improving processing, staying organized, and being a resource for individuals and businesses, alike. My M.A. in Community Counseling with a Concentration in Latino/a Mental Health and a B.A. in Spanish, has equipped me to approach others with a culturally sensitive lens and be an advocate for social justice. As a public speaker and workshop developer I am passionate about sharing the principles of trauma-sensitive approaches, mental wellness, and sustainability with my audiences.

PROFESSIONAL AND CLINICAL EXPERIENCE

Dominican University

Jul 2022 - Present

Adjunct Instructor

- As part of the career department teach psychology undergraduate students specialized career development courses guided by NACE.

Sustainable Mental Wellness, Inc.

Feb 2022 - Present

Founder & President

- Provide mental wellness workshops, speaking services, group facilitation and coaching services in English and Spanish. Specialize in business consulting for small and mid-size organizations.

Riveredge Hospital

Dec 2014 - Sept 2022

*Community, School & IDD Liaison /
Bilingual Behavioral Health Therapist*

- Spearhead relationship development and referral management with IL schools and IDD providers.
- Coordinate monthly public continuing education workshops for 150+ behavioral health professionals.
- Provide individual therapy services in English/Spanish.

Pillars Community Health

Oct 2011 - Dec 2014

Bilingual SASS/Crisis/Therapist
Sept 2010 - Jul 2011 *Intern*

- Provide psychotherapy to individuals, families, and groups in English/Spanish.
- Facilitate consultations, diagnosis, referrals, crisis stabilization and medication management.

Alexis L. Taubert PhD, LTD

Sep 2011 - Aug 2012

Mental Health Consultant

- Prepare and present Head Start parent and teacher/staff education workshops in English/Spanish on a variety of mental health topics.



Amanda S. Norris, M.A.

Mental Wellness Professional with Speaking, Clinical & Bus. Dev. Experience

262.689.0578 • amanda@sustainablementalwellness.com

2344 Scoville Ave, Berwyn, IL 60402 • [Amanda S. Norris on LinkedIn](#)

SKILLS

Distinguished
Commitment to
Diversity Award
from The
Chicago School

Study Abroad
experience in
Santiago, Chile
(2005) and
Taxco, Mexico
(2010)

Commitment to
sustainability
practices in
personal and
professional life

Small business
owner and
entrepreneur

Supporter of
diversity, equity
and inclusion
practices

Connecting
eastern and
western
traditions in
healing practices

PROFESSIONAL AND CLINICAL EXPERIENCE CONTINUED

Thomas P. Gohagan & Co.

Apr 2008 – Apr 2009 /

Jul 2009 – Sep 2010

Passenger Services Coordinator

- Manage long-term luxury vacation bookings for over one dozen international trips concurrently, organizing travel and personal details for 80-300 guests per trip.

QPS Companies, Inc.

Aug 2006 – Mar 2008

Bilingual Lead Placement Coordinator

- Led growth for new Appleton, WI staffing office through employee recruiting, sales team support, and staff onboarding from 1 to 6 employees in 18 months.

United Translators

Feb 2006 – Aug 2006

Spanish / English Medical Interpreter

- On-call interpreter for Spanish-speaking individuals in Green Bay, WI. Serviced clients in hospitals, dental offices, physician offices and mental health settings.

EDUCATION & SPECIALIZED TRAINING

The Chicago School of Professional Psychology, Aug 2009 – Aug 2011

Master of Arts, Clinical Psychology, Counseling Specialization

Concentration: Latino/a Mental Health

Study Abroad: Universidad Nacional Autónoma de México, 2010

Advanced Spanish language; mental health issues affecting Latinos/as

St. Norbert College, Aug 2002 – May 2006

Bachelor of Arts, Major: Spanish; Minor: Music

Study Abroad: Pontificia Universidad Católica de Chile, 2005

Spanish language; Chilean history; Chilean culture

Usui System of Natural Healing, Feb 2023

Reiki Practitioner (Reiki I, II, III) Advanced Reiki Practitioner Training Course

Reiki Master Teacher: Chiquita Davis

Oak Park River Forest Community Foundation, 2018 - 2019

Leadership Lab Fellow

Oak Park Township, Youth Services, 2016 – 2018

Cargo Circle / Restorative Practices Training, Circle Leader (District 97)

Led by: John Williams

Bridging the Gap Interpreter Training, Jan-Feb 2006

40-hour certification program in medical interpreting

Operated by: United Translators

Blue Lake Fine Arts Camp, Summer 2005

Jazz Band Counselor & Performer

International Music Ambassador

Additional Resources:

In 2016, as co-chair for the Belmont-Cragin Quality of Life Plan Health Committee, I supported the development and execution of community health asset mapping through in-person interactive programs and community surveys. Read the full report here:

https://www.lisc.org/media/filer_public/15/91/15918cdc-212c-4e88-831b-44993b54a458/belmont_cragin_qlp_2016.pdf

In 2019, I aided in pioneering telehealth services in schools with Elyssa's Mission under the direction of Jodie Segal (jodiesegal@elyssasmission.org), Director of Education, as part of their SOS Programming in Proviso Township as well as supported with student assessments onsite at schools for the SOS Program days. Learn more about Elyssa's Mission here: <https://elyssasmission.org/>

In 2019, I supported Riveredge Hospital in exploring capacity building to provide onsite school behavioral health programs with Cicero District 99. I additionally co-founded and still co-chair the School-Based Mental Health Roundtable in partnership with Dr. Jack Rein (jrein@cicd99.edu), Director of MTSS at Cicero District 99. In April 2024 we had our 8th Roundtable Conference. Learn more about the School-Based Mental Health Roundtable here:

<https://www.sustainablementalwellness.com/roundtable/>

<https://www.cicd99.edu/about-district-99/departments/mtss>

BILINGUAL AUDIENCE/BRAND STRATEGIST, BUSINESS ACCELERATION, AND INCLUSIVE MARKETING LEADER
Driven by the belief that today's businesses, brands and government entities must go beyond promises, fostering trust and delivering meaningful, lasting change. Committed to building partnerships and solutions grounded in responsibility and a commitment to impact, moving beyond transactions to real engagement that improves lives.

Expertise in quantitative and qualitative research methodologies, driving data-informed solutions that improve lives and strengthen communities. Known for combining human behavior insights with cultural and data intelligence to deliver creative strategies that fuel growth. A collaborative leader committed to integrity, productivity, and real-world impact.

DÍGAME | Founder, CEO, Lead Strategist

05.2022 to Present

Founder of this Inclusive Marketing and Audience Strategies consultancy. Clients include: ALSAC/St. Jude Children's Research Hospital, Chicago Botanic Garden, Endeavor Health (previously: NorthShore HealthSystems), ITW (b2b), IMI Engineering (b2b), Constellation Brands, Drecisco Farms/SweetBuzz (cannabis start-up); Aspen Institute (Think Tank), Familia Kitchen (ecom).

- Consultancy dedicated to helping business, brands and government entities create genuine and impactful connections with often-overlooked audiences, including Hispanic, Black, Veterans, LGBTQ and other diverse communities.
- Merge industry best practices with cultural intelligence to unearth insights, often-hidden information, mitigate misinterpretations, and strengthen client's decision-making capabilities so their businesses can build trust, establish meaningful and authentic long-lasting connections, and grow their bottom line.
- Expertly design and execute quantitative and qualitative research that delivers deep insights into human behavior, challenges, and barriers—extracting actionable insights that drive strategic, solution-focused business outcomes.
- Collaborate with community insiders and passionate advocates to assemble specialized teams tailored for each challenge. This approach ensures deeper, more impactful insights, strategies, and creative solutions that cut deeper than the norm.

HAVAS | Chief Strategy Officer

12.2020 to 04.2022

Member of the Chicago Executive Team of this fully integrated firm that delivers unexpected solutions that drive business in the most efficient ways. Clients included: City of Chicago, MOEN, AutoZone, Michelin, BEL, National Association of Realtors.

- Strategic contributor in retaining key businesses including Autozone (\$2M) in challenging year for clients driven by Covid.
- Partnered and strategized with cross-functional teams to create roll-out campaign of Moen's Smartwater portfolio. Including: naming, consumer concept testing, design (logos, colors, iconography etc.), customer-specific assets (Home Depot) and positioning/messaging.
- In-depth cultural, competitive, and social listening analysis to initiate culturally relevant and differentiated campaigns
- Used a strategic framework to define Baby Bel's Brand Social Role: How the brand can contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in or supporting ethically oriented practices.

EDELMAN | EVP, Head of Brand Strategy

06.2016 to 12.2020

Member of the Chicago Leadership Team for one of the world's largest award-winning global public relations consultancy firms. Clients range from Pfizer, Medtronic, Ann & Robert H. Lurie Children's Hospital, Kellogg's, MARS and Weber Grill

- Key contributor in generating \$2.5M in organic and new business: Allstate, Mars, Lurie Children's Hospital, and Medtronic.
- Established first-ever strategic planning practice comprised of 15 direct reports including: brand, retail, comms, experience, and media strategic planners: Chicago Strategy practice recognized as Center of Excellence tasked to train of other offices
- 2020 Gold Reggie Award Winner: Wine & Cheez-It Campaign. Accelerated growth of Cheez-It's Base business (+12.5% vs SPLY) and increased positive brand social conversation (+35% vs SPLY).
- 2020: Successful Pfizer Covid-19 Clinical Trial Multicultural Recruitment campaign. Overcame deep-seeded mistrust many BIPOC hold toward medical pharmaceutical companies from long-standing racial injustices. Recruited highest participation of Black and Latino trial participants of +4.6% and +5.8% respectively.
- 2019 MARS/Skittles New Business Win: The Death Skittle (aka Rotten Zombie): Uniquely lived Skittles' brand purpose of "disrupting the predictable" for Halloween by leaning into tweens obsession with the morbid and unappetizing, +40% incremental sales vs SPLY.
- Created and monetized new tools and frameworks to differentiate the agency including: "Moments" methodology led to Skittles new business win; trend workshop led to Kellogg's Cheez-It Reggie Award; enterprise brand narrative led to Allstate new business win.

LEO BURNETT/ARC | SVP, Strategy Director

07.2009 to 06.2016

Lead strategist with 10 direct reports for largest client, P&G. Additional clients included: Walmart, Coca-Cola, Alcon and Comcast.

- Key contributor in generating \$4M in organic and new business.
- Created shopper-marketing strategies and insights for 25+ P&G brands covering haircare, skincare, laundry care, femcare, OTC medicine: activated campaigns across 5 customer teams including: Mass, Drug, Grocery, Specialty, and ecommerce
- 2014 & 2016 Bronze Effie Award winner: P&G HairCast Shopper Marketing & Digital Campaign. Accelerated growth of Pantene Haircare business at Walgreens. Delivered customized offers based on local weather algorithms in partnership with The Weather Channel (+10% vs SPLY), lifted entire haircare category (+9.5%), exceed The Weather Channel benchmarks (+20%).
- Created and monetized new tools and frameworks to differentiate the agency: DecisionDNA a quant methodology to uncover behavior and attitudinal insights into shopping journeys by specific categories and brands to fuel channel strategies.
- Created, led, and facilitated global shopper marketing training for LB/ARC shopper strategists (30 people).

EDUCATION & OTHER SKILLS

Bachelor of Science in Commerce, Marketing and Management | DePaul University
Secondary & Primary Research Methodologies
1:1 and Focus Group Moderation (consumer and B2B)
Native Spanish Speaker

PROFESSIONAL AFFILIATIONS & CERTIFICATIONS

Master AI for Marketers Certification (in progress) | PVAI, Expected Completion: 09.2024
Impact for Equity Board of Directors, 06.2022 to Present
Mental Health First Aid Certification | National Council of Mental Health Wellbeing, 03.2022
Adjunct Professor, Brand Strategy and Consumer Behavior | Columbia College, 08.2021 to Present
National Advisory Board, Hispanic Alliance for Career Enhancement (HACE), 07.2017 to Present

REFERENCES

ALSAC/St. Jude Children's Research Hospital

Mr. Matt Oates, Senior Director of Strategic Marketing

Mobile: 901.921.5065

Email: Matt.Oates@alsac.stjude.org

4-Month Consulting Retainer, March – June 2024 which consisted of:

- Developing enterprise strategy for Sustainer Donor Audience through data-driven research, analysis, and strategic planning to deepen engagement and foster long-term loyalty.
- Consulted on data collection, analysis, and insights generation; developed strategies and crafted compelling sell-in decks for senior leadership.

IMI Industrial Automation

Mr. John Anderson, VP of Product Management and Marketing, Americas

Mobile: 630.842.0039

Email: john.anderson@imiplc.com

New global brand adaption to the Americas (Canada, U.S. and Mexico) which consisted of:

Strategically adapting the new global brand initiative ensuring it resonates locally in the Americas while staying true to the company's worldwide ethos.

- Approach was grounded in meticulous research to evaluate the efficacy of customizing the global brand strategy for each individual country or treating The Americas as a homogeneous whole.
- Interviewed a mix of internal sales, distributor partners and end-user/clients from each The Americas markets.
- Competitive analysis to identify key differentiator that fueled a messaging framework to win the market.
- Output included detailed Communications plans for both internal and external audiences.

Columbia College of Chicago

Murphy, Peg, Head of the Communications School

Mobile: 312.369.7489

Email: pmurphy@colum.edu

Peg oversees my work as an adjunct professor where I teach both Consumer Behavior and Brand Strategy. She is well-acquainted with my teaching philosophy, which includes in-depth instruction on quantitative and qualitative research methodologies, as well as guiding students in extracting actionable insights from data to solve real-world business challenges.