

MACMHB: PUBLIC RELATIONS WORKGROUP

MACMHB Office, Lansing

January 7, 2009

Present: Sarah Ameter (Venture), Sally Amos O’Neal (Washtenaw), Julie Barron (CEI), Heather Bridgewater (LifeWays), Marti Bush (Gateway), Jackie Castine (Oakland), Tiffany Devon (CLS), Joanne Durling (Shiawassee), Deb Freed (Northern Lakes), Pat Friend (Berrien), Bridget Gates (Monroe), Judy Hazle (CEI), Bonnie Kaunisto (Hiawatha), Renee Keswick (Genesee), LaDon McNeil (Genesee), Melody Munro-Wolfe (Lapeer), Joan Nagelkirk (Sanilac), Tim Ninemire (Saginaw), Emily Palsrok (JB & A), Susan Rickwalt-Holder (Tuscola), Sophie Roweton (CMHCM), Kelly Sall (Ottawa), Jan Smith (North Country), Vicki Suder (Oakland)

MACMHB Staff Present: Amy Zaagman and Georjean Knapp

Guest: Elizabeth Spring, WCHO

Items	Discussion	Outcomes/Assignments
<p>Review minutes and assignments</p> <p>Faces of Mental Health Display</p>		<p>The meeting was called to order at 11:00am.</p> <p>The minutes from December were accepted as presented with the addition of Jan Smith, North Country CMH, to the attendance list.</p> <p>Georjean Knapp, will re-send release form and request for 3 to 4 pictures with an extended deadline of January 31, 2009.</p>
<p>Mental Health First Aid (National Council program)</p>	<p>Amy Zaagman introduced Elizabeth Spring, WCHO, and explained a little about the Mental Health First Aid program.</p> <p>Ms. Spring discussed the 40-hour training which qualifies attendees to be able to train the 12-hour Mental Health First Aid training. The 12-hour training includes four 3-hour modules.</p> <p>The goal of Mental Health First Aid is to be able to provide mental health first aid until professional help arrives, not only in a crisis, but in cases of eating disorders, substance abuse, self-injury, etc.</p>	

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	<p>This training is recommended for police officers, teachers, peer support specialists, front desk staff, etc.</p> <p>Discussion included:</p> <ul style="list-style-type: none"> • how to organize the training • how to find help with cost, search for grant funding • getting legislation passed making this part of teacher certification • making this part of peer support specialist training • how do we interest the community • there is not a component on people with DD or ADD • but it does distinguish between adult and child • using as an adjunct to parity 	
<p>Traveling Art Show</p>	<p>A representative from Ready Set Auction joined by phone to discuss the auction options this site has to offer. She discussed having online only or both online and in-person events.</p>	<p>The consensus of the workgroup is to hold a simple online auction. Advertising will begin with the Association's Winter Conference, and promotions will take place at local events around the state. The auction will begin two weeks prior to the Fall Conference with the first day of the conference being the last day of the auction. On day 2 of the conference, during the morning plenary session, have one of the artists speak. This will kick-off the next Traveling Art Show.</p>
<p>Anti Stigma Video - Shiawassee County CMH</p>	<p>Joan Durling showed a short anti-stigma video from the Shiawassee CMH.</p>	
<p>Lunch and networking/sharing of ideas/materials</p>	<p>Ms. Zaagman asked for suggestions from the group for conference presentations.</p>	<p>Suggestions included: mental health first aid, social networking as it pertains to CMH boards, Ambassador training.</p>

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	<p>She distributed the PR piece that Emily Palsrok wrote for the connections newsletter for board members.</p> <p>There was discussion in the meeting on the Cookbook being developed for CMHSPs who do not have a PR person on staff or for PR folks who are unable to attend the meetings. The cookbook will include information and instruction on items like developing a media list, letters to the editor, press releases, basic social media, interacting with the media, crisis communication, elements of a media campaign, promo for the group.</p> <p>Ms. Zaagman asked the group for suggestions on what to do with the Association's remaining "Canvas" DVDs. Some members indicated they would like to buy one. Other suggestions included donating to libraries, using as giveaways.</p>	<p>Ms. Palsrok will develop a draft of talking points that describe services provided and will bring to the next meeting.</p> <p>Association staff will make a decision on the "Canvas" DVDs.</p>
Walk A Mile In My Shoes Rally 2009	<p>Kelly Sall passed around a volunteer form for the Walk-a-Mile Rally.</p> <p>She indicated that volunteers are needed to staff the Traveling Art display when it is displayed at the Capitol during the rally.</p>	<p>Georjean Knapp will look into the price of Walk-a-Mile bags and will check with Meijers on getting bags donated.</p>
Mental Health Ambassador's Kit	<p>Ms. Sall distributed a draft of the Ambassador Handbook and asked for comments from the workgroup by January 15.</p>	<p>Ms. Sall will ask Tony Wong, The Arc Michigan, for input on specific developmental disabilities information he would like to see in the handbook.</p>

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Calendar of Monthly Designations/March as Developmental Disabilities Awareness Month	Sally Amos O'Neal reported that she has the calendar of monthly designation completed.	At Feb meeting decide which ones we want to support.
Anti Stigma Plan/Strategic Plan/ National Anti Stigma Campaign –BLOCK GRANT SUBMISSIONS	Judy Hazle, CEI, distributed a draft of a block grant submission form.	Ms. Hazle will send an electronic copy to the member of the workgroup.
Next Meeting		The next meeting of the PR Workgroup is February 4, 2009, 11:00am to 2:00pm.
Next agenda	Please bring your ideas for March as Developmental Disabilities Awareness Month to the February meeting.	

Respectfully submitted,

Georjean Knapp