

MACMHB: PUBLIC RELATIONS WORKGROUP

MACMHB Office, Lansing

February 4, 2009

Items	Discussion	Outcomes/Assignments
Review minutes and assignments		<p>The meeting was called to order at 11:00am.</p> <p>The minutes from January were accepted as presented.</p>
Member Services Meeting update	<p>Ms. Suder reported on the meeting with MACMHB's Member Services Committee. Discussion included the PR cookbook and proceeds from the art show.</p> <p>She shared a draft of the Ambassador Handbook with them and gave them until February 13 for comments.</p> <p>Discussion occurred on having a list of famous persons with DD as a companion piece to the famous persons with MI that goes in the Ambassador Handbook. Kelly Sall volunteered to develop this piece.</p>	
Mental Health First Aide (National Council program)	<p>Amy Zaagman indicated that the 40-hour training will only be offered once in the state of Michigan at a cost of a little over \$1,000 per person.</p> <p>A sign-up sheet was distributed.</p> <p>There was a question as to whether there will be CEUs offered for this event, and whether it can be part of the peer support specialist curriculum.</p> <p>Ms. Zaagman indicated that the goal is to make the Mental Health First Aid training in Michigan a Michigan specific training and an</p>	<p>Association staff will get actual costs.</p>

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	aid in stopping stigma.	
<p>Traveling Art Show I & II</p>	<p>Traveling Art Show I</p> <p>The group was referred to the draft flyer for the auction that will be distributed with the art, along with a request for name and emails from those interested in participating in the auction.</p> <p>The auction will take place only online . There was discussion on whether some of the pieces need to be touched up and the consensus is that all pieces needing to be refreshed will be.</p> <p>Art Show II</p> <p>Discussion on where to begin Art Show II included:</p> <ul style="list-style-type: none"> ▪ when to begin ▪ upfront costs, budget issues 	<p>The Traveling Art Show II will be unveiled at MACMHB's Winter Conference 2010. Art should be in to the Association by October 2009.</p> <p>Asociation staff will send Art Show I info to Emily Palsrock to revise for Art Show II.</p>
<p>Mental Health Ambassador's Kit</p>	<p>Ms. Zaagman indicated that there are many first edition books remaining; so she recommended delaying the printing of the new books until some of the remaining books can be distributed. We will put the older books in the bags for the walk-a-mile.</p> <p>The kit pieces can still be updated.</p> <p>Tim Ninemire distributed the 2008-07 report on the Ambassador trainings. Association staff is making the Ambassador training part of the Boardworks 2.0 curriculum.</p>	
<p>Lunch and networking/sharing of</p>		

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ideas/materials		
<p>Walk A Mile In My Shoes Rally 2009</p>	<p>Walk A Mile In My Shoes Rally 2009</p> <p>Kelly Sall reported that the planning committee has met and is working on this year's logistics for the rally.</p> <p>Although the group will request new statements this year; may use some of last year's.</p> <p>There was discussion on the county representatives and how to communicate and coordinate with them prior to the "walk." The group is looking into this issues.</p> <p>After some discussion on the bags, it was decided to purchase bags and have the logo printed on them. Jim Bloch will work on the art.</p> <p>Ms. Sall indicated that the group is hoping for commitments with partnering agencies by March 1; expecting they will help promote the event, provide speakers, giveaways, etc. They will be allowed to hang their banners and put their logo in promotional materials.</p> <p>Planned activities include:</p> <ul style="list-style-type: none"> ▪ the big map ▪ focus on self-advocacy ▪ focus on communicating with your legislator ▪ have peer support specialists talk about self advocacy; both MI & DD ▪ table for attendees to write their legislators a note or have one written for them 	<p>Association staff will resend the request for rally contacts to the directors.</p> <p>Emily Palsrok will reserve the meters and put together a map of locations for parking.</p> <p>The promotional package for the rally will be on the website before the March meeting.</p> <p>Ms. Zaagman and Ms. Palsrock will gather the Citizen's Guide to Government for the bags.</p>

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	<ul style="list-style-type: none"> ▪ talking points ▪ actually have a walk ▪ having Faces of Mental Health and the Traveling Art show displayed ▪ parity support petition 	
PR Cookbook		<p>The PR Cookbook will be emailed out by the March Member Services and Directors' Forum.</p> <p>Ms. Palsrock will be bringing a summary of her winter conference presentation to the March PR meeting.</p>
Suicide Prevention Group Update	Joan Durling gave a presentation on a suicide prevention plan for Michigan from 2005.	
Calendar of Monthly Designations/March as Developmental Disabilities Awareness Month		<p>Ms. Amos O'Neal asked the group to highlight the monthly designations they want to use and send choices back to her. At the March meeting the group will decide which ones we want to support.</p> <p>The group will begin doing Op Eds one month ahead.</p>
Faces of Mental Health Update	Georjean Knapp reported that she has heard from 9 boards; 21 to 27 picture. She will send to Ms. Palsrok to develop a mock-up. An additional week was given to get the pictures in to the Association.	This will go from being the Faces of Mental health to Look Closer; See Me for Who I am. This includes all aspects of MI and DD.
Anti Stigma Plan/Strategic Plan/ National Anti Stigma Campaign –BLOCK GRANT SUBMISSIONS	A brief update was given.	
Next Meeting		The next meeting of the PR Workgroup is March 4, 2009, 10:30am to 1:00pm.

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Next agenda		
Adjournment		The meeting adjourned at 2:00pm.

Respectfully submitted,

Georjean Knapp