

# MACMHB PR WORKGROUP MEETING – Minutes

<b>Date:</b>	9/3/08	<b>Start Time:</b>	10:30 a.m.	<b>Stop Time:</b>	2:00 p.m.	<b>Location:</b>	MACMHB
<b>Present:</b> Vicki Suder, Amy Zaagman, Sally Amos-O’Neal, Margaret Keyes-Howard, Jim Bloch, Heather Bridgewater, Kelly Sall, Dennis, Julie Barron, Marti Bush, Deb Freed, Pat Friend, Diane Page, Laura Daien, Judy Hazle, Joan Durling, Dennis U., Jan Smith. <b>On Phone:</b> Sarah. <b>Guests:</b> Sherri Solomon, Michelle Condit, Lisa Hotovy, Karen Hobart							

<b>Facilitator:</b>	Vicki Suder	<b>Scribe:</b>	Heather Bridgewater
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Item	Time	Discussion	Outcome/Assignments
1. Suitcases in the Attic (West Michigan CMH)	65 min	<p>Presented recovery suitcases to group (including handouts). Partnered with local media, artists, to achieve maximum exposure and quality. Encouraging CMHs throughout the state to join efforts and/or build suitcases in local community (see handouts). Discussed lessons learned in the production of the exhibit, such as limiting items contributed by each consumer, etc.</p> <p>Also passed around the book, <i>The Lives They Left Behind</i> by Darby Penney and Peter Stastny. Visit: <a href="http://www.amazon.com/Lives-They-Left-Behind-Suitcases/dp/1934137073/ref=sr_1_1?ie=UTF8&amp;s=books&amp;qid=1220456103&amp;sr=1-1">http://www.amazon.com/Lives-They-Left-Behind-Suitcases/dp/1934137073/ref=sr_1_1?ie=UTF8&amp;s=books&amp;qid=1220456103&amp;sr=1-1</a> to check out the book online.</p>	For more info, contact Michelle Condit at West Michigan CMH (800) 992-2061.
2. NAMI Michigan Update	35 min	<p>Sherri Solomon presented. NAMI Walk is on September 28, 2008 on Belle Isle at 11:00 a.m. Goal of the walk is to eliminate stigma. Viewed brief NAMI Walk PSA. Encourage participants to register online. Funds raised through the walk will fund a variety of NAMI programs.</p> <p>NAMI programs available:</p> <ul style="list-style-type: none"> <li>• <i>NAMI Basics</i> for parents of children exhibiting mental illness &lt; age 13. Peer education series. 6-week course. Will be held in Flint during the first week of October 2008.</li> <li>• <i>Families in Action</i> programs being held around the state.</li> <li>• <i>Connections</i> support group. Peer support group, held weekly in many communities.</li> <li>• <i>In Our Own Voice</i>, speakers bureau of consumers in recovery.</li> </ul> <p>Several grants have been written for NAMI Michigan. If funded, future NAMI programs in development include:</p> <ul style="list-style-type: none"> <li>• Website update</li> <li>• Public relations</li> </ul>	<p>Register online for NAMI Walk at <a href="http://www.nami.org">www.nami.org</a>. Still looking for volunteers to help on the day of the walk. Interested parties can contact Marti Bush.</p> <p>Press release template available to localize to increase coverage of the NAMI Walk and/or eliminating stigma.</p> <p>Looking for potential speakers for <i>NAMI Basics</i> series. Interested parties can contact Sherri Solomon.</p> <p>E-Newsletter in production; looking for article ideas, hot topics, etc. Target audience would be CMH staff. Submit ideas to Sherri Solomon.</p>

3. Lunch and Networking/Sharing of Ideas/Materials	25 min	Several handouts shared related to upcoming events.  Discussion regarding <i>Tropic Thunder</i> movie. Op-eds are available on the MACMHB website.	
4. Traveling Art Show Update	5 min	Still trying to book the exhibit at the Detroit Institute of Arts in 2009. Exhibit booked in Berrien County for September 2008.	Slots still open for 2009, interested parties can contact Amy Zaagman.
5. MACMHB Fall Conference (PR Workgroup Contributions)	5 min	Looking for booths to participate in the anti-stigma “fair” at the Fall Conference in Traverse City.	If a CMH is interested in participating in the workshop, contact Amy Zaagman.
6. Walk a Mile	5 min	The date for the 2009 WAMIMS is confirmed for Tuesday, May 12, 2009.  Poem submitted by a participant in the rally. Can be used in promotional materials related to the rally in the future.	Vicki will forward the poem to Kelly Sall for future consideration.
	30 min	Photo board assembly.	
7. Mental Health Ambassador’s Kit	15 min	Paring down the topics in the book, shorter descriptions, focusing on current trends. Extensive topics will be added as handouts. Writing assignments have been issued and are in the process of completion. Will add info on advance directives. Consider adding information on jail diversion.	For information on specific writing assignments, or to submit topic suggestions, contact Kelly Sall.
8. Virtual Center for Excellence	10 min	Trying to connect the state virtually. Project is growing daily. They may be collecting information on all of the statewide anti-stigma projects. Amy will talk to Mike Head about goal and Vicki will talk to Pam Werner about concerns.	
9. Anti-Stigma Plan/Strategic Plan National Anti Stigma Campaign	5 min	Look Closer logo approved. Will be officially rolled out and available for use after Fall Conference.	Logo will be available on MACMHB website after Fall Conference.
10. Monthly Op-Ed	5 min	National Alcohol and Drug Recovery Month op-ed available.	Op-ed available on MACMHB website.
11. Parity Legislation Update –Federal and State	None.	None.	None.

<b>Next Meeting:</b>	<p>Wednesday, October 1, 2008 11 a.m. – 2:00 p.m.</p> <p><u>For October:</u> HELP, Desiree Moody</p> <p><u>On Deck Items:</u> PR Cookbook Calendar of Monthly Designations Initial Walk A Mile 2009 Discussion (December Meeting)</p> <p><u>Op-Ed Articles:</u> September: Voting; October: Look Closer</p>
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