

**Michigan Association of Community Mental Health Boards  
PR Workgroup Minutes**

Date: 2/3/10	Start Time: 11:00am	End Time: 2:00pm	Location: MACMHB Office, Lansing
Facilitator: Vicki Suder		Scribe: Georjean Knapp	
Present: Sally Amos O'Neal (WCHO), Jim Bloch (Thumb Alliance), Jackie Castine (Oakland), Laura Daien (JB&A), Joan Durling (Shiawassee), Wendy Fox (Riverwood), Bridgitte Gates (Monroe), Renee Keswick (Genesee), LaDon McNeil (Genesee), Tim Ninemire (Saginaw), Emily Palsrok (JB&A), Julie Rookard (CMHCM), Kelly Sall (Ottawa), Vicki Suder (Oakland)			
By Phone: Heather Bell (Gratiot), Heather Bridgwater (LifeWays), Deb Freed (Northern Lakes), Kathy Harrison (Huron), Diane Palmer (Bay-Arenac), Jan Smith (North Country), Lori Valuet (Macomb)			
Staff Present: Michael Vizena, Alan Bolter, Georjean Knapp			
<b>Items:</b>	<b>Discussion:</b>	<b>Outcome:</b>	
<b>Review minutes and assignments</b>		Minutes were accepted as presented with one change – Walk-a-Mile Rally begins at 1:30pm.	
<b>Traveling Art Show II</b>	<p>The art for Art Show II is due at the Association at the March 3, PR meeting.</p> <p>Release forms will be sent out to the PR Workgroup and are available on the Association's website.</p>	<p>Georjean will check into the timeframe to have the art framed.</p> <p>She will also look into how artists will get paid.</p> <p>Emily will reserve a room in the Capital View Building to show the art during the Walk-a-Mile Rally.</p>	
<b>Mental Health First Aid</b>	<p>Kelly, Ottawa, reported that the interest in her county is such that she has a second training already filled. The first training was free. They are charging \$15 for materials for the second training.</p> <p>Heather, LifeWays, indicated that they provided the first training free. The training was limited to 25 and filled in two days.</p>	<p>Renee will send out supporting documents for applying for CEUs.</p> <p>The Association will get a tentative date from the National Council and send out to directors to determine interest.</p>	

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	<p>Upcoming trainings are almost filled.</p> <p>Renee, Genesee, reported that they trained local staff for a trial run, and the response was excellent.</p> <p>Kelly participated in a webinar which had suggestions on how to involve law enforcement: have a varied group, reserve seats for a couple of officers each time, etc.</p> <p>Bridgitte's CMH trained 15 people and also received rave reviews.</p> <p>HR has already approved the training at a national level to receive CEUs.</p> <p>There was a suggestion to present at a board conference the success of the training.</p>	
<p><b>Mental Health Ambassador's Kit</b></p>	<p>Kelly distributed a document on utilizing the ambassador program; including ideas of where to take the program and how to use the materials.</p> <p>Bridgitte distributed a brochure that describes who an ambassador is and what they do.</p> <p>Want to have it consistent with the kit – same font, match the materials</p> <p>Merge the two documents</p>	<p>It was the consensus of the workgroup to merge these two documents and have available for Winter Conference.</p> <p>Georjean will get the addresses of the lead ambassadors to Tim.</p>

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<p><b>Walk A Mile In My Shoes</b></p>	<p>The job list sign-up sheet was distributed.</p> <p>Activities were discussed and suggestions included:</p> <ul style="list-style-type: none"> <li>▪ something on the budget cuts</li> <li>▪ materials encouraging voting; including accommodations for people with disabilities;</li> <li>▪ the walk</li> <li>▪ video statements</li> <li>▪ map</li> <li>▪ art show</li> <li>▪ sign making</li> <li>▪ photos with cutouts of famous people</li> </ul> <p>Tim indicated that a volunteer is needed at the advocacy walk corner to stay there with a sign and help organized each walk.</p> <p>Heather is working on statements.</p> <p>Promo pieces will be ready by end of February.</p> <p>Laura of John Bailey &amp; Associates indicated that she is looking at promoting on Facebook once MACMHB has its Facebook page up and running.</p> <p>Tim indicated that the maps will be distributed alphabetically this year instead of regionally.</p>	<p>Georjean will have a table at MACMHB's winter conference for the Walk-a-Mile display. Save the date flyers will go into the conference packets.</p>
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	<p>Judy, CEI, will again get the buttons for speakers and helpers.</p> <p>The information tent will be the same.</p> <p>First aid kit – Susan Rickwalt Holder will take responsibility onsite.</p> <p>More volunteers will be needed to help steer folks through the tent as they check in and pick up their bags; 3 to 5.</p> <p>Laura has information on a few sound providers who are familiar with capitol ground rules.</p>	<p>Georjean will count how many speaker and helper buttons were left from last year.</p> <p>Association staff will make sure there is a first aid kit on hand. Susan Rickwalt Holder will be responsible onsite.</p> <p>Laura will check into the cost of improving the sound quality so that more folks in the audience can hear the speakers.</p> <p>Georjean will check on the WAM budget.</p> <p>Association staff will send out a letter requesting \$225 from each CMH. The extra \$25 will help cover the better sound system.</p> <p>Alan will explore getting corporate sponsors. Laura will draft a sponsorship letter.</p> <p>Alan will send out the partnership letter to advocates.</p>
<p><b>Lunch and networking/sharing of ideas/materials</b></p>		

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<p><b>Anti Stigma Plan/Strategic Plan/ National Anti Stigma Campaign – DCH ANTI STIGMA COMMITTEE</b></p>	<p>Deb Freed and LaDon McNeil reported that the committee met in January and will meet again in March. Its charge is to put together a tool kit, a mission statement and possibly a secret shopper. They are working on identifying stigma, especially internal stigma.</p> <p>The timeframe for completion is possibly this year.</p>	<p>Deb to send list of websites. LaDon send list for exercise she discussed.</p>
<p><b>Social Networking Discussion</b></p>	<p>Estee, Sacred Heart, has been checking the Internet for mental health “bad” words</p> <p>Vicki shared her email to the Oakland Press regarding the use of person-first language.</p> <p>Alan referred the workgroup to the Association’s draft policy on using social media which was distributed.</p> <p>The policy must go before the Member Services Committee for approval.</p>	<p>Jim, Thumb Alliance, will send an example of internal stigma to the workgroup.</p> <p>Association staff will put the draft Social Media Policy on the Member Services Committee agenda for March.</p>
<p><b>Topic for Op Ed articles</b></p>		<p>April – Cost of mental health if not treated May – mental health awareness</p>
<p><b>State Issues Update</b></p>	<p>Alan reported that a \$1.7bil deficit is anticipated. The Senate has come out with a list of reforms for 2010 that include public employee healthcare and compensation, K-12 School and Medicaid spending, etc.</p>	

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	<p>The Governor's list of reforms came out last week with 12 to 14 reforms; including early out to state employees and teachers, for every 3 state retirees hire 2, no-reason absentee voting, elimination of lifetime benefits for legislators.</p> <p>The Governor will deliver her State of State on February 3; her 2011 budget proposal on February 11.</p>	
<p><b>Parity Legislation Update –Federal and State</b></p>	<p>Partners for Parity met with House Speaker Andy Dillon, and he recommitted to getting parity out for a vote. They also met with Representative Corriveau who has concerns regarding parity, but he did not elaborate.</p> <p>The partners hope to set up a meeting with Corriveau and the bill sponsors to clear up the uncertainty. Election year politics could be playing a role.</p> <p>Fed parity goes into effect April 5. This bill applies to group insurance for 50 or more employees, not Medicaid. State parity would fill in the gaps; cover the uninsured, smaller groups of employees.</p>	
<p><b>Next Meeting</b></p>	<p>The next meeting of the PR Workgroup is scheduled for March 3, 2010, 10:30am.</p>	
<p><b>Adjournment</b></p>	<p>The meeting adjourned at 2:00pm.</p>	

Respectfully submitted,  
Georjean Knapp, Committee Clerk