

Michigan Association of Community Mental Health Boards

**Public Relations Workgroup Meeting Minutes**

March 4, 2009

Present: Sally Amos O'Neal (WHCO), Julie Barron (CEI), Jim Block (Thumb Alliance), Marti Bush (Gateway), Darma Canter (Muskegon), Jacqueline Castine (Oakland), Joan Durling (Shiawassee), Deb Freed (Northern Lakes), Bridgette Gates (Monroe), Emily Gerkin-Palsrok (JBA), Kathie Harrison (Huron), Judy Hazle (CEI), Renee Keswick (Genesee), Bonnie Kaunisto (Hiawatha), Margaret Keyes-Howard (Detroit-Wayne), LaDon McNeil (Genesee), Tim Ninemire (Saginaw), Susan Rickwalt-Holder (Tuscola), Kay Ross (Lenawee), Sophie Roweton (CMHCM), Kelly Sall (Ottawa), Jan Smith (North Country), Vicki Suder (Oakland), Lori Valuet (Macomb), Leslie White-Jones (BHPI/ Carelink)

**1. Call to Order**

Vicki Suder called the meeting to order at 10:40am.

**2. Review Minutes & Assignments**

February 4 minutes were not available due to computer issues at the Association. They will be distributed prior to the April 1 meeting.

Emily Palsrok reported on the social media workshop that was held at the Association's Winter Conference. This workshop discussed Facebook, My Space, Twitter, etc., and how to use these mediums for advocacy. Some are used to reach out to others; some to interact with others. Ari's presentation will be on the website; Georjean will email it to the group.

Think of social media as another tool to get your message out or as an extension of tools you are already using. This is a good human resource tool, but it is important to keep business and personal separate.

Emily will show her Facebook page at the next meeting. This will remain on the workgroup's agenda.

**3. Walk-a-Mile in My Shoes Rally 2009**

Kelly Sall reported that there are a few gaps in the current contact list. Members of the workgroup will work at getting the remaining CMHs on board.

Amy Zaagman reported that a formal letter to partnering agencies is in process, and some have indicated their involvement already. The next flyer should have all the participants included.

Ms. Palsrok reported that the 2008 information is being updated for 2009 and will be distributed and on the web soon.

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Discussion on May's rally included:

a) How to get lawmakers to their constituents

- have CMHs contact lawmakers to let them know where they will be on the Capitol lawn, the color of their shirts, cell phone contact, etc.
- part of the promotion information should be how to contact your legislators

b) Check-in

Tim Ninemire reported that the check-in workgroup is working on the best way to identify the county representatives; focusing on having staff make sure the representatives get the information they need, pins, etc. There was discussion on having a check-in booth for just the reps. Mr. Ninemire requested additional walkie talkies from members.

c) Bags

The consensus of the workgroup is to not make any changes to the Walk-a-Mile logo and to combine it with the Look Closer logo for on the Walk-a-Mile Bags.

d) Other

- a parity petition onsite (Ms. Zaagman should have the actual bills by the rally.)
- have the volunteer meeting begin at 11:30am
- handout of schedule of activities
- Association staff will look into getting a room block and special rate at the Radisson Hotel for May 11

Ms. Palrok discussed radio advertising for the rally. If a small ad is purchased, the station will match with a public service announcement. This will cost between \$2 and 3 thousand. The consensus of the group is to use this year only if funding becomes available. The group will look into this for future rallies.

Emily and Amy will work on getting date for 2010.

**4. Traveling Art Show**

Marti Bush reported that the art is being displayed at the Northville Gallery in Northville. Sign-up forms are available for anyone interested in information on the fall auction. Georjean will email auction flier to the group again.

**5. Mental Health Ambassador Handbook Kit**

There was concern about the content of the handbook, and whether we have strayed from our original concept about talking about philosophies not practices. Ms. Sall will distribute electronically for comments and copies to the April meeting. Feedback to Kelly by the June meeting. At June meeting we will look at other kit items and make assignments.

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**6. Talking Points**

Ms. Palsrok distributed and asked for comments. Group to provide feedback to Emily by the April Meeting.

**7. Budget Update**

Ms. Zaagman gave an update on the state budget and reported that Michael Head, Director, Mental Health & Substance Abuse Administration, gave a presentation consistent with the Governor's budget. The budget hearing at 10:00am on Friday is the only time that our issues will be the focus. If you are interested, give your name to Ms. Zaagman, and she will send in your information for you to be on the list to testify. She recommended that you bring people who have lost services because of GF cuts or who will lose services because of upcoming cuts.

**8. Anti Stigma Campaign**

Discussed possibly collecting funds from CMHs to do radio spots for anti stigma campaign. We would pool our resources to buy radio ads across Michigan. Collect funds similarly like we do for WAM Rally. Will discuss again at later date.

**9. Other**

Emily will bring mock up of Faces of Mental Health to April Meeting.

Ms. Zaagman will talk with Colleen Jasper, MDCH, regarding the status of the Mental Health Block Grant.

**10. Next Meeting**

The next meeting of the PR Workgroup is scheduled for April 1, 2009, 11:00am to 2:00pm, MACMHB Office, Lansing. Suicide prevention will be on the agenda.

**10. Adjournment**

The meeting adjourned at 1:00pm.

Respectfully submitted,

Georjean Knapp