

MACMHB: PUBLIC RELATIONS WORKGROUP- Minutes

| Date: | 4/7/10 | Start Time: | 11:00am. | Stop Time: | 2:00 pm | Location: | MACMHB Conference room |
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| Facilitator: | Vicki Suder | | | Scribe: | Georjean Knapp | | |
| <p>Present: Sarah Ameter (Venture), Jim Bloch (St. Clair), Jackie Castine (Oakland), Laura Daien (JB&A), Joan Durling (Shiawassee), Wendy Fox (Berrien), Bridgitte Gates (Monroe), Margaret Keys (Detroit-Wayne), Melissa Ludwig (Berrien), Jean Nagelkirk (Sanilac), Tim Ninemire (Saginaw), Diane Palmer (BABHA), Julie Rookard (CMHCM), Kelly Sall (Ottawa), Jan Smith (North Country), Vicki Suder (Oakland), Lory Valuet (Macomb)</p> <p>By Phone: Heather Bridgewater (LifeWays), Deb Freed (Northern Lakes), Kathy Harrison (Huron), John Mikulich (network180)</p> <p>Staff Present: Michael Vizena, Alan Bolter, Georjean Knapp</p> | | | | | | | |
| Items | | Discussion | | | | Outcome | |
| Review minutes and assignments | | The minutes were accepted as presented. | | | | | |
| Traveling Art Show II | | <p>Georjean reported that she received 32 pieces of art.</p> <p>Susan Meekhof from network180 is in the process of framing them, and they should be completed in ample time for display at the Walk-a-Mile Rally.</p> <p>Georjean distributed a list of the art and documentation received. She asked members to get her missing releases and bios as soon as possible.</p> | | | | | |
| Walk A Mile In My Shoes | | <p>Bridgitte Gates led the rally discussion.</p> <p>Heather Bridgewater reported that she has received statements from 11 counties.</p> <p>Tim Ninemire will contact the poet from Saginaw.</p> <p>We are still looking for an emcee.</p> <p>Laura Daien reported that the Central United Methodist Church downtown has space available for displaying the art. There may be a small fee.</p> <p>Georjean reported that we are right on target with the WAM budget.</p> <p>She also reported that she has not been able to get bags from Meijer or Walmart. May have to purchase inexpensive</p> | | | | <p>Laura will follow up with the church.</p> <p>Lory Valuet will monitor the art during the rally.</p> <p>Laura will order the larger sound system. She will check to see if ear buds will be available for the interpreters.</p> | |

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| | <p>bags.</p> <p>Georjean distributed the list of t-shirt colors she has received to date and asked that members fill in missing colors as well as their food and item donations.</p> <p>Alan Bolter reported that he has gotten all the sponsors from last year except one.</p> <p>Tim Ninemire reported that he has created a generic release for video taping. Any CMH wanting to bring a camera is welcome and videos will be shared.</p> <p>Jan Smith and Julie Barron will be calling designees who do not regularly participate in the PR meetings to give them information on the rally.</p> <p>Mike Vizena indicated that there has been some dialogue with the Governor's office regarding her possible attendance at the rally.</p> | <p>JB & A will reach out to the media to have onsite broadcasting.</p> <p>Georjean will send out the information on the key people for onsite at the rally.</p> <p>Mike will follow up and keep the workgroup informed.</p> <p>Tim will develop a separate flyer for rally activities.</p> <p>The meeting for May was moved to 10:30am to allow more time to stuff WAM bags.</p> |
| Mental Health First Aid | <p>Bridgitte reported that the training in March had 15 attendees. A future training is scheduled for police officers and then another in July.</p> <p>Heather reported that LifeWays had a second training. It was very successful. They are discussing increasing the price.</p> <p>Vicki reported that Oakland has two or three trainings scheduled.</p> | <p>Georjean will reserve an exhibit table for the spring conference.</p> <p>She will also send out an email asking for volunteers for the exhibit table and for the art show.</p> |
| Mental Health Ambassador's Kit | <p>There was some discussion on having lead ambassador or regular workshops.</p> <p>Tim is putting together a distribution list to email the lead ambassadors regularly for information.</p> | <p>Georjean will send out a letter to directors to see how many are interested in future trainings.</p> <p>She will have information on how many of the old books are left and the status of ordering the new ones at the June meeting.</p> |
| Lunch and networking/sharing of ideas/materials | <p>Joan Durling shared that consumers in Shiawassee will be packing lunches for the homeless.</p> <p>Deb Freed indicated she is using the Look Closer logo as a title for their DVDs.</p> | |

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| | <p>Vicki is using the logo for their newsletter.</p> <p>Alan will put the logo on MACMHB's facebook.</p> | |
| Anti Stigma Plan/Strategic Plan/ National Anti Stigma Campaign – DCH ANTI STIGMA COMMITTEE | <p>Deb reported that a tool kit will be developed on internal stigma. The committee is trying to put together information on what you need to know related various job descriptions.</p> <p>Working on getting technical assistance from organizations that have already completed their campaign. Trying not to duplicate or reinvent the wheel.</p> | |
| Social Networking Discussion | <p>Alan reported that he is planning to launch MACMHB's facebook page, and he asked that everyone become a friend. This will expand the number of people who see the page.</p> | <p>Alan will send the MACMHB's Social Networking Policy out to the PR Workgroup.</p> <p>Laura is looking into whether you can block unwanted comments.</p> |
| Topic for Op Ed articles | <p>June – children's reading list</p> <p>July – PTSD and veterans, depression & suicide</p> <p>August – mental health & professional sports/baseball</p> | |
| State Issues Update | <p>Alan reported that the Senate passed the DCH budget with</p> <ul style="list-style-type: none"> ▪ \$57.5mil reduction in the GF ▪ substance abuse services cuts that the Governor proposed ▪ \$2.2mil reduction in residential ▪ Did not include the physicians' tax <p>The budget is now in the House. Several hearings have been scheduled.</p> | |
| Parity Legislation Update – Federal and State | <p>The Association was informed that the parity bills are in the House Policy Committee.</p> <p>Representative Mark Meadows has a bill that mirrors Ohio's law. This is a full mandate and must offer a full level of service.</p> <p>There will be a report in the Association's Friday Facts.</p> | |
| Other | <p>Jackie Castine has updated her website. It has information on her recovery, a segment on meds, comprehensive information on support, both local and national.</p> <p>Jan reported that North Country is having its 13th annual 5k run Saturday.</p> <p>Jim Bloch indicated that May 8 will be St Clairs 5k run. They are using the proceeds to buy items for consumers that are not covered by insurance.</p> | |

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| | <p>Deb reported that Northern Lakes is bringing in Amy Long on May 4 & 5 to do staff trainings.</p> <p>Central Michigan is having Patty Duke speak. Free tickets are available on their website. This is being offered as part of the stimulus package Central received.</p> <p>Jackie asked that anyone who has cartoons that are in good taste regarding mental health please send them to her. She'll share hers as well.</p> | <p>Georjean will send out Amy Long's information.</p> |
| Next meeting | | The next meeting of the PR Workgroup is May 5, 10:30am – 2 pm. |
| Adjournment | | The meeting adjourned at 1:30pm. |

Respectfully submitted,
Georjean Knapp, Committee Clerk