

MACMHB: PUBLIC RELATIONS WORKGROUP- Minutes

Date:	6/2/10	Start Time:	10:30am	Stop Time:	1:00 pm	Location:	MACMHB Conference room
Facilitator:	Vicki Suder			Scribe:	Georjean Knapp		
<p>Present: Sarah Ameter (Venture), Julie Barron (CEI), Laura Daien (JB&A), Joan Durling (Shiawassee), Wendy Fox (Berrien), Bridgitte Gates (Monroe), Joan Keilen (Kalamazoo), Renee Keswick (Genesee), Margaret Keys-Howard (Detroit-Wayne), Melissa Ludwig (Berrien), LaDon McNeil (Genesee), Tim Ninemire (Saginaw), Sally O'Neal (WCHO), Julie Rookard (CMHCM), Kelly Sall (Ottawa), Lory Valuet (Macomb)</p> <p>By phone: Heather Bridgewater (LifeWays), Deb Freed (Northern Lakes), Kathy Harrison (Huron), Jan Smith (North Country)</p> <p>Guest: Stephanie Harris (MDCH)</p> <p>Staff Present: Michael Vizena, Alan Bolter, Georjean Knapp</p>							

Items	Discussion	Outcome
Review Minutes and Assignments	<p>In Vicki Suder's absence, Bridgitte Gates called meeting to order at 10:30am.</p> <p>The minutes of April 7, 2010, were accepted as written.</p>	
Walk A Mile In My Shoes	<p>Lori Valuet indicated that about 300 people walked through the art show display. She said the host site was very welcoming. The show did not get the amount of street traffic that the Capitol View Building did the year before, but the rainy weather may have been a deterrent.</p> <p>It was reported that there was positive feedback on having the consumers go up the side steps. The new sound system increased people's ability to hear the speakers.</p> <p>The WAM bags were discussed. Georjean Knapp indicated that about 1,300 were distributed.</p> <p>Because of the weather, the advocate walk was not</p>	<p>It was decided that Georjean will look into plastic bags next year with the WAM logo imprinted on them.</p> <p>In the legislative tent there should be a list of which legislators go with which county. Also a copy of the Ambassador book should be available.</p> <p>Next year consumers will be encouraged to write letters to their legislators, and a drop-off box for these letters will be available in the legislative tent.</p> <p>Lauren Daien reported that the media coverage was very good.</p>

	<p>well attended.</p> <p>Next year's rally will be held on May 11.</p> <p>There was some discussion on who will fill Tim Ninemire's spot as check-in person.</p>	<p>Georjean will send out the survey electronically and put it on the web so folks can fill it out online.</p>
Traveling Art Show II	<p>There was a brief discussion on the art and how to promote.</p>	<p>Georjean will measure the art as soon as possible.</p> <p>Alan will post art show information on MACMHB's Facebook page.</p>
Suicide Prevention	<p>Joan Durling reported on the current activities of the suicide prevention coalition. If anyone has any questions for the coalition, please bring them to the August PR Workgroup meeting.</p> <p>We need to continue to educate people on suicide prevention.</p> <p>Suicides are high among Native Americans. The suicide rate is also high within the National Guard; those coming back from overseas to no jobs, home foreclosures.</p>	
Mental Health First Aid	<p>Kelly Sall indicated that CMH of Ottawa County is having its third training on June 3. There is still a lot of positive response.</p> <p>Heather Bridgewater from Lifeways reported that they have trained about 90 people since the first of the year. They are looking for additional trainers who need to complete 3 trainings to co-present.</p> <p>Bridgitte Gates reported that Monroe is having another training and will incorporate the mental health piece.</p>	
Mental Health Ambassador's Kit	<p>This is ready to go to print, just waiting until the first edition has run out.</p> <p>Sally Amos indicated that at the training at the</p>	

	<p>spring conference there were about 10 attendees. There was discussion on a connection with CMH pairing up with the Kiwanas.</p>	
<p>Anti Stigma Plan/Strategic Plan/National Anti Stigma Campaign – DCH ANTI STIGMA COMMITTEE</p> <p>Guest: Stephanie Harris, MDCH</p>	<p>Stephanie Harris indicated that a couple of years ago the department thought the best approach to stigma was to look at stigma within the system. The group began meeting about a year ago.</p> <p>They are in the process of creating a tool kit for providers doing specific roles; i.e., HR, QI. Besides creating a hard product, they hope to develop a clearing house for information. This is still in the planning states, but they hope to be completed by June 2011.</p> <p>Stephany's email is Harriss5@michigan.gov.</p> <p>The department can help out with state funded projects.</p> <p>Peer support specialist have made an impact</p> <p>The next meeting of the committee is Tuesday, June 8.</p>	
<p>Social Networking Discussion</p>	<p>A social media article was distributed as an FYI.</p>	
<p>Topic for Op Ed articles</p>		<p>The July op-ed distributed will be on web by end of week.</p> <p>August op-ed will be on mental illness and professional baseball.</p> <p>September is safety month.</p>
<p>State Issues Update</p>	<p>Alan Bolter gave a budget update.</p> <p>The House passed a budget that restored the \$54mil cut, the SUD cuts and the multi-cultural cuts that were in the Senate budget. With the House and Senate not in agreement on the budget, the bills are</p>	

	<p>now in conference committee.</p> <p>In 2012 the state will face a larger deficit. The lame duck session may be an opportunity for additional revenue to be determined.</p>	
Next Meeting		The next meeting of the PR Workgroup will be on August 4, 2010, 11:00am, MACMHB office, Lansing. There will be no July meeting.
Adjournment		The meeting adjourned at 1:00pm.

Respectfully submitted,
Georjean Knapp, Committee Clerk