

MACMHB: PUBLIC RELATIONS WORKGROUP- minutes

Date:	8/5/09	Start Time:	11:00am.	Stop Time:	2:00 pm	Location:	MACMHB Conference room
Facilitator:	Vicki Suder			Scribe:	Georjean Knapp		
<p>In attendance: Julie Barron (CEI), Marti Bush (Gateway), Joan Durling (Shiawassee), Jillian Emerson (Genesee), Judy Hazle (CEI), Susan Rickwalt Holder (Tuscola), Renee Keswick (Genesee), Margaret Keyes-Howard (Detroit-Wayne), Melody Munro-Wolfe (Lapeer), Sally Amos O'Neal (WCHO), Emily Palsrok (JB&A), Kay Ross (Lenawee), Kelly Sall (Ottawa), Jan Smith (North Country), Vicki Suder (Oakland), Lory Valuet (Macomb), Estee Weber (Sacred Heart)</p> <p>Staff: Michael Vizena and Georjean Knapp</p> <p>Guest: Sherri Solomon (NAMI)</p>							
Item		Discussion			Outcomes/Assignments		
Review minutes and assignments		<p>The meeting was brought to order at 11:00am.</p> <p>The minutes of the June meeting were accepted as presented.</p>			<p>Georjean will pick up a card for the group to sign and send on to Amy in appreciation of her work with the PR Workgroup. Members can contribute \$ at the Sept member to purchase a gift card.</p>		
Media Guide DVD		<p>Vicki reported that she met with Molly Bodenschatz from Eli Lilly. She distributed copies of <i>The Realities of Severe Mental Illness: A Media Professional's Guide</i>.</p>					
Traveling Art Show I & II		<p>Art Show I</p> <p>Georjean reported that she will begin the auction process in late August, which is when she can reserve the dates for the online auction in October.</p>			<p>Emily will bring a news release to the September meeting.</p> <p>Georjean will develop the catalog and the flyer promoting the auction. The flyer will include language that proceeds from the auction go toward supporting the next auction.</p> <p>Georjean will have a room reserved at the conference to display the art and have a couple of laptops available for anyone wanting to bid on any of the art pieces.</p>		

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	<p>Art Show II</p> <p>The schedule for Art Show II was discussed. Art will be solicited in the fall, due at MACMHB in March and unveiled at MACMHB’s spring conference.</p> <p>There was discussion on being able to sell the art onsite if someone offers to buy onsite. Back up pieces should be available to replace sold or damaged art.</p>	
<p>Guideline for Reporting Mental Illness to the Media</p>	<p>Emily Palsrok reported that the State of Washington has given us permission to copy its <i>Media Guide: Background Information and a Guide for Reporting on Mental Illness</i> making the appropriate changes for Michigan. We will give them credit within the guide. She asked the PR members for Michigan examples, how do we get this printed, how to personalize. Emily may be able to present this at the Michigan Press Conference.</p> <p>On a related topic Emily reported that there will be a media breakfast to discuss the changes in the newspaper industry on Wednesday, August 19.</p>	<p>Emily will bring an updated version for comment to the September meeting. She will also look into having it endorsed by a member of the media. She will develop an electronic version that can be personalized.</p> <p>Group suggested leaving a space for local CMH logo. Agreed we would do an e-version and each CMH can print their own to fit their budget.</p> <p>Members should send Emily articles that are examples of negative reporting on mental illness.</p>
<p>Suicide Prevention Update</p>	<p>Joan Durling reported on the Wayne County Suicide Conference held at the Center of Excellence, Southgate. She indicated that while there were only about 30 attendees, she felt it was a good conference.</p> <p>Margaret Keyes-Howard reported that there will be a faith-based suicide conference on September 12, 2009, at the Hyatt Regency in Dearborn. She</p>	

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	offered a scholarship to any PR member wanting to attend.	
Mental Health First Aid	<p>Vicki/others who attended training</p> <p>Kelly Sall attended the training, reporting that she is very excited to have a tool to bring to her community where they are hit by GF issues. It is good to have something to offer. Her concern is being able to market the 12-hour training. Attaching CEUs could be helpful. The trainers are required to do 3 trainings as certified mental health first aid trainers.</p>	<p>Kelly will put together an overview of the training.</p> <p>This will be kept on the agenda for the September meeting. Members should bring updates from their CMH.</p>
Lunch and networking/sharing of ideas/materials	All	Chance to get to know each other. Individuals share print materials, events etc. with group, and related information.
Mental Health Ambassador's Kit	Except for the geriatric and Medicaid information the handbook is ready.	<p>Kay Ross, Joan Durling, Melody Munro-Wolfe and Lory Valuet will do the final proofing.</p> <p>Melody will complete the geriatric portion.</p> <p>Renee Keswick will have the Medicaid expert in her agency update the Medicaid information.</p>
Anti Stigma Plan/Strategic Plan/ National Anti Stigma Campaign – DCH ANTI STIGMA COMMITTEE	<p>Deb Freed reported that the committee met on August 4 and is in its initial stages; beginning the process of creating a vision for what it is the group wants to accomplish. Committee leadership is comprised of Michael Head, Colleen Jasper and Irene Kazieczko; working with Stephanie Harris.</p> <p>The next meeting plan is to develop goals and objectives.</p> <p>Deb feels it is going to be difficult to keep focused on the positive.</p>	Deb will send the committee roster to Vicki and then out to the entire group.

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<p>NAMI Walk</p>	<p>Sheri Solomon, Executive Director, NAMI, reported that the kick off for the NAMI walk was well attended; including Fox 2 Detroit.</p> <p>She distributed sponsor information, indicating the goal this year is \$175,000. Currently at \$53,000. For more information go to www.namimi.org.</p> <p>There will be extensive media coverage and advertising in stores such as Playmakers. They are offering a virtual walker where you can sign up online and have someone represent you. There are non-mental health sponsors as well as mental health related sponsors.</p> <p>Ms. Solomon reported that the Look Closer logo did not have much effect. She is forwarding the report to Colleen Jasper at DCH and to Lory Valuet to review for the workgroup.</p>	<p>Marti Bush will email the press release out to the group. She will also distribute the PSAs.</p> <p>Lory Valuet will review the report on the Look Closer logo from Ms. Solomon and report back to the workgroup.</p>
<p>Social Networking Discussion</p>	<p>Kay Ross indicated she has her own face-book page. Vicki is on Twitter: Vls84.</p> <p>Estee Weber distributed information on the how to's of Facebook and Twitter.</p> <p>Kathy Harris indicated that the MSU extension offers training on social networking media.</p>	<p>Susan will forward information on classes in Twitter and Facebook</p>
<p>Topic for Op Ed articles October: Show recovery through talent November: Eating disorders Future topics: returning vets, depression screening</p>		

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<p>State Issues Update</p>	<p>Association Director Michael Vizena reported on the status of the FY10 Budget. GF reductions suggestions range from 12 to 60 percent of the state’s total GF for 2010. This is not good for the people we serve.</p> <p>The Association is working with John Bailey and others in Lansing to arrange a press conference for August 12 on the Capitol steps. We are hoping to get our advocacy partners to join us in trying to garner some attention here in Lansing and at the local level as well to have our concerns heard.</p> <p>Consumers and family members will be invited to participate. Please email Emily if bringing consumers.</p> <p>Vicki reported that a town hall meeting was held in June to prepare people for cuts, and that there will be an article in the Oakland press on August 6 discussing the cuts. Judy Hazle reported that CEI has begun a letter writing campaign to legislators to make them aware of who the cuts affect and how.</p>	<p>The Association will get information out to members regarding the press conference on August 12.</p>
<p>Parity Legislation Update –Federal and State</p>	<p>At the state level the House leadership has agreed, in response to the flood of letters received, to report out the parity bills in the fall.</p> <p>Federal Parity is still in process. Get in touch with your federal legislator to remind them that than parity for mental health should be part of any health care reform bill.</p>	

