

MACMHB: PUBLIC RELATIONS WORKGROUP- Minutes

Date:	8/4/10	Start Time:	11:00am	Stop Time:	2:00 pm	Location:	MACMHB Conference room
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Facilitator:	Vicki Suder	Scribe:	Georjean Knapp
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Present: Julie Barron (CEI), Jim Bloch (St. Clair), Jackie Castine (Oakland), Joan Durling (Shiawassee), Bridgitte Gates (Monroe), Susan Holder (Tuscola), Renee Keswick (Genesee), Margaret Keys-Howard (Detroit-Wayne), LaDon McNeil (Genesee), Melody Munro-Wolfe (Lapeer), Sally O’Neal (WCHO), Emily Palsrok (LEA), Kelly Sall (Ottawa), Jan Smith (North Country), Kristin Solce (CEI), Vicki Suder (Oakland), Lory Valuet (Macomb), Rebecca West (CDI)

By phone: Heather Bridgewater (LifeWays), Bonnie Kaunisto (Hiawatha), Jonathan Mikulich (network180), Rebecca Mills (Hiawatha), Tim Ninemire (network180), Estee Weber (Sacred Heart)

Guest: Desiree Moody, Lilly

Staff Present: Michael Vizena, Alan Bolter, Georjean Knapp

Items	Discussion	Outcome
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Review Minutes and Assignments	The minutes of June 2, 2010, were accepted as presented.	
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Health Education Answers in Integrated care efforts	<p>Desiree Moody of Lilly described the process of getting information from the Health Education Answers website.</p> <p>She went over the enhancements that have been added to the site since the last time she spoke to PR members.</p>	<p>The workgroup agreed to make Health Education Answers part of its ongoing agenda, as well as part of its strategic plan.</p> <p>Ms. Moody will send a list of brochures offered by Lilly. She will also send out a box of brochures to be distributed at the September meeting.</p>
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Getting Out the Vote	<p>L. Valuet reported that Macomb CMH is having forums on general education on voting, including how to access materials on voting. They hope to have local candidates come to speak</p> <p>S. Rickwalt indicated that Tuscola is having a picnic with their candidates.</p> <p>J. Mikulich reported that network 180 is holding some events around the candidates. CEI is planning a candidate forum.</p> <p>A. Bolter indicated that MACMHB will be sending out</p>	<p>September meeting: discuss what we can do to encourage voter registration.</p>
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	<p>a list of primary winners.</p> <p>He referred the group to the candidate questionnaire on MACMHB's website.</p> <p>He recommended tryint to get a relevant question into a local forum/debate.</p>	
<p>Review of Strategic Plan 2010</p>	<p>There was discussion on whether the PR Workgroup is following its strategic plan.</p> <p>There was extensive discussion on the Look Closer logo. It is not being used. Concerns were voiced over what people do not like about the logo.</p> <p>The Ambassador Handbook's newest edition has not been printed yet because we still have many of the old ones.</p> <p>PR table at the fall conference, have voter information, mpa</p>	<p>G. Knapp will invite Clinton Galloway to the September 1, 2010, meeting to discuss his idea of a writing/poetry contest.</p> <p>L. McNeil will bring a draft of the tool kit from the anti-stigma committee to the next meeting.</p> <p>It was the consensus of the workgroup to wait until the new administration takes over in January 2011 and the anti-stigma tool kit is available to continue discussion on the Look Closer logo.</p> <p>The Ambassador Handbooks will be sent out to newly elected officials. A. Bolter will include in informational packets being prepared for the new administration.</p> <p>Ambassador Handbook will also be on the September agenda.</p>
<p>Traveling Art Show II</p>	<p>The issue of developing a policy to follow if someone offers to buy a piece of the art while it is touring was discussed.</p> <ul style="list-style-type: none"> • What should the minimum amount be; \$300, \$500? • Would the piece of art be replaced? • Who would collect the money? • When would the purchaser get the art? 	<p>It was the consensus of the workgroup to wait and see if anyone offers to buy the art and then decide on the best policy.</p> <p>*Minimum amount \$300. *A check or cashiers check would be made out to MACMHB. The PR person of the PIHP where the art is displayed</p>

	<ul style="list-style-type: none"> • The purchase would have to wait for his/her check to clear. • Would the artist receive any additional money over the \$100 paid at the beginning of the show. 	<p>would receive the check and forward the check to MACMHB.</p> <p>*The purchaser would not receive the art until the check has been cleared and MACMHB gives the ok.</p> <p>*The PR person from that PIHP would hold onto the art piece until the check is cleared. If the buyer is local the PIHP can easily get the art to them. If the buyer is not local the buyer is responsible for shipping costs.</p>
Mental Health First Aid	<p>S. Amos reported that there will be a safety fair in September to advertise MHFA.</p> <p>V. Suder reported that in Oakland all sessions are booked up.</p>	
Mental Health Ambassador's Kit	<p>The Ambassador Handbook's newest edition has not been printed yet due to the cost and availability of the old books.</p>	<p>It was the consensus of the workgroup to wait until the new administration takes over in January 2011 and the anti-stigma tool kit is available to continue discussion on the Look Closer logo.</p> <p>The Ambassador Handbooks will be sent out to newly elected officials (Nov/Dec). A. Bolter will include in informational packets being prepared for the new administration.</p> <p>Consider sending 20-25 to each elected official to have on hand when constituents call about mental health.</p> <p>Ambassador Handbook will also be on the September agenda.</p>
Social Networking Discussion	<p>Businesses should make their postings interactive</p> <p>Concerns were discussed about consumers posting information about themselves causing host CMH to</p>	

	be in breach of confidentiality.	
Topic for Op Ed articles		October – Mental Illness Week Election or baseball. J. Bloch will distribute an article on mental health and baseball. G. Knapp will put it o the web.
State Issues Update	A. Bolter reported that the state legislators are waiting to see if the Federal government passes the FMAP. There is a vote scheduled for Monday, August 9. Without FMAP, Michigan will have about a \$560mil hole in the budget. There is speculation that there will be a continuation budget. There are no details on the Governor’s plan.	
Parity Legislation Update – Federal and State	A vote on the parity bills was pushed back until after election. The Association is hoping this comes up again for a possible hearing in the House.	
Other	Also discussed: Bill for certified peers NAMI Walk in September The Celebrate Recovery Walk & Rally; also in September	V. Suder will send out NAMI walk information to the group.
MACMHB Fall Conference	Talked about having a PR Workgroup table. We will focus on the upcoming election. Ideas for table: Automark machine MP&A video Talking points about mental health to ask candidates. Who can vote or not piece Bookmarks	Jan will ask Deb to ask local clerk about Automark machine. Alan will do talking points. Members should bring other pieces they think would be good for the table. Lori will draft a bookmark and bring to Sept meeting.
Next Meeting		The next meeting is September 1, 2010, 11:00am, MACMHB office, Lansing.
Adjournment		The meeting adjourned at 2:00pm.

Respectfully submitted,
Georjean Knapp, Committee Clerk