

MACMHB: PUBLIC RELATIONS WORKGROUP- Minutes

Date:	10/7/09	Start Time:	10:30a m.	Stop Time:	1:00 pm	Location:	MACMHB Conference room
Facilitator:	Vicki Suder			Scribe:	Georjean Knapp		
<p>Present: Jim Bloch (Thumb Alliance), Heather Bridgewater (LifeWays), Jacqueline Castine (Oakland), Laura Daien (John Bailey & Assoc.), Joan Durling (Shiawassee), Deb Freed (Northern Lakes), Bridgitte Gates (Monroe), Judy Hazle (CEI), Margaret Keyes Howard (Detroit-Wayne), Renee Keswick (Genesee), LaDon McNeil (Genesee), Sally O'Neal (WCHO), Diane Palmer (Bay-Arenac), Kay Ross (Lenawee), Jan Smith (North Country), Vicki Suder (Oakland)</p> <p>By Phone: Kathy Harrison (Huron), Susan Rickwalt-Holder (Tuscola), Jonathan Mikulich (network180), Tim Ninemire (Saginaw), Kelly Sall (Ottawa), Lori Valuet (Macomb), Estee Weber (Sacred Heart Rehab Ctr)</p> <p>Video Conference: None</p> <p>Staff Present: Michael Vizena and Georjean Knapp</p>							

Item	Discussion	Outcomes/Assignments
Review Minutes and Assignments	Vicki and the workgroup discussed the minutes and assignments from the September meeting.	
Traveling Art Show I & II	<p>Georjean reported that all the art is posted on the auction site, and to date 9 pieces have bids. Each piece starts at \$75 and additional bids go up in \$5 increments.</p> <p>The last day of the auction is October 19. The art will be on display at the Association's fall conference in Traverse City, and a laptop will be available for anyone wishing to make a bid.</p>	<p>Georjean will send out the list of PR members who volunteered to help set up the art and monitor the auction throughout the day.</p> <p>Art Show II materials will be distributed at the Association's Winter Conference.</p>

<p>Guideline for Reporting Mental Illness to the Media</p>	<p>Laura Daien from John Bailey & Associates reported that the media guide is almost complete.</p> <p>She distributed samples of bad media. There was extensive discussion on the language describing “bad” media and the shortcomings of the media headlines. The language needs to be an opportunity for explanation, not the explanation itself.</p>	<p>Laura asked the group to email her stories and pictures to add to the guide.</p> <p>Members will send in additional examples of bad media.</p> <p>Laura will distribute an electronic version of the guide that will allow for more local input.</p>
<p>Conference Calling/ Video Participants Guidelines</p>	<p>Bridgitte Gates distributed draft guidelines for review.</p>	<p>The group was asked to get comments in to Bridgitte by October 16, 2009.</p> <p>Bridgitte will finalize by the November 4 meeting.</p> <p>Georjean will send out electronically.</p>
<p>Suicide Prevention Update</p>	<p>Margaret Keyes Howard gave a brief report on the suicide prevention conference in Wayne County. She indicated that 360 attended.</p>	
<p>Mental Health First Aid</p>	<p>There was discussion on what the different CMHs who attended are doing with the mental health first aid locally. Several local trainings are in the works.</p> <p>At this time no Michigan people are being accepted at the next Chicago training in an effort to give to give others states opportunity to get involved.</p> <p>Association director Michael Vizena asked if there is any reporting required by National Council. Three local trainings are required per year. Each CMH will track and can forward their information to the</p>	<p>CMHs holding trainings will forward data to Georjean at the Association. Results will be tabulated and shared with other trainers; as well as with the PR Workgroup.</p>

	Association for tabulation.	
Lunch and networking/ sharing of ideas/materials	<p>Georjean indicated to the workgroup that Recipient Rights handbooks are available at the Association.</p> <p>There was discussion on getting feedback from those receiving services as to the accessibility of services.</p> <p>It is awkward to ask a new client to fill out a questionnaire.</p> <p>The Thumb Alliance has every fourth person answer a short questionnaire about the services they received.</p> <p>In Oakland County a group of consumers (MCET) call clients to get feedback on their experience.</p> <p>In Macomb County peer support specialist do the call back. This serves as a reminder of the next appointment as well.</p> <p>Genesee gives out a welcome survey to everyone who comes in requesting services.</p> <p>Jackie Castine distributed several informational documents to the workgroup; including a listing of psychotropic medications, one of her recent guest columns and a feel good ice cream recipe.</p>	Georjean will find out if the complaint form can be stapled into the handbook.

	Vicki Suder distributed their new brochure on "are you worried about mood or behavior changes."	
Mental Health Ambassador's Kit	<p>Kelly Sall reported on the status of the Mental Health Ambassador kit. She has received a Medicaid update from Renee Keswick.</p> <p>With so many old handbooks still available, there has been no decision on when the new edition should go to print.</p> <p>Jackie Castine indicated that one of the most popular pieces of literature distributed is the famous persons with disabilities document.</p>	<p>Georjean will get a count of how many old handbooks are left. Each fall conference attendee will receive one in their conference packet.</p> <p>Kelly will send an electronic version of the new handbook to Georjean to be put on the web.</p> <p>Kelly asked that those with not yet completed assignments get them to her as soon as possible.</p>
Anti Stigma Plan/Strategic Plan/ National Anti Stigma Campaign – DCH ANTI STIGMA COMMITTEE	<p>Deb Freed reported that the most recent meeting was small with less discussion and more peripheral work.</p> <p>She indicated the committee is working on eliminating internal, professional stigma within the system.</p> <p>The committee meets once a month.</p>	
NAMI Walk Update	Over 3,000 attended the 2009 NAMI walk. Over \$120,000 was raised.	
Social Networking Discussion	<p>Deb Freed reported that she attended a training recently to learn more about social networking, The trainer was Andy Wolber of Northsky Non-profit Network. To find out more about the training and other social networking information, Deb recommended logging on to www.Northskynonprofitnetwork.org</p>	

Topic for Op Ed articles	Laura distributed November's op ed on eating disorders. This has already been posted to the web.	Suggestions for future op ed's included New Year's Resolutions (10 things to do for your mental health) for January, take care of yourself for February and March is developmental disabilities month.
State Issues Update	Michael Vizena gave an update on the budget. The K12 budget is still without closure.	
Parity Legislation Update –Federal and State	There was no update on Federal Parity. With the state budget being the sole topic of discussion currently, no other legislation or policy issue is being discussed.	
Next Meeting		The next meeting of the PR Workgroup is November 4, 2009, 11:00am, MACMHB office, Lansing.
Adjournment	The meeting adjourned at 12:40pm.	

Respectfully submitted,

Georjean Knapp
Committee Clerk