

MACMHB: PUBLIC RELATIONS WORKGROUP- Minutes

Date:	11/04/09	Start Time:	11:00am.	Stop Time:	2:00 pm	Location:	MACMHB Conference room
Facilitator:	Vicki Suder			Scribe:	Georjean Knapp		

Present: Sally Amos O'Neal (WCHO), Jackie Castine (Oakland), Joan Durling (Shiawassee), Bridgitte Gates (Monroe), Renee Keswick (Genesee), Margaret Keyes Howard (Detroit-Wayne), Susan Lewis (St. Clair), Tim Ninemire (Saginaw), Emily Palsrok (JB&A), Kay Ross (Lenawee), Kelly Sall (Ottawa), Vicki Suder (Oakland)

Staff Present: Michael Vizena, Alan Bolter and Georjean Knapp

Items	Discussion	Outcomes/Assignment
Review minutes and assignment	<p>Association Director Michael Vizena introduced the Association's new Associate Director, Alan Bolter.</p> <p>Pat Friend from Berrien Mental Health Authority announced her retirement, effective November 6, 2009.</p>	
Traveling Art Show I	<p>Georjean Knapp reported that all but one of the pieces of art sold generating total revenues of \$2,171.50. Most of the winners have paid for and received their art. The total cost of the art show was about \$10,800 with about \$3,000 of that being a one time expense (easels).</p>	
Traveling Art Show II	<p>Suggestions for the next auction:</p> <ul style="list-style-type: none"> ✓ More than one laptop ✓ Better instruction for onsite ✓ Minimum \$500 purchase price for anyone wishing to buy a piece prior to the auction. <p>There was some discussion on how the different PIHPs selected the art they submitted.</p>	<p>The artwork is due by the March 2010 meeting of the PR Workgroup.</p>
Guideline for Reporting Mental Illness to the Media	<p>Emily Palsrok distributed the Media Guide.</p> <p>There was discussion about how not to offend the press when you are trying to make them</p>	<p>Workgroup members will contribute stories and will get release forms from consumers.</p> <p>Emily will look at suggestions from the group;</p>

	friends while making sure they use appropriate language.	including the document being too text heavy and the font too small. The finished product will be at the December meeting.
Conference Calling/Video Participants Guidelines	Bridgitte Gates distributed a draft version of the guidelines.	Comments are due to Ms. Gates by November 11. Final will be brought to the PR Workgroup in December.
Mental Health First Aid	<p>Bridgitte indicated that Monroe has 10 stakeholders that are sending staff to training. They are offering a couple weekday trainings and a weekend training. The charge is \$10 per person to cover materials.</p> <p>Kelly Sall reported that Ottawa has a training scheduled.</p> <p>Kay Ross of Lenawee said that they held 2 six-hour trainings with mostly police officers in attendance.</p>	
Lunch and networking/sharing of ideas/materials	Joan Durling reported that the Suicide Prevention Conference was canceled due to low registrations. The committee is discussing one day events throughout the state.	Emily will look into the availability of the Glenn Close PSA
PR Workgroup Strategic Plan 2010	<p>Vicki distributed the 2009 strategic plan and asked members to decide what to keep, change, add, etc.</p> <p>Vicki walked the group through last year's plan.</p>	<p>Georjean will send MACMHB's strategic planning information to the workgroup.</p> <p>Additions to the plan include:</p> <ul style="list-style-type: none"> ✓ Mental health first aid to Goal 1: A & B; Goal 2: A ✓ Under Goal 1, A add distribute handbooks ✓ Strike President's Freedom Commission Report from Goal 1: B. ✓ Under Goal one add objective: work with medical to help them better understand mental health & disabilities; strategy: use of the media guide

		<ul style="list-style-type: none"> ✓ Under Goal 2 add work more closely with the Association to educate the legislators ✓ Use the PR Workgroup to communicate on state budgets and services ✓ How to share with the community that there needs to be other safety nets ✓ Where we're at now and where we want to be in 12 months ✓ Need to get the message out early, after the Governor delivers her budget message ✓ Goal 3, A add mental health first aid, NAMI walk ✓ Under Goal 3, add Objective F: Explore social networking options ✓ Under Evaluation and Outcomes remove number 4 ✓ Number 5a change 2009 to 2010 ✓ Add mental health first aid to the evaluation list: each trained person complete their 3 trainings
Mental Health Ambassador's Kit	<p>Kelly Sall reported that the Ambassador kit is now on MACMHB's website. The peer support language needs to be changed.</p> <p>Georjean reported that there are 9600 of the handbooks remaining out of the original 20,000.</p> <p>Director Vizena reported that the Association is going to be offering 5 regional Saturday trainings directed at board members who are unable to attend weekday conferences and trainings. This may be a good venue for the Ambassador piece.</p>	<p>Georjean will pull the peer support language from the web and replace with the revised version as soon as she receives this from Kelly. [NOTE: The new version is now on the web.]</p> <p>Georjean will add a link from the PR page to the order page for easier access to ordering the handbooks.</p> <p>Tim Ninemire will bring a report on trainings to the December meeting to have an idea of the number of Ambassador trainings in FY09.</p>
Anti Stigma Plan/Strategic Plan/ National Anti Stigma Campaign – DCH ANTI STIGMA COMMITTEE	No report	
Social Networking Discussion	Suggestions for social network included:	Estee Weber will set up a site for posting

	<ul style="list-style-type: none"> ✓ twitter site for the Ambassador Handbook for media protocol – what to do or not do ✓ Site for administrator to publicize your press contacts, post proper and improper language ✓ Have only one person post – the administrator ✓ A way to advertise major events ✓ Use Google Alert to find incorrect or inappropriate language <p>Discussed the differences between facebook and twitter.</p>	<p>information on MI and DD, using Google Alert. Members of the workgroup will send Estee samples of inappropriate language to test Google Alert.</p> <p>Association staff will look into its policy regarding the use of social media; as well as what technical information and staff hours are required.</p> <p>Emily will send guidelines out to the workgroup.</p> <p>The workgroup will continue to look at the barriers and the benefits to social media.</p> <p>Mike Vizena, Alan Bolter will meet with Emily to discuss a plan to bring to the workgroup meeting in December.</p>
Topic for Op Ed articles		<p>January – 10 things to do for your mental health</p> <p>February – heart/love related</p>
State Issues Update	<p>Director Vizena reported that currently the budget is the sole topic being discussed.</p> <p>The budget was reported out of both chambers and has been signed by the Governor.</p> <p>FY11 budget talks are beginning and may be based on a 20% GF reduction.</p>	<p>Association staff will work on scheduling a meeting with its lobbyist to discuss FY11 strategy.</p>
Parity Legislation Update –Federal and State	<p>State Parity – Mike reported that speaker Andy Dillon has promised to bring parity forward once the budget is complete.</p>	
Next Meeting		<p>The next meeting is scheduled for December 2 from 10:30am to 1:00pm</p> <p>The January meeting will be canceled.</p>



ON DECK ITEMS: Suicide Prevention Update (Dec) (Joan Durling)

OP ED Articles: Dec-Coping with diminished capacity to give gifts as part of holiday blues; Jan-10 things to do for your mental health; March-developmental disabilities

"Teamwork is the fuel that allows common people to attain uncommon results." ~ Andrew Carnegie