

## MACMHB: PUBLIC RELATIONS WORKGROUP

### Minutes

MACMHB Office, Lansing – November 3, 2008

Vicki Suder called the meeting to order at 10:30am.

In Attendance: Sally Amos (Washtenaw), Joan Durling (Shiawassee), Debbie Freed (Northern Lakes), Pt Friend (Berrien), Bonnie Kaunisto (Hiawatha), Teresa Lewis (Kalamazoo), Tim Ninemire (Saginaw), Diane Page-Palmer (Bay-Arenac), Susan Rickwalt (Tuscola), Kelly Sall (Ottawa), Vicki Suder (Oakland)

MACMHB Staff: Amy Zaagman and Georjean Knapp

Guest: Colleen Jasper, MDCH

Item	Discussion	Outcomes/Assignments
<b>1. Updating Faces of Mental Health</b>		
<b>2. Anti Stigma Plan/Strategic Plan National Anti Stigma Campaign</b>	<p>Colleen Jasper, MDCH, discussed what is happening at the state level on the anti-stigma campaign. There is a push at the state level to use federal campaigns like “What a Difference a Friend Makes.”</p> <p>Ms. Jasper discussed the anti-stigma grants available. These are structured to go directly to PIHPs. She will look into how the money must be disseminated. This is regulated by the feds. There was a question as to whether the grants can be inclusive of more than one PIHP if they want to combine their message; can it go statewide. The intent of the grants is to be unique to the locality they cover. Ms. Jasper will gather more information to answer these questions.</p> <p>Ms. Jasper reported that Michael Head announced there will be a steering committee developed on anti-stigma.</p>	
<b>3. Mental Health Ambassador’s Kit</b>	<p>Kelly Sall brought the proposed text and asked for input. The draft will be taken to the January Member Services meeting, then emailed out to the PR Committee.</p> <p>Amy Zaagman, MACMHB Associate Director, indicated there will be a train the trainer pre-conference institute at both the</p>	

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	<p>winter and spring MACMHB conferences. She asked for anyone interested in being a faculty member for these trainings get in touch with Bob Chadwick, MACMHB's training coordinator, at <a href="mailto:rchadwick@macmhb.org">rchadwick@macmhb.org</a> or 517-374-6848.</p> <p>Ms. Zaagman also reported that the National Council is developing a Mental Health First Aid protocol that is equivalent to CPR training but for mental health. She will bring information back to the December meeting.</p>	
<b>4. Lunch and Networking/Sharing of Ideas/Materials</b>		
<b>5. 2009 PR Workgroup Strategic Plan</b>		
<b>6. Traveling Art Show Update</b>	<p>There was discussion on displaying the Traveling Art Show at state buildings during the month of May in 2009, and at the capitol during the Walk-a-Mile Rally.</p> <p>Plans are being discussed for the October 2009 auction of the art. Ms. Zaagman discussed the different venues of holding an auction in the fall. Ideas include:</p> <ul style="list-style-type: none"><li>✓ Live and online simultaneously</li><li>✓ Pros about having it at the conference: already planned, already there. Cons: not a large number of people, does not reach people outside the mental health system</li><li>✓ Send reminders</li><li>✓ Piggyback Kent County's art auction event, high quality auction, draws a large art collecting crowd. Contact person - Christy Buck</li><li>✓ Simultaneous events in different regions</li><li>✓ The committee agreed that everyone should have an opportunity to participate in the auction</li></ul> <p>This will be on the December event for finalizing.</p>	

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<b>7. State Issues Update</b>		
<b>8. Parity Legislation Update – Federal &amp; State</b>	A document put out by the National Council on Parity for Mental Health and Addictions was distributed.	
<b>9. Other Goals &amp; Focus</b>	<p>Vicki Suder walked the group through the 2008 Goals &amp; Focus document, asking the group to help fill in the blanks to complete areas of accomplishments during 2008 and to begin work on the strategic plan for 2009.</p> <p>Ms. Zaagman will take the Ambassador training as part of Boardworks to the next Directors' Forum to see if they require the training for their new hires. MACMHB staff will send finished product to HR group, incorporate the training in what is currently in place and into the standardized curriculum with the training guidelines group.</p> <p>There was also discussion on having this as part of the Peer Support Specialized training.</p> <p>There was discussion on the success of the "Get Out the Vote" campaign.</p> <p>Bob Chadwick, MACMHB training coordinator, reported on the suicide conference taking place November 19-21. He indicated that they are planning for 200 to 250 for this first annual conference. At future conferences the planning committee hopes to have different tracts for children, adults, military, etc.</p> <p>Mr. Chadwick asked the group for possible topics for MACMHB's Boardworks training, and Ms. Zaagman asked the group about possible workshop topics for MACMHB winter and spring conferences.</p>	
<b>Adjournment</b>	The meeting adjourned at 1:46pm.	
<b>Next Meeting</b>		The next meeting of the PR Workgroup is scheduled for December 3, 2009, MACMHB office, Lansing.

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Respectfully submitted,

Georjean Knapp