

# MACMHB: PUBLIC RELATIONS WORKGROUP- Minutes

Date:	12/2/09	Start Time:	10:30am.	Stop Time:	1:00 pm	Location:	MACMHB Conference room
Facilitator:	Vicki Suder			Scribe:	Georjean Knapp		
<p>Present: Sarah Ameter (Venture), Sally Amos O’Neal (Washtenaw), Julie Barron (CEI), Jackie Castine (Oakland), Laura Daien (JB&amp;A), Joan Durling (Shiawassee), Wendy Fox (Riverwood Center), Bridgitte Gates (Monroe), Judy Hazle (CEI), Margaret Keyes-Howard (Detroit-Wayne), Melody Munro-Wolfe (Lapeer), Tim Ninemire (Saginaw), Diane Palmer (Bay Arenac), Emily Palsrok (JB&amp;A), Kelly Sall (Ottawa), Vicki Suder (Oakland)</p> <p>By Phone: Deb Freed (Northern Lakes), Jan Smith (North Country), Estee Weber (Sacred Heart)</p> <p>MACMHB Staff: Michael Vizena, Alan Bolter, Georjean Knapp</p>							
Items	Discussion					Outcome	
<b>Review minutes and assignments</b>	<p>Vicki Suder called the meeting to order at 10:33am.</p> <p>The minutes were accepted with the addition of Jackie Castine’s discussion of her MLK article.</p>					<b>Follow-up from past meeting.</b>	
<b>Traveling Art Show I &amp; II</b>	<p>Several CMHs have put the call out soliciting art.</p> <p>Different ways of getting the word out on the art were discussed: club houses, drop-ins, advisory council, conferences were a few that were discussed.</p> <p>One way of selecting winners is to have art judged by local artists – someone with art experience.</p>					<b>Updates</b>	
<p><b>Mental Health First Aid</b> - if you've taken the training, how are you implementing your skills</p>	<p><b>Vicki/others who attended training</b></p> <p>Association staff asked the workgroup if there is and interest in scheduling another Mental Health First Aid training in 2010.</p> <p>Concerns were voiced over the 12-hour length of the training.</p> <p>Kelly Sall reported that a training has been scheduled in Ottawa in January.</p>					<p><b>Updates and next steps</b></p> <p>Whether or not to hold another Mental Health First Aid training in 2010 will be revisited in February or March.</p> <p>Board association staff will send an email out to directors regarding holding another training; including the cost and length of the training.</p>	

<p><b>Mental Health Ambassador's Kit</b>  -Do you want a training scheduled for a Pre-Conference at the Winter or Spring Conference?</p>	<p><b>Subcommittee</b>  There was extensive discussion on ways to market:</p> <ul style="list-style-type: none"> <li>• Have someone champion and contact the lead ambassadors to get data; get emails; send them monthly alerts</li> <li>• Come up with a list of suggested uses: i.e., speakers bureau</li> <li>• Have a print piece of the training at MACMHB's conference; include objectives, etc., to go along with the book, have a table in the exhibit hall to be manned part time,</li> <li>• Hold a workshop at either the winter or spring conference; Vicki/Sally winter, Vicki/Bridgette/Margaret spring</li> </ul> <p>Tim Ninemire walked the group through his report  Tim will note that we did not contact the leads to find out who is using the kit, will use contacts moving ahead to the next year's report.</p> <p>We did not come close to meeting the objectives in the 2009 strategic plan.</p> <p>Recommended changes for FY10 include changing C on page 5 from 80 to 50.</p>	<p><b>Subcommittee report</b>  Association staff will ask the Member Services Committee to make the Ambassador Training a part of the BoardWorks training.</p> <p>Kelly and Joan will put together the list and bring to February meeting.</p> <p>Bridgitte and Sally will work on the flyer.</p> <p>Georjean will reserve an exhibit table.</p> <p>Group accepted recommendations on the report.</p> <p>Tim will make this change and send the final report out to the group.</p>
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<p><b>Walk A Mile In My Shoes</b></p>	<p><b>Vicki</b></p> <p>WAM discussion included:</p> <ul style="list-style-type: none"> <li>• Informational piece on the census – how to protect your privacy, why it is so important to be counted, why some of the questions are asked</li> <li>• How to talk to your legislators</li> <li>• How to protect your identity</li> <li>• Whether or not to reserve a room for the Art Show II – discussion tabled to February</li> <li>• Putting all flags together in alphabetical order</li> <li>• Connect with legislators prior to the event to arrange a meeting</li> </ul> <p>The May 11 WAM schedule will be as follows: 12:30pm registration, 1:30pm program begins.</p>	<p><b>Decide on subcommittee leads</b> <b>What do we need to get the ball rolling?</b></p> <p>Sub committee: Bridgitte will be the lead for the WAM subcommittee. Tim: check-in Alan: contact partners regarding donating something for the bag, performing a function/activity at the rally, put up a banner - Promotions: Kelly and Emily Volunteers: Margaret Statements: Heather</p> <p>Georjean will send out an email asking who wants to sign up for what WAM workgroup.</p>
<p><b>Lunch and networking/sharing of ideas/materials</b></p>	<p><b>All</b></p> <p>Jackie discussed her “I have a dream” op ed and her use “of the tragedy of mental illness” or “suffers from a mental illness.”</p>	<p><b>Chance to get to know each other. Individuals share print materials, events etc. with group, and related information.</b></p>
<p><b>PR Workgroup Strategic Plan 2010</b></p>	<p><b>Vicki</b></p> <p>Vicki walked the group through the plan and the changes from 2009.</p>	<p><b>Review draft.</b></p> <p>Vicki will add Tim’s information on the Ambassador trainings and will email the final out to everyone.</p>
<p><b>Suicide Prevention Update</b></p>	<p><b>Joan</b></p> <p>Joan brought in some material for the workgroup to look at and take with them. She distributed statistics on suicides by county.</p>	<p><b>Update</b></p>

<p><b>Anti Stigma Plan/Strategic Plan/ National Anti Stigma Campaign – DCH ANTI STIGMA COMMITTEE</b></p>	<p><b>Members</b></p> <p>Deb Freed reported that the last DCH meeting was canceled. There is an all day meeting scheduled for December.</p> <p>Vicki played the Glenn Close PSA, asking for input from the workgroup.</p> <p>Questions included - How is this being distributed throughout Michigan? Can we put it on our websites?</p>	<p><b>Update on committee work.</b></p>
<p><b>Social Networking Discussion</b></p>	<p><b>Vicki/All</b></p> <p>Estee distributed a list of google alert terms. She will continue to monitor and collect terms.</p> <p>The final media guide was distributed. A blank spot will be left on the last page for personalizing for the individual CMHs.</p>	<p><b>Share uses of Social Networking.</b></p> <p>Georjean will send out the mental health alerts.</p>
<p><b>Topic for Op Ed articles</b></p>	<p><b>Emily</b></p> <p>February is heart month/cardio disease and disabilities.</p> <p>March is disabilities month/highlight an individual's abilities/use of the word retard.</p>	<p><b>Decide on topics.</b></p>
<p><b>State Issues Update</b></p>	<p><b>Mike Vizena/Alan Bolter</b></p> <p>Mike discussed the governor's request to have all state departments plan a 20% cut for FY11.</p> <p>A large portion of the remainder of this year will be focused on the education funding issue; probably nothing else substantial.</p> <p>Of the 44 senators 38 will be termed out. Of the 110 members of the House, some will be running for the open Senate seats.</p>	<p>Association staff will send Alan's piece on using the holidays for an opportunity to talk to your legislator.</p>

<p><b>Parity Legislation Update –Federal and State</b></p>	<p><b>Mike Vizena</b></p> <p>Mike reported that there will be a Partners for Parity meeting on December 11. Association staff will get more information out to the workgroup.</p> <p>On the federal level the administrative rules regarding parity still have not been developed. Some states are proposing constitutional amendments to opt out of the health care reform requirements.</p>	
<p><b>Next meeting agenda items: Feb 3. 2010 11:00 am – 2 pm</b></p>		<p>January 2010 meeting was canceled.</p>

Respectfully submitted,  
Georjean Knapp, Committee Clerk