



# MACMHB: PUBLIC RELATIONS WORKGROUP

MACMHB Office, Lansing

December 3, 2008

<p><b>2009 PR Workgroup Strategic Plan</b></p>	<p>There was discussion on the Goals/Areas of Focus document distributed and the accomplishments of the workgroup.</p> <ul style="list-style-type: none"><li>• There was not as large a media hit as hoped for Walk-a-Mile.</li><li>• The Suicide Prevention Conference will be listed under “establishing a relationship with Suicide Prevention.”</li></ul> <p><b>Strategic Plan Evaluation &amp; Outcomes</b></p> <p><u>Ambassador Handbook</u> - Ms. Zaagman reported that she spoke with Robert Chadwick, MACMHB’s training coordinator, and he is supportive of offering the Ambassador Training as part of the Association’s Boardworks 2.0 curriculum. This will be discussed in the Member Services Committee.</p> <p><u>Walk-a-Mile Rally</u> – met goals with number of participants and the survey.</p> <p><u>Traveling Art Show</u> – successful</p> <p><u>Anti-Stigma Campaign</u> – major impetus behind getting the logo developed.</p> <p><b>Strategic Plan 2009</b></p> <p><u>Goal 1</u> If collectively applying for a block grant, include the funds to do a pre- and post-survey, so that outcomes measurements can be done.</p>	<p>Ms. Palsrok indicated that John Bailey &amp; Associates will be able to help with the media coverage of the Walk-a-Mile Rally in 2009.</p> <p>Vicki Suder will update these documents and send to the workgroup.</p>
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## Goal 2

Every year have current talking points with a link on the Association's website.  
Add children and family driven care.

## Goal 3

Maintain relationship with suicide prevention group – bring state plan to the next meeting.  
Give some thought to adolescent suicide prevention.

Ms. O'Neal has the calendar almost finished.  
This will be added to the strategic plan.

The Mental Health "Cookbook" will be taken off as a PR project. Ms. Zaagman and Ms. Palsrok's will develop and bring to the workgroup for input.

Instead of an overview of EBP, just updates.

## **Outcomes**

### Ambassador Handbook

- Add print and distribute updated book
- Training as part of boardworks
- Each CMH staff person on the PR Workgroup keep track of how many books are distributed

### Walk-a-Mile Rally

- Raise elected officials to 50
- Media – keep the same
- 2000 participants

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	<p><u>Traveling Art Show</u></p> <ul style="list-style-type: none"><li>• Change to 8 of 9 months</li><li>• Add finding successful venue for selling pieces and making money; conduct auction</li></ul> <p><u>Anti-stigma campaign</u></p> <ul style="list-style-type: none"><li>• Pooling for block grant</li><li>• Use logo – 50 percent of CMHs</li><li>• Article in local newsletters</li></ul> <p><u>Faces of Mental Health</u></p> <ul style="list-style-type: none"><li>• Update</li><li>• How much is it being utilized out f the year – 6 out of 8 months</li></ul> <p>Be more aggressive about sharing local media hits to the group.</p>	
<p><b>Lunch and networking/sharing of ideas/materials</b></p>	<p><b>Mental Health First Aid</b> Ms. Zaagman reported that there will be a speaker at the January PR Workgroup meeting. The national training is being held in January in Arizona. The 40-hour training qualifies you to be a trainer for the 12-hour training.</p> <p>The cost is \$1,500 to go to the training in Arizona or \$25,000 to have the trainers come to your facility to train a maximum of 24 people.</p> <p><b>Open Spaces</b> Jonathan Mikvlich reported on the movie “Open Spaces” that he brought in for the group. This movie was completely produced and put together by consumers.</p>	<p>Judy Hazle is interested in the training. Ms. Zaagman will pursue with her.</p>

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	<p><b>OP ED</b> Ms. Palsrok indicated that her current op ed is on the movie “The Music Within.” She felt the movie was an accurate portrayal of real life.</p> <p>January’s op ed will be on tobacco.</p>	
<b>Walk A Mile In My Shoes Rally 2009</b>		The Walk-a-Mile Subcommittee was selected: Kelly Sall, Tim Ninemire, Sally Amos O’Neal (volunteers & statements), Bridgette Gates (volunteers), Renee Keswick, Emily Palsrok, Heather Bridgewater and Marti Bush. They will meet in January after the PR Workgroup meeting.
<p><b>Anti Stigma Plan/Strategic Plan</b> <b>National Anti Stigma Campaign –BLOCK GRANT</b></p> <p><b>SUBMISSIONS</b></p>	There was discussion on the best way to submit for the block grant for anti-stigma; whether to have each CMH submit its own proposal or all submit one proposal.	<p>Deb Freed will bring in the verbiage that was used in Northern Lakes CMH’s proposal.</p> <p>Judy Hazle will bring a template to January’s meeting.</p>
<b>State Issues Update</b>		
<b>Next Meeting</b>		The next meeting of the PR Workgroup is January 7, 2009, 11:00am to 2:00pm.
<p><b>Next agenda</b> Block Grant Calendar Mental Health First Aid</p>	Please bring your ideas for March as Developmental Disabilities Awareness Month to the January meeting.	

Respectfully submitted,

Georjean Knapp