

MACMHB: PUBLIC RELATIONS WORKGROUP

MACMHB Office, Lansing

April 1, 2009

Present: Sally Amos O’Neal (WCHO), Julie Barron (CEI), Jim Bloch (Thumb Alliance), Heather Bridgewater (LifeWays), Marti Bush (Gateway), Joan Durling (Shiawassee), Bridgette Gates (Monroe), Judy Hazle (CEI), Susan Holder (Tuscola), Bonnie Kaunisto (Hiawatha), Renee Keswick (Genesee), Margaret Keyes-Howard (Detroit-Wayne), LaDon McNeil (Genesee), Becky Mills (Hiawatha), Melody Munro-Wolfe (Lapeer), Tim Ninemire (Saginaw), Emily Palsrok (JB&A), Kay Ross (Lenawee), Kelly Sall (Ottawa), Jan Smith (North Country), Vicki Suder (Oakland)

Staff Present: Michael Vizena, Amy Zaagman and Georjean Knapp

Items	Discussion	Outcomes/Assignments
Review minutes and assignments		<p>The meeting was called to order at 11:10am.</p> <p>The minutes from March were accepted as presented.</p>
Walk A Mile In My Shoes Rally 2009	<p>Kelly Sall reviewed the list of board contacts.</p> <p>Ms. Sall reported that the promo packet will be ready by April 3. This packet will consist of all information for promoting the walk and all the details of the walk itself.</p> <p>Emily Palsrok asked that members let her know if they will be having press releases in their community about the walk.</p> <p>Amy Zaagman reported that the partners list will be finalized by April 3. She indicated that several new partners have been added and all previous partners will return. Partners are invited to put up a banner and to donate something for the walk-a-mile bags. Two new partners are children’s organizations and there was discussion on getting children more involved with the walk.</p> <p>Other Walk-a-Mile items discussed were set-up, volunteers, speakers and entertainment, buttons for speakers and flag carriers. A sign-</p>	<p>Members were assigned the task of getting contact names from the CMHSPs that had not responded.</p> <p>Muchmore Harrington Smalley Associates will send a letter out on April 12 to legislators regarding the event. They will work with John Bailey Associates to distribute a walk-a-mile bag to each legislator.</p> <p>Association staff will update survey.</p>

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	<p>up sheet was circulated for volunteers.</p> <p>Tim Ninemire said that attendees will have the opportunity to actually walk around the Capitol perimeter prior to the event.</p>	
<p>Social Networking Discussion</p>	<p>Ms. Palsrok gave a demonstration of social media using her Facebook Page. The committee discussed how social media can work for agencies needing outreach.</p>	
<p>Faces of Mental Health</p>	<p>Ms. Palsrok distributed a draft of the display. There was discussion on making this a permanent display.</p> <p>The workgroup also discussed changing the wording on the display from “mental health” and “DD” to making it more personal; for example, “I am a mother.”</p>	<p>Jim Bloch will work on the language.</p> <p>Ms. Palsrok will bring back a revised display to the workgroup in June.</p>
<p>Anti Stigma Plan/Strategic Plan/ National Anti Stigma Campaign – DCH ANTI STIGMA COMMITTEE</p>	<p>Amy Zaagman met with the department regarding its development of a steering committee on stigma. They are looking for a mix of consumers and staff, providers, etc. The department is asking for an interface from the PR Workgroup.</p> <p>Ms. Zaagman indicated she will participate and asked for volunteers for this group.</p> <p>The following people indicated that they have either already applied through the department, or they would like to be part of the PR Workgroup interface: Joan Durling and a peer support specialist (applied), Sally Amos O’Neal & two peers (applied), Susan Holder, Judy Hazle, LaDon McNeil, Kelly Sall, Becky</p>	<p>Ms. Zaagman will submit these names and ask the department to include someone from the list as our interface.</p>

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	<p>Mills, Heather Bridgewater.</p> <p>The workgroup voiced concerns that the focus of the department's committee seems to be on the system, when the workgroup would like to focus on the community at large.</p>	
Mental Health Ambassador's Kit	No report	
Talking Points	<p>Ms. Zaagman asked for clarification on how the talking points are going to be used.</p> <p>The talking points for the Walk-a-Mile Rally will be similar to last year.</p>	More information will be brought to the June meeting.
Traveling Art Show I	The art will be on display during the Walk-a-Mile Rally in either the Capitol or the Capital View building across the street from the Capitol. [Note: It was subsequently determined that the art will be displayed in the Capital View building.]	
State Issues Update	Ms. Zaagman indicated that the autism bills may be forced through the House, but she does not see them surviving the Senate.	
Parity Legislation Update – Federal & State	<p>Federal Parity - Ms. Zaagman reported that the implementation of federal parity is still in draft stage, and the progress is being monitored by the National Council. The Legislation Committee will be kept up to date.</p> <p>State - There are now active sponsors in the House for the state parity bills. Partners for Parity has met with all 110 House members and have sensed that the mood has shifted slightly toward accepting mental health parity. The next step is getting the House leadership to allow the bills to come up for a vote.</p>	

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Other	Mental Health First Aid Mental Health First Aid training information was distributed. Robert Chadwick, MACMHB's training coordinator, will be invited to the June PR meeting.	
Next Meeting		The next meeting of the PR Workgroup is May 6, 2009, 11:00am to 2:00pm.
Next agenda At its May meeting the workgroup will be stuffing bags for Walk-a-Mile.		
Adjournment		The meeting adjourned at 2:00pm.

Respectfully submitted,

Georjean Knapp