

MACMHB: PUBLIC RELATIONS WORKGROUP

MACMHB Office, Lansing

June 3, 2009

Minutes

Present: Sarah Ameter (Venture), Julie Barron (CEI), Jim Bloch (Thumb Alliance), Heather Bridgewater (LifeWays), Jennifer Bryson (Genesee), Marit Bush (Gateway), Jackie Castine (Oakland), Joan Durling (Shiawassee), Pat Friend (Riverwood), Bridgitte Gates (Monroe), Judy Hazle (CEI), Renee Keswick (Genesee), Margaret Keyes-Howard (Detroit-Wayne), Susan Lewis (St. Clair), LaDon McNeil (Genesee), Melody Munro-Wolfe (Lapeer), Tim Ninemire (Saginaw), Emily Pasrok (JB&A), Susan Rickwalt-Holder (Tuscola), Kay Ross (Lenawee), Kelly Sall (Ottawa), Jan Smith (North Country), Vicki Suder (Oakland), Lori Valuet (Macomb)

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 11:00am.</p> <p>The minutes from April were accepted as presented.</p>
Walk A Mile In My Shoes Rally 2009	<p>The consensus was that overall the event was a success.</p> <p>There were close to 100 people who walked through the art exhibit.</p> <p>Emily Palrok discussed the survey results.</p> <p>It was also suggested that next year we have hand held signs for each CMH/county.</p>	<p>For next year's rally Association staff will obtain two interpreters. They will be given a copy of all of the statements.</p> <p>Association staff will also make sure there is a fully stocked first aid kit.</p> <p>Emily Palsrok is checking availability for May 11 or 12 for 2010.</p> <p>Survey results: 260 completed surveys. 61% first time at rally 35% me with rep/senator 38% most valuable activity: meeting</p>

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		<p>with lawmaker 65% strongly agree rally is valuable 33% agree rally is valuable 31% Medicaid 41% Mental health advocate 14% GF</p> <p>Ms Wheelchair would like more formal role next year; maybe speaker.</p> <p>SEE LAST PAGE FOR RALLY FEEDBACK LIST.</p>
Faces of Mental Health		<p>Association staff will create a check out form to be distributed at the August meeting.</p> <p>Georjean will look at purchasing board to travel with display.</p> <p>Group suggested take off "Mental Health Does Not Discriminate" from the display.</p> <p>Jackie will send her survey to Georjean.</p> <p>Group suggested to add on info sheet size of space for local CMH logo.</p> <p>Will try to have display available at</p>

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		Aug meeting.
Guideline for Reporting Mental Illness for the Media	<p>Ms. Palsrok referred the workgroup to the media piece that Washington put together.</p> <p>There was discussion on adapting this to Michigan; using the Look Closer logo; adding Michigan pictures and having available both web based and hard copy.</p> <p>Jackie Castine would like to move in the direction of getting people to recognize the difference between treated and untreated mental illness.</p> <p>There was some discussion on educating the public about brain disease.</p>	<p>Subcommittee of Jim Boch, Susan, Melanie and Emily will review this piece.</p> <p>Ms. Palsrok will try to get information and permission to use from Washington.</p>
Lunch and networking/sharing of ideas/materials	<p>There was some discussion on using face book and u-tube.</p>	
Suicide Prevention	<p>Joan Durling discussed what is currently happening with the suicide prevention group and reported that plans for the November conference are progressing. Survivor Conference is July 25 near Detroit.</p>	

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Mental Health Ambassador's Kit	Kelly Sall distributed the revised handbook. She indicated that she pulled out the "how we do it" information and kept the overall philosophy.	She will update the internet resources and add Michigan relay. Group suggested changing "current trends" to "current practices". Melody will write a piece on Older Adults. Amy Zaagman will get approval to hand the older handbooks out at the NAMI walk. This will remain on the agenda for the August meeting. Group working on kit with Kelly is Lori, Susan, Melody, Joan. Amy will do update on Medicaid.
Traveling Art Show I & II	For the upcoming auction there will be a press release. Also flyers will be distributed at the NAMI Walk. It was decided to begin soliciting for Art Show II in the fall and to unveil the art at the 2010 Spring Conference. Art will be due the first weekend in March 2010.	John Bailey and Associates will be developing the press release. Will bring to August meeting.

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	We will start soliciting the art after the holidays.	
State Issues Update	<p>Ms. Zaagman stated that our message needs to be that our system cannot take the funding cuts.</p> <p>She reviewed the budget issues press release and other documents. She referred the group to the new talking points. We must stay on message and keep it simple. Do not empathize with legislators, continue to empathize with consumers.</p>	<p>Judy Hazle, CEI, will send new advocate handbook.</p> <p>Group to give Amy feedback on documents.</p>
Parity Legislation Update – Federal & State	<p>Federal – Nothing to report.</p> <p>State – Ms. Zaagman reported that there will be a hearing on the autism bills on Tuesday, June 2.</p> <p>She indicated that Partners for Parity have made some headway with mental health parity.</p>	
Mental Health First Aid	Ms. Zaagman referred the workgroup to the training application which was distributed. It will also be available online.	
DCH ANTI STIGMA COMMITTEE	Persons appointed to this committee were notified. 3 consumers from	

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	Oakland, consumer from Saginaw, Ladon, Heather and Deb.	
Topic for Op Ed articles	July – budget August – person first language Sept – substance abuse recovery	
Other	Jackie is collecting media clips on media associating mental illness to crime.	
Next Meeting		The July meeting has been canceled. The next meeting of the PR Workgroup is August 5, 2009, 11:00am to 2:00pm.
Next agenda <ul style="list-style-type: none">▪ Review of the Mental Health First Aid Training▪ Update on Suicide Prevention▪ Update on Traveling Art Show Auction		
Adjournment		The meeting adjourned at 2:00pm.

Respectfully submitted,

Georjean Knapp

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Walk A Mile In My Shoes Rally 2009 – FEEDACK

- Need to have an interpreter. Deaf community was disappointed we didn't have one this year.
- Need 2 statements attached to flag-one to hand to interpreter.
- Statements need to say "walk a mile in my shoes".
- Have volunteers directing flag carriers to talk into the microphone and loud.
- Didn't have emcee have crowd repeat "walk a mile in my shoes". Emcee needs to do this.
- Have Emily check to see if there are more speakers or if we can bring them out farther.
- Need someone in charge of symbolic "walk".
- Do flags alphabetically.
- Need walls around "info" booth-folks think it is another place to get things. Change name of booth. Maybe have symbol on buttons as the banner.
- Need people to keep bag line moving.
- Walkie talkies-didn't work well; couldn't hear.
- Add in job description for bag distributors that is ok if someone comes up and wants 10 bags for their group.
- Crowd estimated at 2100.
- Print materials were great.
- Next year get pictures of rally from 3rd floor of capital.
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