

RETHINK, HEALTHY LIFESTYLES MENTAL HEALTH SHARESHOP JANUARY 12, 2012

Welcome by Cheryl Laabs, PHN Winnebago County Health Dept, re:TH!NK, Healthy Lifestyles Committee.

A signup sheet was available. Introductions were made around the table. Meeting notes are available on http://www.rethinkwinnebago.org/meeting_minutes.html

Overview

- Access Group – Vicki Schorse has contacted Jim Egan to give us an overview of the LEAN Process at the next Mental Health Sharesop on February 9 (or Feb 23rd as a backup date). He will present to the whole group. This is an opportunity to learn about the LEAN Process. Jim is formerly from Workforce Development and is currently doing consulting. He will be offering this overview gratis.
 - Will need power point capability.
 - Vicki will invite Mark Harris, County Executive to attend. Others are welcome as well.
 - The Access group will focus on the under insured and uninsured from the perspective of the patient.
- Stigma Group –The last time the group met, it had decided on a priority population of 18-25 year olds for a social norms campaign with a outcome of normalizing mental health as a part of overall health. The group will continue the steps of a social marketing initiative.

BREAKOUT SESSIONS: SPLIT INTO TWO GROUPS TO ADDRESS STIGMA & ACCESS

ACCESS GROUP:

1. LEAN Process – Vicki Schorse

- Will select a core group of people to participate in the Kaison Event that will take up to 3 days to focus on scope. Primary players should be those who will be living and working with the “future state”. Secondary players will be called in as needed.
- Discussion took place on who should be included, and cautioned to wait until the scope is narrowed. Some additional players mentioned were: WMHI, Prison, Jail, Probation & Parole.
- Suggest to Google LEAN to get an idea.
- Vicki will send a glossary of terms.
- Expect Kaison event in March or April with implementation to follow.

2. No Wrong Door – Sue Panek

- Human Services is looking into No Wrong Door and has 2 people hired to initiate the policy.

3. Regional Mental Health Network – Teresa Paulus

- Teresa attends these meetings. Add an agenda item for next time to have Teresa report back to us.

STIGMA GROUP:

1. Discussion – all

- Group reviewed the decisions made about priority audience (18-25 year olds) and target outcome (normalizing mental health as a part of overall health)
- Emily distributed copies from the SAMHSA Stigma Reduction Campaign book to be used as a resource for the group going forward
- Inclusion of ADOA as a potential influencer for our campaign was discussed
- Diana handed out a summary sheet of a SAMHSA Campaign for Mental Health Recovery that is also focusing on 18-25 year olds. The campaign objective is to “encourage, educate and inspire 18-25 year olds to step up and support friends they know are experiencing a mental health problem.”
- The group really liked the “step up/take action” message of the SAMHSA campaign and thought it would correlate to a behavior change of “Teach people to talk about mental health in a positive way (non-anxious, non-judgmental) and take action”
- Collecting local data (potentially through a survey) on 18-25 year olds was also discussed. We would want to have evaluation measures for our social marketing intervention.
- There are three types of places to obtain data, post-secondary education (UWO FVTC), straight to work (Bemis, Alta Resources, other employers that hire a large number of 18-25 year olds), and those that don’t work or go to college after high school (“basement kids”).

2. Action Items

- **Diana**-Get more information on the SAMHSA Campaign for Mental Health Recovery
- **Kristine**-See if we can find the questions used to obtain data for the SAMHSA campaign (HealthStyles Survey 2006)
- **Doug**-talk to contact at UWO to see if they have any data on mental health and 18-25 year olds
- **Stacy**-talk to contact at FVTC to see if they have any data on mental health and 18-25 year olds
- **Mary Jo**-talk to contact at Workforce Development to see if they have any data on mental health and 18-25 year olds and/or if they know of which employers hire a large number of 18-25 year olds
- **Evan**-create a column in the Google Doc List for the Sharesop distinguishing who is in the Stigma group and who is in the Access group and email that link out to everyone that attends the Sharesops.

REPORT TO SHARESHOP GROUP:

FOR ACCESS GROUP:

- Will have Jim Egan give an overview of the LEAN Process for the next Sharesop.
- Open to all re:TH!NK, and others who may be interested
- Snacks will be provided
- Kaison event to take place late March or April

FOR THE STIGMA GROUP:

- Target 18-25 year olds to normalize Mental Health disease

- Do a non judgmental, inspiring marketing campaign similar to the old yellow ribbon campaign “its okay to ask for help” with a more modern twist, maybe “Step Up, Step Forward” as suggested by Doug Bisbee
- Collect/Use data on 18-24 year olds: post secondary education, go right to work, and “basement kids” groups.
- Marketing 101 to be held 10:30-12:00 on March 2, 2012 from 44 North at WCHD 4th floor. All are welcome.

OTHER:

- Teresa Paulus to report back from the Regional Mental Health Network
- Amy Bernstein will do a presentation on the NE Mental Health Connection (?)

PRESENTATION – COMMUNITY OF HOPE PRESENTATION – Doug Bisbee.

- 51C3 Non Profit Organization focuses on suicide prevention
- Gives presentations to schools, community groups.
- SOS (survivors of suicide) Grief support available
- QPR training to businesses
- Handouts were available

**OSHKOSH ICE HAWKS/COMMUNITY OF HOPE FUNDRAISING EVENT
FEBRUARY 3, 2012 FROM 5:30-9:30 PM
AT THE OSHKOSH CONVENTION CENTER.
FLYER ATTACHED.**

NEXT MEETING: February 9, 2012 (snow/alternate date February 23) at 8:15am:

Jim Egan will give an overview of the LEAN Process for all interested. No breakouts into Stigma and Access groups.

Respectfully Submitted,
Linda Baeten
Winnebago County Public Health