



Minutes from Campaign Core Team Meeting Campaign for Community Wellness January 23, 2007, 1-4pm

Attendees: Lynn Tarrant, Maureen Bauman, Richard Knecht , Streamline (Lauren OBrien and Seana Doherty)

Objectives of meeting:

- Campaign Updates:
 - Name
 - Vision/Goals
 - Summary Report to Ganley, Burton
 - Campaign Team (additional members)
 - Next steps
- Plan MHSA Community Conversation event on Jan 31

I. Campaign Updates

a. Name:

“*Campaign for Community Wellness*” works for the Team as it speaks to the immediate activities (coordinating MHSA and SAMSHA) and the longer term goals of engaging the community around wellness issues.

b. Campaign Vision:

The Team agreed that the immediate vision/goals of the Campaign are to integrate the work of MHSA and SAMSHA. The Campaign elements and next steps will come from the synergy between the two grants. The Team also decided to hold off on expanding the scope of the Campaign until the coordination between the two grants is solid. This could take up to a year.



c. Summary Report for Approval:

The Team asked Streamline to prepare a brief report summarizing the Campaign that Maureen and Richard could take to Dr. Burton and Jim Ganley. Components of the Campaign Summary Report to include:

- 5-7 slides
- Campaign Overview
- Campaign Link to Initiatives
- Goals and Benefits of Campaign
- Current Summary of Campaign Outcomes/Achievements (in the past year)

d. Campaign Operations

Maureen suggested bringing a contract person on board to help with MHSA grant management and assist on the Campaign Team. Beth Robby, retired Mental Health Director and consultant was mentioned as a potential for this position. Maureen asked Streamline to consider hiring Beth directly to support the campaign as it relates to MHSA requirements. Streamline said they would meet with Beth on 1.25.07 to assess skills, discuss the Campaign requirements, and the potential of working together.

Decision: Streamline requested that Cindy Brundage serve on the Campaign Core Team to replace Richard during his time in his new position as Director of CSOC. Richard agreed to this and said that he will talk to Cindy about this (done).

e. Coordination

Streamline suggested the Campaign team start to use a matrix tool to coordinate the many details of the two grants. Once the details of the two grants are mapped out, the Campaign Team will be charged with finding the key synergistic efforts for additional benefits.

Action: Streamline will create the initial format for the matrix and then work with Cindy and Lynn to map each of the grant requirements to it and make changes.



II. MHSA Community Conversation Event on Man 31

The goals of this event are to:

- Share progress of MHSA work with key stakeholders
- Share initial Campaign message
- Get feedback from community on MHSA progress

Agenda:

- I. Welcome (Richard)
- II. Context Setting: Campaign, MHSA (Maureen)
- III. MHSA Update:
 - a. Systems Transformation Successes (Maureen):
 - i. Minkoff & Klein (co-occurring)
 - ii. Listening Well
 - iii. NOC
 - iv. Welcome Center
 - v. Same Day/Next Day
 - vi. Crisis Triage
 - b. Stories from MHSA Team
 - c. Conversation / Q & A with MHSA Team
 - d. Feedback: Small Groups (Streamline facilitates with table hosts)
 - i. What did you like, what's missing, who is missing?
 - e. Close



Actions to Prepare for MHSA event:

Communications/Outreach for the Event

- **Michele** make reminder calls to the Campaign Steering Committee
- **Maureen** will call the MH Board to personally invite them to the event
- **Maureen** will email the PCN Strategy Team with a person invite to the event
- **Tom** will contact the 4 partners
- **Lynn** will send a reminder email to her list
- **Streamline** will send another email reminder to the PCN networking list
- **Streamline** will send press releases to the local papers about the event on Friday, 1.26 and call the papers to get a reporter to attend

Content Development

- **Richard** prepare opening/welcome
- **Streamline Streamline (Lauren)** will create a brief summary presentation of the Campaign and MHSA and have the Team review on Monday
- **Streamline (Lauren)** to work with Maureen to prep her parts
- **Maureen and Lynn** provide bullets for the systems transformation successes
- **Streamline** to submit one pager on MHSA to flush out with Lynn

Logistics of Event

- **Michele** will organize coffee and muffins for the meeting
- **Michele** will create a sign-in sheet for the event
- **Streamline** will bring meeting supplies (poster paper/pens for the breakout session)
- **Streamline** will create stickers with PCN logo to put on the NOC flyers
- **Streamline** will bring the LCD player
- **Lynn** will bring copies of materials to share (anti-stigma, Client Council newsletter)
- **Streamline (Seana)** will call Tom on Friday to further discuss the panel talking points