

# Campaign for Community Wellness

Meeting Notes

Core Team Meeting

Thursday, April 12

1-4pm, Print Shop



## **Attendees:**

Richard, Maureen, Cindy, Beth, Streamline (Lauren & Seana)

## **Meeting Purpose:**

- Discuss content/strategy for Campaign presentation to SMART Policy, May 9<sup>th</sup>
- General, on-going Campaign Coordination work

## **Presenting to SMART Policy Board**

May 9<sup>th</sup>, 9-noon slot

Richard/Maureen to tag-team

Presentation needs to be succinct, compelling, creatively approached Include accomplishments to date: Pull from SAMHSA & MHSA (not Voice, just overview)

Use visual from SAMHSA PP

Include consumer stories to kick-off presentation

## **Actions:**

Streamline to create draft PP per information below for Campaign Team to review by May 1

Richard/Maureen to arrange consumer presentations

## **Campaign Coordination Notes**

Current Campaign Organizational Structure (per last meeting)

- 1) Voice
- 2) Systems Transformation
- 3) Service Delivery
- \*New area (potentially): 4) Evaluation

### **1) Update on Voice:**

Voice defined as the voice going out (telling the stories/communicating progress OUT to the community AND the voice coming IN---- bringing consumer/youth/etc. voice into the planning process)

Voice: Coordination efforts currently include social marketing, communications and outreach

### **Social marketing/Communications – Lynn, Cindy, Anne, Streamline**

- Collaborative Team formed
- i.e. Mental Health Awareness months, Children's MH month
- Consumer newsletter

**Transforming the Mental Health System in Placer County**



- NAMI (hear their comments)
- Client council
- Homeless (plan?)
- Hispanic group – Cindy, Ixel
- Family Guide to Resources – Avenue to empower families—through easy access to information
- Youth leadership council
- First social marketing meeting---next week
- Include internal marketing strategy
- **Action:** Coordinated set questions for outreach/focus groups  
Seana, Amy Ellis, Cindy → Streamline → Questions  
( MHSa outreach Q.,  
State (May) POPs survey)
  
- MH Awareness Month (May) Plans and New Ideas:
  - Press Strategy ( Press Conference May 8) (Anne)
  - **Action:** Plan small, broader campaign social marketing plan (Streamline)
    - Include: NOC, Latino voice (Radio)
    - Listening Well Event/DVD
  
- On-going outreach efforts to include: (to keep the voice coming in from these groups and information going out on progress made)
  - Consumers---via client council, contact: Amy Ellis
  - Families—Maureen updating NAMI
  - Latino/NA---Streamline to work with Cindy
  - Community----Streamline on general PR for Campaign



## 2. System Transformation – Cindy, Kathie P.

- **Action:** Someone (Richard? Maureen?) to let Kathie P. know she is on this team
- Cultural Competency
  - Develop 5 yr. strategic plan by June for HHS, SOC (Latino Leadership participation)
  - Tribal star training – Aug.
  - Outreach to Latino community – immediately
  - Gap – Western Placer County – serving Latinos
  - **Action:** Streamline to help with short term plan
- Training
  - There may be \$ from MHSA to hire coordinate training – Jennifer Cook (CSOC)
  - Want new coordinator to be a trainer
  - May 2007 hire date for training coordinator position
- Co-Occurring: Cheryl and \_\_\_\_\_
  - Use different word---to relate better to general public
  - Current: Minkoff & Klien coord./tool – helping us look at ourselves
  - Meeting with Cheryl, go to Minkoff & Klein
  - Change agent
  - Tool (training)
  - Model: Debbie & Cheryl (METH)
  - Plan SAMHSA Resources/leverage
  - Issue: Gap
  - **Action:** Streamline to meet with Cheryl to review plan and link to Campaign
- Recovery Resiliency (AOD grant): Maureen
  - Planning stage
  - Family and youth org. development (UACF)
  - Adult
  - FC recovery
  - Bringing in consumers



### **3. Service Delivery**

- EPB & culturally comp. EPB
- Wrap around
- METH
- Need more FSP adults
- System improvement (CWS) update esoc –RK slide, SMART

### **FSP**

- MHSA TAY Team – model
- A + Older Adult, TAY
- Framework in place to coordinated case planning for TAY
- 1 Sup (Eva)
  - Level 1 (connecting/link to resources) & Level 2 (deep end wrap around) for TAY
- Community partners
  - Whole Person Learning
  - Health for All
  - Placer Indep. Resources
- Outreach
  - TAY model – coordination happening
  - Tahoe model – highlight models of success Re: integration system transformation

### **4. Outcomes/Evaluation (new potential area for Campaign coordination efforts)**

- SAMHSA & MHSA – get Campaign outcomes through combining effort, see if there are some +
  - Local and National

Next Campaign Strategy Team Meeting

May 24<sup>th</sup>, 2-5 pm

Location TBD