

**Mentally Healthy Community (MHC) Teams
Report Out Template**

Team Name	Community Education	
Team Members	Nancy Karges, Compeer, <i>Interim Team Lead</i>	Terri Sogolow
	Melanie Flint, new member	Rodi (spelling?) Hilbert
	Marica Rollins, CareerWorks	Susan Gulbe
	Louise Loots	Diane Brice, Suicide Prevention Service of the Central Coast
	Dr. John Gillette, psychiatrist	Angelina Clanahan (originally Marketing Team)
	Melinda Henning	Dr. Diane Bridgeman (originally Marketing Team)
	Bonnie Schell, MH-CAN	Shirley Ginzberg, (originally Marketing Team)
	Erin O'Shaughnessy, MA, MFC	

Team's Provocative Proposition
We are a community dedicated to demystifying mental illness through public education and multi-faceted Public Relations.

Team's Goals and Objectives
<ol style="list-style-type: none"> 1) Compile existing education resources, specifically speakers 2) Create speaking opportunities for existing speakers <p><i>Original Education goals and objectives as set forth at the October 12-14 Mental Health Summit follow:</i></p> <ol style="list-style-type: none"> 1) Create a mental health speakers association. <ol style="list-style-type: none"> a. one request per month for a speaker b. two training sessions per year c. three personal stories from those who live them 2) Full-day mental health community conference annually <ol style="list-style-type: none"> a. form a committee representing several community organizations b. funding 3) Providing information to community members – material handouts <i>FACILITATOR</i> <ol style="list-style-type: none"> a. newsletter b. newspaper articles <ol style="list-style-type: none"> i. human interest ii. letters to the editor c. sending speakers to: <i>FACILITATOR</i> <ol style="list-style-type: none"> i. schools ii. churches iii. corporate iv. organizations v. participation in existing efforts

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vi. family to family

Original Marketing goals and objectives as set forth at the October 12-14 Mental Health Summit follow:

- 1) Planting seeds of awareness to harvest and sustain a mentally healthy community
 - a. Run a PSA campaign
 - b. Develop a slogan/brand
 - c. Conduct a countywide survey to assess gaps and needs that will feed the campaign
 - d. Utilize research available – i.e. United Way
- 2) Cultivate tolerance by branching out with volunteerism
 - a. Develop a credited community service program of volunteers through schools, workplaces and places of worship.
- 3) Growing young minds through nurturing family relationships and community support.
 - a. Through use of media/marketing campaign that provides coping strategies, tools and resources
- 4) Share fruits of research to affect public policy
 - a. Generate funds by taxing alcohol
- 5) Turn a new leaf by stereotypes
 - a. Increase prevention through education and awareness

Meeting Date	December 6, 2003	Meeting Time	11am-12noon	Meeting Place	Compeer Office
Attendees	Bonnie Schell, MH-CAN, acting as delegate for Nancy Karges, <i>interim</i> Team Lead		Cathie Royer, Steering Committee and facilitator		
	Marcia Rollins, CareerWorks				
	Dr. John Gillette, psychiatrist				
	Erin O'Shaughnessy, private practice				

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<p>Agenda Items (<i>with key points</i>)</p>	<p>Determine course of action for next concrete steps:</p> <ol style="list-style-type: none"> 1) Compile list of existing Education resources, particularly related to speakers. Discussion ensued which netted out the following: <ol style="list-style-type: none"> a. Suicide Prevention has a curriculum b. Compeer has speakers c. MH-CAN *uses* speakers (does not maintain there own) d. NAMI e. Mental Health Resource Center <ol style="list-style-type: none"> i. When Laura Wilson was there, education was done at every local high school and junior high school ii. Journey of Hope iii. Family to Family f. WRAP was discussed; BJ North was provided as the contact g. Santa Cruz Medical Society is organizing a speakers bureau; Dr. Tony Hoffman was provided as the contact h. Existing Dominican speakers were discussed for regular meetings <ol style="list-style-type: none"> i. PEP classes on stress, for example, were mentioned i. Alzheimer's organization j. Resource Center for Non-violence was mentioned k. Health Realizations was mentioned as a current training provider for wellness and mind/body integration; it is thought that there are bi-monthly meetings locally and a 2-day training for \$150- available l. Human Care Alliance was mentioned, wondering whether non-profit members has speakers in the mental health context m. SC AIDS Project 2) Create speaking opportunities for speakers bureau <ol style="list-style-type: none"> a. Danielle Long (possibly works for Homeless Persons Health Project (HHPH)) was mentioned as a resource for downtown Santa Cruz merchants to deal with mentally ill persons acting inappropriately downtown...this came about at the Downtown Association being a possible future speaking engagement to strive for b. Lions, Kiwanis, Elks, and Rotary Clubs were mentioned as possible venues <p>Note that team members were assigned portions of this list to research and report on at or prior to the next meeting. (<i>See action items section below.</i>)</p>
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<p>Action Items/Commitments <i>(with name and date to complete)</i></p>	<p>Decide future meeting date(s).</p> <p>The third Monday of each month at lunchtime (noon-1pm) was decided upon based on the availability of all present. <u>The next meeting is Monday, January 19th, 2004.</u> Bonnie took the action item of checking whether the Compeer office will be the location.</p>
	<p>Rework provocative proposition based on Marketing team not being represented and current version of provocative proposition being a combination of original Education and original Marketing provocative propositions.</p> <p>As set for above, it is now: “We are a community dedicated to demystifying mental illness through public education and multi-faceted Public Relations.”</p>

<p>Action Items/Commitments <i>(with name and date to complete)</i></p>	<p>Bonnie Schell to research by 1/19/04:</p> <ol style="list-style-type: none"> 1) NAMI 2) Compeer 3) MH-CAN 4) Pioneer House
	<p>Marcia Rollins to research by 1/19/04:</p> <ol style="list-style-type: none"> 1) Mental Health Resource Center (MHRC) -- 425-8132 2) WRAP – BJ North 462-4681 3) Health Realizations
	<p>Dr. Gillette to research by 1/19/04:</p> <ol style="list-style-type: none"> 1) Santa Cruz Medical Society 2) Alzheimer’s organization 3) Dominican 4) County Mental Health
	<p>Erin O’Shaughnessy had left prior to these assignments being given out. Cathie to call her on Monday, December 8th, to update her on the meeting and ask her to call any organizations that she knows of that already manages and/or knows of speakers.</p>
	<p>Cathie to look at Human Care Alliance list by 1/19/04.</p>
	<p>Cathie to look at EMT/Paramedic companies and find out if they do mental health training (checking first with Christine Swannack on this) by 1/19/04.</p>

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	<p>All meeting participants were asked to come to the next meeting prepared with their ideas for scheduling speaking engagements (meeting is 1/19/04).</p> <p>Marcia agreed to try and talk more with the Staff Development Director at CareerWorks about what training there might look like by next meeting on 1/19/04.</p> <p>Left over from 06-Nov-03 meeting. Needs to be revisited at next meeting: Someone to talk to George Jarrow about education during tours. <i>(didn't record an exact owner)</i></p>
Team Offers	<p>Same as last meeting: Use us to leverage existing educational resources if you can identify and/or create an educational opportunity.</p> <p>Specifically, leverage Compeer's educational capacity to provide individual speakers, tailored content, single- or multi-subject panels, a series (such as current Compeer series) to train on mental illness in general; specific disabilities (such as depression, bi-polar, OCD, schizophrenia, adult ADD); put together mental health panels; mental illness in the workplace (would need to be developed); mental illness and the law (educating on the America Disabilities Act).</p> <p>Trainings would include hand-outs and sometimes a 30-minute video. Sessions are recommended to be a minimum of 90-minutes, although 2 hours is ideal as it allows breaks for discussion. An hour is possible but very cramped.</p> <p>Another suggestion for educational event content would take the approach: "How do you get healthy? 1. Recognize what's going on, 2. Learn how to get help, 3. Move toward wellness by agreeing to get help."</p> <p>Remember that Nancy/Compeer is scheduling an educational event with St. Joseph's in Capitola for early January.</p>
Team Requests	<p>Share with Cathie Royer any known organizations using speakers. croyer@cruzio.com or 831-476-4085</p> <p>Share with Cathie Royer ideas for speaking opportunities. croyer@cruzio.com or 831-476-4085</p> <p><i>Educate, educate, educate! ;-)</i></p>
BENEFITS AND RESULTS ACHIEVED <i>(include social)</i>	<p>Concrete next steps were actualized.</p> <p>Research assignments were given out to those present for gathering information on existing speaker resources.</p>

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	Participants were asked to come to next meeting with ideas for generating speaking opportunities.
	Regular future meetings were scheduled.
	Bonnie connected with John Gillette about a needed speaker for an upcoming event she is planning where the goal is to educate medical doctors on mental health issues.

WHAT'S THE MOST IMPORTANT THING WE CAN DO NOW?	
Commence finding out about existing speaker resources and thinking up ways to generate speaking opportunities.	

Next Meeting Date	Monday, January 19th	Meeting Time	Noon-1pm	Meeting Place	Compeer office 1051 Cayuga St. in Santa Cruz <i>To be confirmed.</i>
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*Please complete and email a copy to croyer@cruzio.com within five working days of the meeting reported on. Thank you.

THANK YOU FOR YOUR GOOD WORK!