March 16th, 2020

Steering Committee (via Zoom) Meeting Minutes

\*Chris Frakes announced an invitation to submit a community impact grant for the farmer suicide prevention project

Thoughts and Ideas on Covid-19 in our community

* Jennifer Kass- Southwest Behavioral Health is putting out an article on mental health this Friday in the Platteville Journal and online, will include link to SW WI network of care site
* Liz- timing for the trilogy rollout is good, since people are being encouraged to access health information online
  + we can direct people to the right place to get information amongst all of the misinformation found on social media platforms
* Peer specialist training is being postponed, possibly until August, farmer mental health training event will be rescheduled for later date
* What about an online resource to connect peer support specialists to folks as this is an important time to connect given forced isolation?
* Covid-19 section on trilogy
* NAMI is losing all of their meeting spaces- how do we help the homeless and people needing detox when healthcare institutions are being overburdened?
* Get a list of hopeful ideas for people in our communities to be put out on social media

Follow up Discussion of Steering Team/Charter Agreement

* Steering Committee member roles- elements of the steering committee agreement form- what are we asking people to do if we ask them to be a member?
  + I prepare for and attend meetings on a regular basis.
  + I gather/relay appropriate information to SW WI Behavioral Health Partnership as a basis for decision making.
  + I am a Behavioral Health Partnership ambassador and promote its mission when and wherever possible.
  + I report Behavioral Health Partnership progress, concerns, and ideas back to my organization, coalition, or peers.
  + I help implement Behavioral Health Partnership activities, including those that directly involve my organization, coalition, or peers.
  + I serve as a resource for developing Behavioral Health Partnership activities.
  + I assist in strategic planning and prioritizing goals and objectives into an action plan.
* If these are all things members should do, but how do we do it?
  + Keep them to the forefront reminding members of these best practices
  + “I help implement Behavioral Health Partnership activities, including those that directly involve my organization, coalition, or peers.” >> would be great as part of our check-in
  + Condense 7 points into an elevator speech so we can better explain to tothers what it is that we do as members
* New proposed vision statement: “We envision a regional coalition working together to ensure their residents have the resources and connections needed to achieve optimal mental health and freedom from stigma and discrimination.”
* New proposed mission statement: “Through collective action as a coalition, we strive to improve the quality of life for people in our communities who are affected by mental illness and/or substance abuse.”
  + Language should reflect recent shift from “substance abuse” to “substance use”
* New proposed 3 As
  + Increase Acceptance: change how communities understand and talk about mental health and recovery, including stigma and trauma; reduce mental health stigma
  + Increase Accessibility: improve the ways (navigation mechanisms and community systems) in which behavioral health resources, support and treatment are identified and obtained
  + Increase Availability: increase the capacity of community resources to more quickly, effectively and compassionately provide support, care and treatment.
* How do we invite members?
  + Does keeping it smaller make it harder to get from the variety of sectors we want?
    - What diversity do we want on the steering committee level?
  + Minimum 2, maximum 4 representatives from each county, up to 2 ad hoc/regional members
  + Should there be a more intentional membership process?
  + At least one member from each county should be from a local coalition or workgroup- there needs to be at least one member from each county in order to maintain that connection between local county and steering committee as a whole
* Do we want to give ourselves a timeline for developing an executive committee/leadership team?
  + Develop a core/executive committee by March 2021- have everything in place with plenty of time before the October Summit
  + Should timing be centered around when the grant ends rather than the summit?
    - We want sustainability in place prior to the “sustainability phase” of the grant
    - to see how it plays out to see what tweaks are needed as we transition to the sustainability phase of the grant
    - It’s not a cliff
* Chelsea and Frank agreed to review the final draft of the charter

Ideas for Trilogy roll out

* Email blast by each steering committee member- something more targeted
* Use grant to pay for marketing campaign?
* Need a marketing plan, not just contacting important members
  + Steve Genoway from SWCAP board
* Does trilogy have strategies for marketing?
* Using keyword “tags” on online videos to appear in searches for related content
* Postcards/announcements, have a “release” type event?
* Shorten URL? (southwestern.wi.networkofcare.org)
* Use “Southwestern WI Network of Care” for branding, instead of “trilogy”

Local updates

* Chelsea: “Stronger Together” Series with Chris Frakes just wrapped up, the series was a success, different attendees came to each one
  + Can find videos of the sessions on Richland County Extension website
* NIATx meeting coming up for Richland County
* Janis: been working on getting peer support information out there
* Lafayette County Mental Health Matters week has been rescheduled- date TBD
* Carol: new office space, open house has been postponed until later
* Push for a “navigator” position in Green County to be sustained after internship
* Workplace outreach group to bring mental health first aid and safetalk to workplaces in Grant County
* “Got Your Back” app to be released late April- free to download