July 20th, 2020

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| Present | | Not Present | |
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Steering Committee (Zoom) Meeting minutes

Objectives:

* Solidify plans to target stigma reduction and increase acceptance and support amidst a pandemic and all if its impact on mental health
* Update on Roger’s “Don’t Mask Your Emotions”- 2 pilots and feedback
* Quick version of WISE Stigma Basics, and then discuss if/how to use this and other WISE trainings
* Brief updates around the table, including Lafayette County’s MHM Week (August 2-7)

Check-In: (brief) Something in the news

Roger’s “Don’t Mask Your Emotions”

* Description of the pilot workshops by Roger
  + People learn how to understand their emotions and cope with them during Covid-19
  + Main purpose is explaining why we have a lot of confusion and frustration right now- this is normal given our circumstances
  + Time spent during workshop identifying what we have control over and what we don’t have control over
  + Goal is to teach skill building to people to help them cope
* Feedback
  + Based on reactions people gave Roger during the workshop- it seems to be having a positive impact
  + Julie’s response to workshop given to the ED group: the underlying aspect of their work is patient-centered, and Roger’s workshop fits into understanding the individual’s experience through the system
    - Found the discussion and dialogue very meaningful
    - Was a good reminder to everyone in the ED group why they are there- the desire for systems change to better serve the individual in crisis
* Next steps- what are other ways to use this workshop?
  + Leveraging the moment to help increase capacity for empathy in people, and through that reduce stigma
  + Perhaps a follow-up workshop by Roger, a Part 2?
  + Revised evaluation of the workshop coming soon from Liz
  + Future workshops should make the connection to eliminating stigma explicit (Julie’s suggestion, seconded by other members)
  + Roger said he is open to speaking requests with his current workshop
* Concern raised over the terms that are being used for this- Carol asked if using “mental illness” is itself stigmatizing? Will this deter people from using the workshop?
  + Candi proposed a potential solution- MHM of Lafayette County uses the term “brain health”
  + Mary reported success with using “brain health” with dementia patients in her work for the ADRC
  + Roger suggested “mental health challenges”
    - Carol identified the issue of “mental” vs “brain”, and the different images they bring up for people
  + Decision: Consult with Frameworks about how they talk about mental health
    - Liz volunteered to give a presentation on how to frame these issues and what language to use based on research done by Frameworks
    - Consensus reached: Liz to present in August meeting

How to use WISE Stigma Basics and other trainings

* How does the work done by WISE Wisconsin fit into our rural community?
* Bridget gave a mini WISE stigma basics presentation
  + How should we be using this presentation?
  + How can we get people to come to these anti-stigma events?
* Next steps: members in agreement that a portion of the next steering committee meeting will be a strategy planning session
  + What should our strategies be?

Updates around the table

* Lafayette County Mental Health Matters week is still happening! It will be virtual or outside events August 2nd-7th
  + “Extinguish Stigma” fire truck parade
  + Find information for the week’s schedule on behavioralhealthpartnership.org under the section “coalition updates,” or facebook.com/mhmlafayetteco
* Jennifer Kass- southwest health is trying to go back to limited in person visits in addition to virtual visits
* Carol shared that NAMI Green County is having zoom support meetings
* Proposed: bring these trainings to workplaces and local coalitions
  + Candi suggested any trainings that happen should be more accessible to non-professionals, consider wording in descriptions with this in mind
  + Compassion resiliency trainings?
  + Bridget recommended targeting specific groups of people and consider how to best approach them

Check-outs: Are we headed in the right direction when it comes to stigma reduction?

* The work we’re doing is an upstream fight, more than a bandaid fix- this is the way we should be going about it
* Multiple people mentioned the importance of language, and careful consideration in how we talk about things related to mental health
* Do people identify what they’re currently experiencing as “mental health”? How does this affect our approach?
* Is it about more trainings or is it about more regular ordinary exposures?
* Julie mentioned she is open to speaking about resiliency
* Liz suggested using more informal event/setting, and shifting away from a formalized training
* Carol noted that we should be thinking about approaches to learning, and considering what images are being drawn up by our language/imagery

Meeting Overview:

* Objectives involving updates and information sharing were met
* No concrete plan for stigma reduction was decided on, but the discussion around how this should be done was productive
  + Decision made that language/framing we use should be discussed first at the August meeting, following presentation on evidence-based ways of framing issues related to mental health
  + Uses of WISE material left unanswered, but there was an agreement to set aside time in the August meeting to strategize
* Discussion frequently returned to the importance of how we use language to convey these ideas and best reach people, but no consensus on terminology reached yet