

**Minutes of the Winnebago County Mental Health Advisory
Messaging/Marketing Sub-Committee
Monday, Aug 10, 2015 @ 1:00 p.m.
Restoration Cafe**

PRESENT: Dr. Charles Smith, Angie Goral, Dr. Sandra Martell, Melissa Westphal

SURVEY UPDATE: Dr. Martell updated the group about the release of the surveys. Most of the links went out as planned on Aug. 4, with some going out on Aug. 5 or at different points during the week. The health department received several phone calls from people requesting the surveys (both online and in paper form) and from people (village/city/township officials) inquiring about the process. She said she had many nice conversations with people who are excited about the survey project. The health department will have the survey available at its Winnebago County Fair booth. Dr. Martell also distributed the community survey to health department employees.

Dr. Smith delivered a stack of about 20 completed paper community surveys during the meeting. He said his Group Hope members completed them with relative ease, and some of them commented that they if we get enough response, the survey will be very informative.

Dr. Martell said Penny Billman reported that as of Aug. 7, 55 online community surveys had been completed, as well as 11 provider surveys and 4 referent surveys.

MEDIA: The media release about the survey project was distributed the afternoon of Aug. 4. The Register Star ran a story about the surveys on Aug. 6. WREX also covered the surveys. A guest editorial about the project by Dick Kunnert ran on Aug. 9 in the Register Star.

DISTRIBUTION: Angie plans to follow up with Cyndie Hall to make sure news about the surveys is given to all of the local neighborhood groups. Melissa forwarded the survey info to NAMI Northern Illinois. Dr. Smith will speak at the Jackson Oaks Neighborhood Association meeting on Aug. 18 about the survey.

Reminder that providers and referents each need their own unique link to their surveys, so if you get requests, send those along to Penny and John.

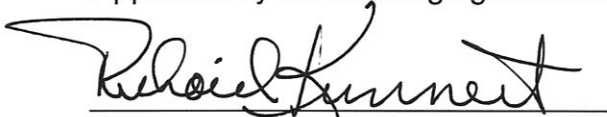
The Substance Abuse and Mental Health Services Administration (SAMHSA) picked up the news about the survey and asked if they could help us distribute it. Federal officials are interested in helping us analyze the data and plan our next steps.

The Rockford Health Council also distributed news of the survey project to its members.

OTHER INFORMATION: Dr. Martell said she has secured a doctoral student from Rockford University to help the committee analyze the survey results.

Approved by the Messaging/Marketing Sub-Committee

8/30/2015
Date



Richard Kunnert, Secretary

Winnebago County Mental Health Advisory Committee