

**Minutes of the Winnebago County Mental Health Advisory
Messaging/Marketing Sub-Committee
Monday, Jul 27, 2015 @ 9:30 a.m.
Restoration Cafe**

PRESENT: Harlan Johnson, Dr. Charles Smith, Angie Goral, Rick Pollack, Melissa Westphal, Dr. Sandra Martell

SURVEY UPDATE: Dr. Martell kicked off the meeting with an update about the surveys. She also plans to update Chairman Scott Christiansen about our progress.

There was some discussion about including the Winnebago County logo on the surveys. We're unable to include a logo on the actual surveys because of the online format. Angie thought the health department's logo might attract better attention from people filling out the surveys.

PRESS RELEASE: We also discussed wording of the press release. We think it's important to include a line about Winnebago County's lack of local funding options, but we will reword the language to say we're the only urban county without "broad-based" local funding. The RIC gets some of the 1 percent sales tax money for prevention and rehabilitation programs, for instance.

INTRODUCTION LETTERS: There was also discussion about the letterhead for the introduction letters that will go out with the surveys. The names of the committee members will be on the letterhead, but we weren't sure if we should include the members' respective organizations. The consensus was that we should include the organizations because members were asked to join the committee because of their expertise / experience in the behavioral health field.

MEDIA: We adjusted the survey release date to be Tuesday, Aug. 4. The committee officers and Dr. Martell are meeting with the Register Star editorial board at 1 p.m. Monday, Aug. 3, to discuss the survey project.

OTHER INFORMATION: Dr. Smith received the updated copy of the community survey from Penny, so he plans to distribute it at his Group Hope meetings this week to get some feedback.

We're eager to get the surveys out and start getting feedback. There was some discussion about what we expect to hear back and some concerns that we might not get good return rates. The group emphasized that follow-up will be necessary and important to make sure people complete the surveys within the required timeframe.

Our next meeting is set for 1 p.m. Monday, August 10, at Restoration Café.

Approved by the Messaging/Marketing Sub-Committee

8/20/2015
Date



Richard Kunnert, Secretary
Winnebago County Mental Health Advisory Committee