Minutes of the Winnebago County Mental Health Advisory Messaging/Marketing Sub-Committee Monday, Jul 13, 2015 @ 9:30 a.m. Restoration Cafe

PRESENT: Harlan Johnson, Sandra Martell, Charles Smith, Rick Pollack, Melissa Westphal

SURVEY UPDATE: Dr. Martell kicked off the meeting with an update about the surveys. She said they are done, according to the Data/Survey Group meeting minutes. The Provider/Referent surveys are ready to be sent out. A special email address was created by the health department to receive the surveys. A link to the surveys will also be included on the health department's website. People can call the health department if they need paper copies of the survey, but the hope is that groups distributing the surveys to their members/clients also can print them. Emails being sent out about the surveys will include the SurveyMonkey link, as well as PDF attachments of the surveys.

We think the need for printed survey copies will be relatively low, but we won't know until emails have been sent and news about the surveys starts circulating. Thank you to the health department for being the return site for the paper survey copies. Committee members also can volunteer to pick up paper copies and return them to the health department, if needed. There was some discussion about possibly securing other locations as return sites for the surveys, but no other locations are finalized yet.

Several group members asked about the actual survey itself. We'll see a final copy of it at Thursday's full Mental Health Advisory Committee meeting. We've reviewed past versions (the neighborhood survey, for example) and tried to give the Data/Survey Group our best feedback. The goal is to keep moving forward and get the surveys out.

PRESS RELEASE: The group also reviewed the draft press release that will go out with the surveys. Reaching out to the media will help maximize our return rate for the surveys. Melissa is reaching out to the Rockford Register Star to find out the availability of meeting with the editorial board.

We set a tentative date of Monday, July 20, to send out the surveys and press release.

SOCIAL MEDIA: There was interest in setting up a Facebook page and Twitter account for the Mental Health Advisory Committee. Dr. Martell and Melissa will pursue this. Dr. Martell emphasized the importance of showing action, moving forward with our work and keeping the public in the loop about those efforts.

MEDIA TALKING POINTS: The group also discussed talking points about the survey project for the media. We addressed possible concerns about why this has taken so long (the committee formed at the end of 2011) and why we're doing another survey when other groups have already done similar health-focused studies. Melissa will type up those talking points, and we'll get a group together to meet with the RRS editorial board, hopefully the week of July 20.

Our next meeting is set for 9 a.m. Monday, July 27, at Restoration Café.

Approved by the Mental Health Advisory Committee

Richard Kunnert, Secretary
Winnebago County Mental Health Advisory Committee