

**Minutes of the Winnebago County Mental Health Advisory
Messaging/Marketing Sub-Committee
Monday, Jun 29, 2015 @ 9:00 a.m.
Restoration Cafe**

PRESENT: Harlan Johnson, Sandra Martell, Charles Smith, Angie Goral, Melissa Westphal

SURVEY UPDATE: Dr. Martell updated us on the survey process. We discussed possibly revising the revised timeline again because there's still a little preparation work to be done before the surveys go out. Also, we're up against the Fourth of July holiday. Need to confirm a date for when the community survey is being distributed.

CONTACT LISTING: We took on the task of looking through the survey contact list and labeling each group as provider, referral source and/or community group. This took up a bulk of our time, as we also had to research a few of the groups online to best match their mission with which survey they should get.

The group also discussed any other people/organizations that should receive the survey. Dr. Smith is going to send Dr. Martell a list of local psychiatrists for survey distribution.

MEDIA PLANS: We also discussed media plans for the survey. Melissa will put together a press release that can be sent out with the provider/referral surveys. The group agreed that we don't need to do a big press conference at this time. The goal is to emphasize the importance of participating in the survey, provide a link to access the survey online or a location where it can be picked up in paper copy form, etc.

Dr. Martell will draft a cover letter to go with the surveys. She'll send that to the committee this week, and committee members will respond as soon as possible with their feedback.

Our next meeting is set for 9 a.m. Monday, July 13, at Restoration Café.

Approved by the Mental Health Advisory Committee

8/20/2015
Date



Richard Kunnert, Secretary
Winnebago County Mental Health Advisory Committee