



Mental Health Advisory Committee Agenda

Promoting a Safer and Healthier Community Since 1854

Date of Meeting: August 20, 2015
Time of Meeting: 7:30 am – 9:00 am
Location of Meeting: Rosecrance Center; 1021 North Mulford, Rockford, IL
Committee Members: Phil Eaton, Angie Goral (Chair), Carol Klint, Richard Kunnert (Secretary), Donny Parham (Vice-Chair), Charles Smith, MD, Matthew Toohey, Sandra Martell (ex officio)
Committee Support: Penny Billman, John Barlow (recorder)

Agenda Item	Time	Sponsor/Presenter
1. Introduction of Guests/Public Participation	10 min	A. Goral
2. Approval of Agenda: August 20, 2015	5 min	A. Goral
3. Approval of Minutes: July 16, 2015	5 min	All
4. Team (Sub-Committee) Activity Reports/Action Plans	70 min	All
a. Data/Survey		A. Goral/P. Billman
i. Review of Minutes: July 2015		
ii. Summary of Responses		
iii. Rockford University - DNP Support		
b. Messaging/Marketing		
i. Review of Minutes		A. Goral/M. Westphal
ii. Thanks to Messaging Group Members		
1) Matt Toohey – WREX Interviews		
2) Dick Kunnert – Letter to the Editor/Rockford Register Star		
3) Editorial Board Group		
iii. Special Marketing Outreach to Date		
1) League of Women Voters		
2) Black Family Reunion		
3) Winnebago County Fair		
4) Rockford Neighborhood Association		
5) Winnebago County Departments		
6) Winnebago County Board Members		
7) Transform Rockford Healthy Lifestyles		
8) Others		
iv. Marketing Plan to Follow-up		
1) Social Media Reminders		
2) Follow-up on incomplete surveys		
a. Electronic		
b. In-person, telephone		
c. Funding/Recommendations		
5. Review/Revision of Timeline for Deliverables	5 min	All