

**Minutes of the
Winnebago County Mental Health Advisory Committee
Wednesday, November 12, 2014 @ 7:30 a.m.
Rosecrance, 1021 N. Mulford, Rockford, IL**

Present: Richard Kunnert, Dr. Charles Smith, Phil Eaton, Angie Goral, Donny Parham and Carol Klint

Others Present: Dr. Penny Billman, Dave Peterson, Harlan Johnson, Dr. Sandra Martell, Rick Pollack, Melissa Westphal, Susan Bello (RR Star), and Mike Bacon

The meeting began at approximately 7:35 a.m.

WELCOME AND INTRODUCTIONS

All members and others present were welcomed. There was a brief collective review of materials included in the meeting packet for discussion at this morning's session.

REVIEW OF October 8, 2014, MHAC Meeting Minutes:

The minutes for the October 8, 2014 MHAC were reviewed. There was a motion made by Carol Klint and seconded by Dick Kunnert to accept the minutes as presented, with all members voting aye.

UPDATE FROM TEAMS (i.e. DATA/SURVEY, MESSAGING/MARKETING, FUNDING AND RECOMMENDATIONS):

Data/Survey Team: Dr. Billman reported that this Team is working with neighborhood groups to understand the types of questions that should be included in the formal survey under development. There was follow-up discussion on the proposed methodology for distributing the survey and the utility of focus groups. It was urged that both the broader community-based as well as criminal justice / safety issues be integral components of this assessment. More to come. This team includes Angie, Carol, Sandra and Penny.

Recommendations Team: Mike Bacon provided an overview of this Team's work. Recommendations are based on the premise that promoting mental health and preventing mental and/or substance use disorders are fundamental to reducing the impact of behavioral health conditions across communities. The capacity for this in Winnebago County is minimal to nonexistent. Prevention and intervention strategies should be based on a community level understanding of both risk and protective factors, and the related application of appropriate evidence-based strategies that consider unique cultural and local circumstances. Secondly, this community needs to develop a behavioral health system of care that enables residents to find and access effective local treatment and services for mental health and substance abuse disorders. Thirdly, a successful treatment system should include recovery – oriented care and recovery support vital to managing mental and substance use disorders successfully. There was follow-up discussion by committee members and others present on the demonstrated successes within existing criminal justice system interventions. However, even with such demonstrated success there is a reticence by some policymakers to continue funding. There was further discussion on potential resource options. Rick Pollack reminded the group of the importance of being able to clarify what it is we need to do, for what purpose and at what cost.

Mr. Kunnert reminded those present about the behavioral health system model that he has previously provided copies of, since it could be useful in responding to these points. This workgroup includes Phil, Dick, Dave and Mike.

Communications Team: Angie Goral provided an overview of the Team's work with an emphasis optimizing outreach efforts to community groups, including neighborhood organizations, School and parent based organizations, Church groups, Health systems staff, Elected officials, NGOs and other venues. This needs to also include social media strategies. Sandy reminded the group that May is mental health month and should be considered a potential kickoff opportunity. She also recommended other low-cost campaigning opportunities such as grocery bag advertisements, gas station/pump advertisement screens, etc. This workgroup includes Angie, Carol, Sandy and Melissa.

OTHER MATTERS / INFORMATIONAL ITEMS:

Mr. Eaton reminded those in attendance of the open house to be held on October 19 at the new North Main St. location of the Rosecrance Ware Center. Also Mr. Eaton updated the committee on some internal work carried out within Rosecrance. This workgroup included a focus group of adolescents in treatment and their parents to examine effective and useful strategies for communicating with teenagers about marijuana. Mr. Eaton provided a copy of this handout for those present and information on where additional copies can be obtained.

There being no other matters before the Committee, the meeting adjourned at approximately 9:10 a.m.

NEXT MEETING:

There was a reminder of the next meeting, Wednesday, December 10, 2014.

Respectfully submitted,

J. Maichle Bacon

Approved by the Mental Health Advisory Committee: _____
DATE