



## **Mental Health Action Team –Minutes**

November 13th, 2019 • 1:00-2:30pm • Room G3312, Eau Claire City-County Health Department

**Agenda:** TJ Atkins, Michelle Larson, Kristin Walukas, Shae Havner, JoAnna Bernklau, Barb Habben, Jodi Hubbard, Christy Prust, Kelly Lauscher, Brenda Scheurer and Chelsie Smith.

### **1. Welcome & Updates**

- a. Marshfield Clinic has partnered with UW-Stout to host a Ripple Effect showing on December 4<sup>th</sup>, 2019, [registration](#) is required, event is free.

### **2. MH Matters-**

- a. Joanna shared that Chippewa Valley High school was selected to receive the mindfulness programming in the Spring.
- b. Barb shared that the education committee met on Monday. They reviewed sites that will be getting the ACEs/Resiliency training over the next few months. The group will be reaching out and following up with some additional sites that have expressed interest in receiving the training.

### **3. Social Media –**

- a. November
  - i. Gratitude post and share Suicide Survivor’s Day post if applicable.
- b. December
  - i. Keeping up with your mental health and the change in seasons-what you can do and cartoon that’s already approved-stigma is scary

### **4. Mental Health Event (Goal 1, Obj 2)**

- a. Student reached out to MHAT about interest in partnering to host a mental health awareness event in Augusta. TJ reached out and has not heard back from him. She will reach out again and invite him to attend our next meeting.
- b. Screenagers documentary opportunity. Volunteer reached out regarding interest in partnering-Chronic Disease Prevention Action Team is following up with this individual...more information to come.
- c. Cracked Up documentary- United Way and another partnering agency is planning on bringing that documentary to the Pablo Center in January 2020. More information to come.

### **5. Flash Mob Follow up (Goal 1, Obj. 3) – 60 mins**

- a. Team reviewed timeline
  - All minutes and agendas are located at [www.echealthycommunities.org](http://www.echealthycommunities.org)



- i. Team agreed we need to send two reminders for the contest-one in February and the other in March.
    - ii. Team noted final event was agreed upon to be May 2, 2020 at the Farmer's Market opening in Phoenix Park
  - b. Review contest rules
    - i. Updated contest rules document-see attached
  - c. Logistical Discussion
    - i. Farmer's Market Manager-is approval/awareness of event needed? She likes a heads up...
      - 1. Shae & TJ will try to reach out to Manager
    - ii. Public Space approval-is this also needed?
    - iii. Team agreed the messaging and # will be #StandUp2Stigma
  - d. Reviewed and updated scoring rubric
    - i. Team would like to add to the back of the rules/rubric document: "Tips for selecting music with positive messaging, incorporating positive messaging into your routine"
      - 1. Will finalize this piece at the December meeting
      - 2. Would we like to list some songs that we know have positive messages, but note that additional songs may be selected?
  - e. Discussed dissemination of materials.
    - i. Reviewed Timeline document Michael created.
    - ii. Team would like to create a plan for dissemination next month.
  - f. Discussion about prize for flash mob winner
    - i. Discussed potential of partnering with Action City for pizza, ice cream, and play time party. We could then have Action City's logo on all promotional materials which could be appealing to them.
      - 1. Shae will reach out to her protentional connection
    - ii. Team discussed need to still acknowledge the other teams that participate
      - 1. Do a social media campaign so message is getting more widespread.
      - 2. Likes & Shares will not define overall score on scoring rubric, or if a team wins, however original likes & shares could be looked at if there was the potential for a tie.
- 6. Next Meeting: December 16th, 2019, 2:30-4:00pm in Room G034



## Healthy Communities Mental Health Flash Mob Competition

### General

- Group must consist of at least 5 people.
- Group must be available to perform for the final event on the morning of May 2nd.
- Videos must be submitted by March 30<sup>th</sup>, 2020 at 5:00 p.m.

### Conduct

- Music chosen by group participants must have positive messaging related to mental health and be free of profanity, explicit content, and offensive/suggestive themes.
- Dance must be free of offensive, suggestive, and provocative movements (e.g. twerking)
- Clothing cannot be removed during the performance.
- No promotion of alcohol and/or illicit drug use during the performance.
- Your clothing may promote your group, organization, or club.

### Dance/Routine

- Must incorporate #standup2stigma as determined by the Healthy Communities Mental Health Action Team
- Length must be between 2-3 minutes.
- The dance needs to be performed and recorded live at least once with an audience of at least 5 persons to earn points.

### Submission

- Submit video of performance via [youtube link, mp4 file, or wav file](#) to [Healthy.Communities@co.eau-claire.wi.us](mailto:Healthy.Communities@co.eau-claire.wi.us) with subject #standup2stigma
- Email must include signed waiver and disclosure.
- The video must show a performance in front of a live audience.

### Scoring

- Videos will be scored based on creativity, how music/dance is connected to mental health, choreography, group size (the bigger the better), length of routine, and how large an audience the performance is in front of.

Category	0	1	2	3	4	5
Creativity						
Music/Dance connected to mental health						
Choreography						
Group Size*	<5 people	5-8 people	9-12 people	13-16 people	17-20 people	>20 people
Length of Routine	Not 2-3 minutes	X	X	X	X	2-3 minutes
Performed in front of audience (how will we judge this?)	No	Yes <5 people	Yes 6-10 people	Yes 11-15 people	Yes 16-20 people	Yes >20 people



### Winners

- The winning group/team will be notified the second week of April, but not announced publicly until the final event on May 2<sup>nd</sup> when they perform their routine as an official flash mob.
- The winning group/team is required to perform at the final event in May.
- If the winning team is unable to perform at the final event, it forfeits its title and any prizes being offered.
- Winners shall receive an event at **Action City**.
- All submissions will be featured on the **Healthy Communities Facebook** and website in May.

### Breaking Rules

- If a group or team is found to be in violation of any rule(s) it may be disqualified and no longer allowed to participate in the ongoing competition.