

## Mental Health Action Team –Minutes

December 11, 2019 • 1:00-2:30-pm • Room G3312, Eau Claire City-County Health Department

**Present:** TJ Atkins, JoAnna Bernklau, Brianne Berres, Eve Fischer, Barb Habben, Dana Hanson, Shae Havner, Kyle Petras, Christina Prust, Gina Schemenauer, Brenda Scheurer, Chelsalyn Smith, Kristin Walukas, Andrew Perkovich and Craig Hinden.

### 1. Welcome & Updates

- a. Wintermission-
  - i. Winter Recreation Route: 4-mile loop considered priority to be plowed
  - ii. How can we help promote?
    1. Already well promoted in the running community
    2. Team brainstormed locations and populations to target with promotion
      - a. Library, Transit stations, UWEC, develop a Facebook post that organizations could share on their pages, CVTC...
        - i. Gina will create a Facebook post to share across organizations
- b. Conversation with Augusta Wildland School student-Andrew
  - i. Andrew is working on a project related to mental health awareness and would like to make a great impact on the Augusta community through an event or awareness activity. Here to brainstorm ideas.
  - ii. Would like the event/activity that:
    1. Provides student perspective on mental health
    2. Connects students and parents and to spread awareness.
      - a. Mental health screening event that incorporates lived experience and inspirational speakers
      - b. Teachers to share about their experiences- teachers sharing with students can help promote connections
      - c. Mental health awareness group at Augusta
      - d. Want students to write to policy makers to help make influence change at state level and support of policies that would better mental health
    3. Andrew also has an idea of promoting the impact of journaling as a coping skill and ideally this is something that would be a culture change for the whole school
      - a. Fundraiser ideas for journals
        - i. Prevent Suicide Chippewa Valley Grant funds.
  - iii. Team shared a variety of ideas with Andrew.
    1. Brenda shared a quick overview of the Mental Health Matters grant and initiatives as they align with his ask.
      - a. ACEs and Resiliency trainings
      - b. Mindfulness training and implementation in the schools



2. Looking into Hope Squad and interest in bringing to community-aligns with the state suicide prevention strategy recently released.
3. QPR to bring youth and adults together
4. QPR at Wildlands school
5. Ripple Effect Documentary Screening
  - a. Or others, such as: *Connect* with Kirk Cameron is available on PrimeVideo, Marshfield Clinic has a copy of *Celling Your Soul*.
6. Shared idea of connecting with TAG theater group
  - a. Currently do plays/skits that are pretty impactful for spreading awareness
  - b. Also members of this group have lived experience.
7. Promotion of apps including Virtual Hopebox, Headspace, smiling mind and SuperBetter.
8. Discussed policy and systems change: Encouraged concrete asks to legislators, for example: school IDs having prevention resources listed on the back. This is included in proposed 2020 legislation.

## 2. Social Media

- a. Chelsie will create a social media post for January 2020 about making mental health a priority.
- b. Gina will create a post to share about Wintermission and MHAT agencies can share with their organizations.

## 3. Flash Mob Discussion

- a. Shae reached out to Farmer's Market contact via email
  - i. Will try to contact via phone
- b. Discussed prize options.
  - i. Discussed creating a prize basket with a variety of items from around the community.
    1. As donations come in, this could be used during promotion to make announcements and build excitement for participation as we say, "company X donated a \$100 gift card," Etc.
  - ii. Discussion also involved about having prize that promotes connectedness such as an Escape Room. Also discussed rather than individual coupons and tickets for things around the community, have items be for a group.
  - iii. Team is encouraged to reach out to their community contacts to see if there would be businesses willing to donate.
- c. Promotion of Flash Mob
  - i. Article
  - ii. Social Media
  - iii. School coaches and teachers
  - iv. MHAT member dissemination



- v. School event calendar, volume one, library, sponsored post on social media, scouting offices (cub and girls), 4H's, dance studios
- vi. Create a flyer to share
- d. Song selection
  - i. Discussed benefit of having a list of songs that are considered appropriate and have a positive message.
- e. Discussion evolved about restricting song selection to the list only. Team decided the list wouldn't be all inclusive, teams are encouraged to pick a song that speaks to them-the list is there to help bring ideas.

#### **4. Next Meeting:**

- a. January 8th, 2020
- b. 1:00 – 2:30 pm, Room 3312 of the Eau Claire County Court House- Third floor
- c. Agenda items to include:
  - i. Finalize prize
  - ii. Create a list of appropriate songs-please bring ideas with to meeting
  - iii. Review flyer for dissemination
  - iv. Confirm date and location of winner reveal
    - 1. May 2, 2020 at Farmer's Market approved by all entities?
  - v. Year 2019 Reflection