



HSC 2020 Mental Health Substance Abuse Community Health Committee

Stigma AGENDA

DATE:	Thursday August 6th; 8am-9am	LOCATION:	Sheboygan Dept. of Health & Human Services, Rm. 372
PRESIDING:	Kate Baer, (Mental Health America)		
PRESENT:	Kellie Resnick (MHA), Shelby Kuhn (Aurora Sheb. Memorial), Karlyn Raddatz(DHHS), Linda Knebel-Essman (DHHS), Jean Beinemann (DHHS), Mary Karls (LTC), Mary Paluchniak (St. Nicholas Hospital), Michele Wangemann (Homes for Independent Living), Jon Doll (United Way), Pamela Krueger (Aurora), Laura Multer (Kohler School District)		
ABSENT/EXCUSED:			
GUESTS:	N/A		
RECORDER:	Kellie Resnick (MHA)		
NEXT MEETING:	8am - 9am on Thursday September 3 rd at DHHS [1011 N. 8 th St., Sheboygan, WI 53081], Room 372		

ITEM	DISCUSSION/CONCLUSION/RECOMMENDATIONS
Welcome and Introductions	<p>Brief round table introductions and updates on organizations/community events.</p> <p>There are 32 people who showed interest in this committee – Kate Baer will follow-up with all the absentees about their interest in still participating.</p>
Overview on Stigma & background of current and past Stigma Reduction efforts in community	<p>Efforts on promoting good mental health have been very successful in the past; we are hoping this effort will see the same success.</p> <p>The main objective is to focus on what is happening right now – the Heroin committee is very large, and it takes a lot of time to implement changes (as well as with SBIRT); all remain positive and connected in ways we can provide stigma reduction training/efforts.</p> <p>Jean Beinemann (DHHS): The goal here is to be more focused and realistic on what our objectives and outcomes should be. The goal is to have the final draft of the Community Health Improvement Plan (CHIP) be shared with the Leadership Council during their August 24th meeting.</p> <p>Kate Baer (MHA): Working with Sue McKenzie from WISE on examining existing models/pilots that we can work off of for stigma that are Evidence Research Based (ERB) - this is more likely to gain monetary support and have measureable outcomes.</p> <p>Jon Doll (United Way): With SBIRT taking off, stigma may really start coming around. United Way has started work with the Random Lake School District on the PATH program (school-based therapy (Providing Access To Health) with Lutheran Social Services) that has already seen incredible decreases in stigma in</p>

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	schools in the Fox Cities that currently implement the PATH program.
<p>STIGMA Community Health Improvement Plan (CHIP) Update & Discussion on goal, objectives, and activities needed to implement the plan</p> <p>(Copies of CHIP section handout will be brought to the meeting.)</p>	<p>Goal Statement: Consider spelling out ‘SUD’ for those who are unfamiliar.</p> <p>Copy of the draft form was shared. Focus of the meeting is to fill in the blanks and finalize. Copy of finalized draft will be shared out after the meeting.</p>
<p>Objective 1: “Provide education and resources to increase community awareness of mental illness and substance abuse disorders.”</p>	
<p>“Organize and hold a mental health/AODA resource fair to improve awareness of programs and resources in Sheboygan County.”</p>	<p>This committee will be the driving force behind developing this fair. The 2015 fair was a great success, and all are hoping this will be an annual event. The desire is to stick with the end of April/beginning of May as a time frame (to coincide with Mental Health Awareness Month), so we are looking at Spring 2016. RCS is a possible place for the next event.</p> <p>Mary Paluchniak (St. Nick): Started discussion around how to measure overall goal of Stigma committee. Individual activities within the goal can be measured via self-report surveys, etc., but there isn’t anything in place to measure the outcomes of this overall goal of committee “to reduce the stigma of mental illness and substance abuse”. Adding specific questions to the Community Health Assessment (CHA) is a possibility. (“Do you feel discriminated against? Do you feel comfortable talking about your story?”) We can think of these questions for the next CHA to have a better baseline of measuring stigma reduction in our community and include this as an objective for this committee to develop questions working with partners.</p> <p>We will continue to use similar questions measured during last resource fair for measurement of this particular activity, the Mental Health and AODA Resource Fair.</p>
<p>“Support the ‘There is Hope’ walk for suicide awareness and prevention.”</p>	<p>The best way to help make this activity a success is through volunteering! Feel free to bring HSC 2020 materials to the event to hand out, but in the meantime we need everyone to help spread the word to friends/colleagues/other organizations on the importance of events like this for the community.</p> <p>Most volunteers are touched by suicide, but it is a nice goal to have more Mental Health Champions who have experienced a suicide to participate. With social media, the numbers of those affected is certainly rising; Laura Multer (Kohler) reported seeing many of her students’ affected by suicide loss in the community event if they did not know the person directly.</p> <p>Jon Doll (United Way): Is there a way to get the participants involved in other mental health initiatives in the community? This might be the best way to keep numbers up, as well as to help spread the word about other things happening. The message can still be the same for those who have not been affected by suicide – ‘reach out and share your stories!’ Can be considered ‘Mental Health Champions’.</p> <p>Each year, Mental Health America asks participants to fill out an evaluation of the event, and it is a good</p>

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	idea to add a question like “Has coming to the walk helped you better understand suicide and its impact?” Or include a stigma-related question - “By attending this event, do you feel less stigmatized in your loss?” “Or do you feel this helps break the negative stigma of suicide.”
“Write articles for the HSC2020 column in the Sheboygan Press that focus on the reduction of stigma.”	Kate Baer (MHA): Will be reaching out to all committee members for article authors. This is an ongoing effort, with a total of 6 articles to be written on this topic. The products and results are hard to measure unless there’s a way to track any feedback received by the authors – this is an area for more discussion. Some members of committee reported personal positive feedback they have received from the articles in the community.
Objective 2: “Provide continued support for existing initiatives in our community that are working to create a culture that reduces stigma of mental illness and substance abuse disorders.”	
“Support MHA explore with W.I.S.E. and other successful anti-stigma initiatives in other communities and pick target population/project to develop and implement in Sheboygan County.”	Kate Baer (MHA): Participating in Open, Honest, and Proud, which will be a series of 3 presentations for the community on how to tell your story. The goal is to help those affected by mental illness/substance abuse to tell their story confidently, and to help those not affected to listen with open minds.
“Support activities, outreach, and marketing for National Mental Health Month in May.”	MHA offers a week-long FREE mental health screening in May – encourage those you know/work with to seek this out through MHA. MHA may need the committee’s assistance in improving outcomes (# screened, etc.). Support through marketing is the best way to help out with these events, as well as offering your own time to help volunteer as needed.
“Support activities, outreach, and marketing for National Recovery Month in September.”	Recovery Rocks event – same thing; help market to those you know, and help volunteer where/when you can. More direction for committee members may be needed on how to help with future events.
“Connect with SCAN Committee to support Well County Initiative and assure accurate information on mental health, illness, addiction, and trauma is being shared with employees in non-stigmatizing ways.”	(SCAN = Sheboygan County Activity & Nutrition; WELCOA = The Wellness Council of America) By 2020, 20 companies (which covers 20% of the workforce) will have a wellness program implemented for their employees, which includes areas of nutrition/wellness, mental health, and substance abuse. Implementing a measure for this needs further discussion, as the topic would include talking about mental health in the workplace and how comfortable employees feel talking about it (either with supervisors or their EAP program managers). Kate Baer (MHA) is meeting with the director of Mental Health America of Wisconsin and will touch base with the group on any outcomes of that meeting regarding mental health in the workplace. Currently, MHA has a presentation/program for companies on improving mental health in the workplace.
Don’t forget:	Linda Knebel-Essman (DHHS): Private insurance companies will not cover substance abuse

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<ul style="list-style-type: none"> • Education/Prevention • Access to Service • Coordination/Continuity of Care • Health Literacy 	<p>treatment/therapy if there is a DUI/DWI on someone's record. This is a huge problem for the community at large – you can't get help until you're already "in trouble".</p> <p>Another success in accessing care is that LPC's (Licensed Professional Counselors) may be able to accept patients on Medicare if the current Senate bill passes. This would open up a very large avenue for those seeking therapy and increase access. Kate will send out to large MHSA Committee information regarding this so those who feel it is important can contact their senators.</p>
<p>Report Out for Full Committee</p> <ul style="list-style-type: none"> • <i>Summary</i> • <i>Barriers</i> • <i>Celebrations</i> • <i>Asks</i> 	<p>Measuring the reduction of stigma is obviously a huge topic of discussion for this group. Ways to measure outcomes of these activities will be more difficult to come up with, but hopefully we will be able to use other programs/pilots as resources.</p> <p>Volunteering/marketing are two of the biggest needs to help us get the word out about the events we plan and any training we hope to implement.</p> <p>Follow-up: Kate Baer – Contact today's absentees to evaluate their interest in still participating; provide examples of the assessment questions asked after previous There is Hope walks; contact Sue McKenzie with W.I.S.E. to discuss different tools we may be able to use in our efforts.</p> <p>The larger MHSA group meets the 3rd Thursday of each month, so it's important for us to have all of our questions for them by that day.</p>
OTHER	<p>Kate will be discussing stigma through Lakeland College's ThinkHaus series. The event is Thursday, November 19 at 6:30pm – promo materials will be available as the date gets closer.</p> <p>Kate suggested that at the start of each meeting, we all share a small part of our own story for the whole group as a way in which to challenge our own selves and reduce stigma. This is an activity that WISE does at the start of each of their meetings. Members seemed to like the idea but idea was not finalized.</p>