

# Lake County Illinois

*Lake County Health Department  
3010 Grand Avenue, Grand Room 1st FL  
Waukegan, Illinois 60085*



## Meeting Minutes - Draft

Tuesday, July 17, 2018

10:00 AM

3010 Grand Avenue, Waukegan, IL 60085

**Anti-Stigma Campaign Sub-Committee - Mental  
Health Coalition**

**Call to Order**

**Present;** 9 - Member Anning, Member Atwood, Member Gibbons, Member Harris, Member Hart, Member Jouppi, Member Monahan, Co-Lead Weil and Member Ang

**Absent;** 6 - Member Baran, Member Bishop, Member Davenport, Member Goering, Member Maya and Member Vana

*Others Present:*

*Paul Fetherston, Lake County Administrator's Office*

*Conor Schultz, Lake County Administrator's Office*

*Suzanne Rabideau, Rabideau Consulting*

**2. Welcome and Introductions**

*S. Rabideau introduced herself and her role in assisting the sub-committee. The members provided introductions and shared their commitment with reducing the stigma of mental illness.*

**3. Co-Leads and Staff Remarks**

*S. Rabideau provided an overview of the Lake County Mental Health Coalition, its sub-committees, the 13th strategy to design and implement a public awareness campaign as described in the Lake County Health Department/Community Health Center Community Action Plan for Behavioral Health in Lake County, Illinois 2016-2020, and the Live Well Lake County anti-stigma campaign research work.*

**3.1 Handouts presented at 7.17.18 Anti-Stigma Campaign Sub-Committee meeting  
[18-0845](#)**

**Attachments:** [7.17.18 CAP Awareness 13th Strategy 2016-2020.pdf](#)

[Evaluation of Understanding the Impact of Stigma Program](#)

[Be Brave Reach Out Speak Up](#)

[Seize the Awkward](#)

[Make It Okay](#)

[Beliefs Behaviors and Impact.pdf](#)

[Stigma Campaigns tracking grid.pdf](#)

[Mental Illness Barriers to Access and evidence based solutions.pdf](#)

**4. Public Comments (items not on the agenda)**

*There were no public comments.*

**5. Old Business**

*There was no Old Business.*

**6. New Business**

**7. Discussion on Developing Anti-Stigma Campaign Resources**

*The members reviewed research materials shared by the Live Well Lake County members on other communities' anti-stigma campaigns. A lengthy discussion ensued on the following:*

- *A potential focus of the sub-committee being to develop a positive awareness anti-stigma campaign within 2-3 years;*
- *Adopt an existing national campaign that fits Lake County's needs;*
- *Developing a Request for Proposal (RFP) to contract a professional organization/marketing firm to develop a Lake County anti-stigma campaign within six months;*
- *Developing a positive campaign with a call to action;*
- *Service capacity to access help;*
- *How to fund the campaign with private/public partnership;*
- *Defining the audience/target population;*
- *Defining the target subject such as understanding mental illness/depression/severe mental illness;*
- *Messaging anti-stigma or increasing education on access to care;*
- *Anti-stigma campaign effectiveness;*
- *Being general and not targeting a specific population; and*
- *A campaign on mental wellness, that mental health is a condition to be managed (no different than diabetes) and encouraging conversations about mental health.*

*S. Rabideau suggested developing a list of campaign action steps, such as funding options, measuring call volumes for service capacity, and outcome measures. Member Ang advised that data shows the senior population with depression from Medicaid/Medicare rates increased each year in the past seven years and is an unidentified population. S. Rabideau reported that the Center for Disease Control and Prevention (CDC) recently reported that suicide numbers are increasing nationally, and communities are addressing the rise with targeted campaigns. Member Weil suggested the campaign include that mental health is as important as physical health.*

*K. Monahan arrived 10:45 a.m. The members wished her a happy birthday.*

*Member Anning advised that the RFP could include guidance on the potential population, being a positive campaign, words to avoid (awkward), with the proposers providing solutions, competitive analysis, and providing phased recommendations on the best approaches. Member Harris suggested calling the campaign - Nobody's Perfect. The members discussed the local campaign including shared stories, working with municipalities on law enforcement education, grass roots, and similar to the Lake County Opioid Initiative (LCOI) model to drive one on one conversations.*

**8. Discussion on Draft Work Plan**

*S. Rabideau shared a draft work plan with the members. A discussion ensued on the draft*

---

*work plan, vision, and end-point. S. Rabideau suggesting having multiple strategies, a macro campaign, mental health first aid, and crisis intervention team training. The members discussed meeting once a month, defining tactical tasks, communication between meetings, and meeting to solidify what was learned in-between meetings.*

**9. Discussion on Next Steps and Tasks**

*Member Weil agreed to serve as a Co-Lead on the sub-committee and provide a progress update at the August 20, 2018 Mental Health Coalition meeting. The members agreed before the next meeting to familiarize themselves on anti-stigma campaign tool kits and other resources to work towards completing a proposal for the October Mental Health Coalition meeting.*

*There was a motion to change the August 21, 2018 meeting time to 3:30 p.m. by Member Harris, seconded by Member Ang. Motion carried unanimously.*

**Present;** 9 - Member Anning, Member Atwood, Member Gibbons, Member Harris, Member Hart, Member Jouppi, Member Monahan, Co-Lead Weil and Member Ang

**Absent;** 6 - Member Baran, Member Bishop, Member Davenport, Member Goering, Member Maya and Member Vana

**10. Adjournment**

*The meeting adjourned at 11:31 a.m.*

**This matter was adjourn**

**11. Next Meeting: August 21, 2018 at 3:30 p.m.**

*Meeting minutes prepared by Donna Jo Maki.*

*Respectfully submitted,*

---

*Co-Lead*

---

*Co-Lead*