

Lake County Mental Health Coalition
Anti-Stigma Campaign Sub-Committee
DRAFT Work Plan

Purpose:

To develop and implement an anti-stigma campaign to help all of the people of Lake County to maintain their total health including mental, emotional, behavioral, and physical health; and further to prevent and reduce mental, emotional, and behavioral illness.

Project Goals:

- Research other communities' mental health/substance abuse public awareness campaigns and their outcome efficacy;
- Develop a draft community-wide proposal to hire a marketing firm to develop a plan for the Lake County Mental Health Coalition to launch a positive public awareness campaign leveraging limited resources;
- To develop a draft proposal to include dissemination of a community education campaign aimed at eliminating the stigma of mental, emotional, and behavioral conditions;
- Provide the Mental Health Coalition with options for planning an effective, research based positive public awareness campaign on prevention and treatment;
- Develop the scope of services for the draft marketing firm proposal;
- Present the draft proposal to the Mental Health Coalition for acceptance and approval.

Project Scope:

- Convene a community workgroup of early adopters familiar with implementing a behavioral health stigma campaign;
- Meet, develop, and accept a draft proposal for developing a communitywide plan; and
- Recommend a draft proposal to develop the implementation of the anti-stigma campaign.

Proposed Timetable:

The project commenced on April 16, 2018 and will end on December 31, 2018. A schedule with specific tasks and deadlines associated with this project will be developed by the project team. The Sub-Committee will meet on the 3rd Tuesday of the month at 10:00 a.m. Below is the major project milestones.

Milestone	Target Date
Kick-off Meeting	April 16, 2016
Educate MH Coalition Subcommittee on past progress of Live Well Lake County Behavioral Health – Anti-Stigma work	July - September 2018
Research outcomes efficacy of other communities' anti-stigma campaigns with effectiveness researched	July – September 2018

Compile resources to support developing a proposal for an anti-stigma campaign action plan (e.g. SAMHSA resources, national foundation resources)	July-September 2018
Draft a proposal for the scope of services for developing a community-wide action plan	July-August 2018
Develop a list of recommended requirements for a Lake County anti-stigma campaign	August - September 2018
Present a proposal for the development of an anti-stigma campaign recommendation to the Mental Health Coalition	October 15, 2018

Project Team:

Below is the Anti-Stigma Sub-Committee Members:

Gail Weil	Community Youth Network	Co-Lead
Paula Anning	Northwestern Hospital	Subject Matter Expert
LeAnn Atwood	Advocate Health	Subject Matter Expert
Angela Baran	Healthcare Foundation of Northern Lake County	Subject Matter Expert
Christen Bishop	19 th Judicial Circuit Court	MHC Member
Pat Davenport	A Safe Place	Subject Matter Expert
Jeanine Gibbons	NorthShore Highland Park Hospital	Subject Matter Expert
Hannah Goering	Lake County Health Department/Community Health Center (LCHD/CHC)	Subject Matter Expert
Jennifer Harris	Workforce Development	MHC Member
Sandra Hart	Lake County Board	MHC Member
Mary Jouppi	NAMI	MHC Member
Dora Maya	Arden Shore	MHC Member
Katie Monahan	Lake Behavioral Hospital	Subject Matter Expert
Mark Pfister	Lake County Health Department/Community Health Center (LCHD/CHC)	Executive Project Sponsor
Jennie Vana	Lake County Communications	Subject Matter Expert

Project Team Responsibilities:

The Subcommittee Co-Leads will facilitate and assist the project team to meet the project goals. The sub-committee members will collaborate to support attaining the project goals through subcommittee meeting attendance, contributing ideas, volunteering to complete applicable assignments and completing assignments within agreed upon timelines. The meetings are public and minutes will be published that briefly describe meeting topics, decisions made, assignments with due dates and other critical information.

Exclusion:

This project will not include contracting for services.

Challenges:

- Staffing capacity; and
- Competition with existing priority projects.

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