

Lake County Illinois

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



Meeting Minutes - Draft

Tuesday, August 21, 2018

3:30 PM

3010 Grand Avenue, Waukegan, IL 60085

Anti-Stigma Campaign Sub-Committee - Mental
Health Coalition

1. **Call to Order**

Present; 8 - Member Baran, Member Bishop, Member Goering, Member Hart, Member Jouppi, Member Monahan, Co-Lead Weil and Member Ang

Absent; 7 - Member Anning, Member Atwood, Member Davenport, Member Gibbons, Member Harris, Member Maya and Member Vana

Others Present:

Suzanne Rabideau, Rabideau Consulting

Alex Carr, Lake County Communications

2. **Welcome and Introductions**

The members introduced themselves. A. Carr advised he was standing in for Co-Lead Vana. Co-Lead Weil welcomed all.

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

There were no Co-Lead remarks.

4. **Approval Of Minutes**

A motion was made by Member Ang, seconded by Member Hart that these Minutes be approved. Motion carried,

Aye: 8 - Member Baran, Member Bishop, Member Goering, Member Hart, Member Jouppi, Member Monahan, Co-Lead Weil and Member Ang

Absent: 7 - Member Anning, Member Atwood, Member Davenport, Member Gibbons, Member Harris, Member Maya and Member Vana

4.1 **18-0859**

Attachments: [7.17.18 Anti-Stigma Campaign Sub-Committee minutes.pdf](#)

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

There were no public comments.

6. **Old Business**

There was no Old Business.

7. **New Business**

8. **Discussion on Developing an Anti-Stigma Campaign Proposal**

There was a lengthy discussion on options for a Lake County Anti-Stigma Campaign to recommend to the Mental Health Coalition that included, in the short term, tag on to an existing national campaign, spread the word locally, and share SAMHSA resources. In addition, to coordinate with the community partners, employers to promote employee assistance programs (EAPS) and mental health plans, and leverage their resources. Also, in the long term, tag on to a grass roots campaign, create a campaign, and use funds to share messaging farther. An alternative suggestion was to augment existing

resources by developing a Request for Proposal (RFP) for hiring a communications or professional marketing firm to propose an implementation plan for local engagement, to develop strategies and a multi-year, continuous, impact program with funding developed to leverage other community partners. Also, the RFP could require documented best practices for the proposed options.

A. Carr suggested that the Lake County Communications team could partner with the Lake County Health Department (LCHD) Communications team to develop a plan using existing resources to share content for continuous distribution, to develop stories, local videos, reach out to traditional media, website, e-newsletters, LCTV, and social media. He reported that the Lake County Communications team launched a well-received, short-term, mini-campaign a few months ago on mental health resources, that partners could add links on their websites. A similar campaign could be planned that could reach thousands of people.

Member Davenport arrives at 3:39 p.m.

Member Bishop described her positive experience in using a national marketing firm and the depth of research they provided. Member Goring advised the LCHD SAMSHA grant requires running an anti-stigma campaign and recommended leveraging Lake County networks to amplifying previous planned and prepared messages.

The members also discussed the need for the anti-stigma campaign to message multiple target populations, age groups, racial/ethnic, including low income people who don't always access mainstream media. In addition, the discussion included target populations benefitting from multiple campaigns and from overarching campaigns. Member Davenport reported the development of target populations should consider the social ecological model of levels of influence.

There was a lengthy discussion on Mental Health First Aid training efforts in Lake County and other communities. The members discussed a potential goal of training 5,000 – 10,000 persons in Lake County, training target populations, and addressing potential barriers. In addition, to develop a location/website hub of how many persons trained, available trainers, dates of training, persons interested in receiving training, and provide a link to act. The website could also include education on mental health issues, resources and articles.

Member Bishop reported on an upcoming mini-judicial Mental Health First-Aid training and recommended attorneys and leaders receive training.

Member Hart recommending funding NAMI of Lake County to implement an anti-stigma campaign.

Member Goring left at 4:31 p.m.

Member Ang and Monahan left at 4:52 p.m.

Co-Lead Weil summarized the discussions included preferences for a framework of a multi-prong, multi-year approach that could engage multiple targeted audiences, multiple layers of influence, engage community organizations, locations (grocery stores, gas stations, Great America) include hiring professionals and incorporate existing resources. The members discussed developing a high-level recommendation for the Mental Health

Coalition.

The members received a list of links to other communities' campaigns and resources.

Links to other communities' campaigns and resources

[18-1009](#)

Attachments: [Social Ecological Model of Levels of Influence.pdf](#)

9. Discussion on Draft Work Plan

There was no discussion on the draft work plan.

9.1 [18-0942](#)

Attachments: [Anti-Stigma Campaign Sub-Committee Draft Work Plan](#)

10. Discussion on Next Steps and Tasks

The members agreed that staff would provide an outline of the anti-stigma campaign development discussions.

There was a motion to change the next meeting date to Monday September 17, 2018 at 3:30 p.m. due to Tuesday's observance of Yom Kippur by Member Hart, seconded by Member Ang. The motion carries.

Aye: 6 - Member Baran, Member Bishop, Member Davenport, Member Hart, Member Jouppe and Co-Lead Weil

Absent: 9 - Member Anning, Member Atwood, Member Gibbons, Member Goering, Member Harris, Member Maya, Member Monahan, Member Vana and Member Ang

11. Adjournment

12. Next Meeting: September 17, 2018 at 3:30 p.m.

Meeting minutes prepared by Donna Jo Maki.

Respectfully submitted,

Co-Lead

Co-Lead