

Social Marketing Work Group Meeting



MINUTES

DECEMBER 11, 2008 3:00-5:00 PM

YOUTH SERVICE CENTER
6300 Chimney Rock
Houston, TX 77063

MEETING CALLED BY	Dr. Curt Mooney
TYPE OF MEETING	Social Marketing
FACILITATOR	John Puder
NOTE TAKER	Sherry Hubbard
ATTENDEES	Julie Bourne, Dr. Curt Mooney, John Puder, Orfelinda Coronado, Taren Bates, Robin Harrison, Magno Guillen, Larry Brown, June Giddings, HISD, Sherea McKenzie, COH, Kim Williams, TA Partnership, and Sherry Hubbard

The meeting was called to order at 3:15 PM, by facilitator, John Puder.

DISCUSSION I. Welcome and Introductions

The workgroup introduced themselves around the table.

DISCUSSION II. Systems of Hope Social Marketing Updates

John Puder presented the following social marketing updates:

- Systems of Hope (SOH) Brochures – Spanish and English updated versions
- Information Packets – updates
- Outreach presentations – list of events presented
- Random basis – Health fairs, informal and formal invites, etc.
- Video – CC provided
- SOH Report – provided rough draft and annual reviews. U of H Interns assisted with project.

DISCUSSION III. Workgroup for upcoming Children’s Awareness Day

The group made the decision to organize a work team for the upcoming Children’s Awareness Day, which will take place on May 7, 2009. It was suggested that Magno Guillen assist with the project.

John Puder recapped last years Children Awareness Day presentation. He added that the County received a proclamation from Judge Emmitt’s office and also we received recognition from the Houston Chronicle. Magno suggested when coordinating next year’s presentation that we incorporate activities that would involve other county departments.

Other partnership organizations working on this project will include, June Giddings, HISD, Dr. C. Mooney, DePelchin and Shereia McKenzie, COH.

CONCLUSIONS

Ideas for the Children Awareness Day were discussed for 2009. Other suggestions included an art festival and tie-back to the youth group.

DISCUSSION

IV. Participants for the workgroup – Children Awareness Day

Individuals of the workgroup of who should participate gave suggestions.

- Taren Bates suggested Chelsea Carter-Garcia, as a representative from the Youth Advisory Committee (YAC). She felt this youth had a passion for mental health advocacy.
- Envisioning the organizational process - the group felt the Governing Board and community leaders should be included.
- Community sponsored workshop leaders, i.e., Link-UP Houston, HISD, and other related community groups should be included.
- Address how mental health impacts our community.
- Kim of TA Partnership offered their references; she also encouraged utilizing Jane Hoglen from Vanguard, also get support from Regina Hicks
- Shared plans of Systems of Care and Federation of Families.
- Scott Comstock of Federation of Families has information regarding new materials for implementation next year.
- In school districts, present assemblies for an anti-stigma campaign.
- Include media coverage.

What type of task request will be implemented? Ms. Giddings suggested the following:

1. Have an outline,
2. Type of celebration,
3. Who to reach out to, and
4. Will there be a sketch or plan

DISCUSSION

V. Subcommittee suggested participants

The following workgroup members were suggested for the subcommittee: Taren Bates, Orfilinda Coronado, Larry Brown Magno Guillen, Robin, Julie Bourne, JuneGiddings, and John Puder as lead staff person.

CONCLUSIONS

Goal – plan to have a meeting in January or February to present some type of update or report. Should we have the partnership agencies to participate? We should have involvement from the

	partnership agencies.
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SPECIAL NOTES	
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DISCUSSION	VI. Anti-Stigma Campaign
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The anti-stigma campaign will focus on children and youth, which will aim at the schools – per Dr. Mooney (a thought). The campaign will include:

- Developing a video (in English and Spanish)
- On-going research
- Annual review
- Combing anti-stigma with other campaigns.
- Sherea McKenzie currently pulling together other organization groups.
- The target audience – general population.

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CONCLUSIONS	<p>The overall stigma plan will include:</p> <ul style="list-style-type: none"> ▪ Anti-stigma campaign ▪ Have outreach to the community ▪ Have a network process in place <p>The future plan as presented by Larry Brown should include:</p> <ul style="list-style-type: none"> ▪ Education awareness (which should be an ongoing process—this process should include empowerment by the care team and must be tailored) ▪ Include advocacy ▪ Empowerment ▪ Have and maintain measurable goals—as presented by Jane Giddings; also review the current documents. <p>Kim Williams, TA Partnership—Suggested that we use this plan with the evaluation efforts; show the accomplishments, and use as an educational tool.</p> <p>The workgroup also would like to:</p> <ul style="list-style-type: none"> ▪ Articulate their goals—must change the minds of the public; and finding a way to capture the goals, ▪ Key accomplishment—what is the primary achievement, ▪ Need community resources that are not mental health included; example: poverty assistance, per Robin Harrison ▪ Include One Voice – have program segments in state advocacy.
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SPECIAL NOTES	<p>Other workgroup members discussion: Ms. Giddings, HISD – suggested that we target middle school students, because middle school students are in a critical age.</p> <p>Taren Bates, youth representative – feels teachers need to identify</p>
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	<p>symptoms of children.</p> <p>Robins Harrison – feels parents need to educate through churches and organizations – especially church group.</p> <p>Kim Williams – Reminded the group of what other sites do. These issues are addressed throughout the year. She also added that the Federation of Families works on the education size. No specific group is targeted and is not restricted to just mental health or targeted to public health.</p> <p>Robin Harrison noted that Alief ISD have targeted grants for teachers.</p> <p>The grant mentioned by the workgroup included the Department of Education. Another resource: Parent Information Resource Center (PIRC). The group decided more research would be needed. Targeting the middle school population was re-visited by the group. It was questioned if school administration would see the value in such an ideal. Everyone agreed that middle school students are a difficult group. The group would like to begin implementation of a plan next calendar year. The workgroup agreed to aim at a certain group. June Giddings felt it would be very beneficial to the program or process. Also, Magno Guillen should spearhead a Latin committee. Larry Brown suggested having an ongoing education piece and that the workgroup should tap into other groups.</p> <p>The Systems of Hope geographical teams should go door-to-door in the community tapping into resources. CPS has medical staff contacts that can go into the community. Taren Bates suggested providing a special workshop for social workers in the school which would have a curriculum mental health updates and trends. The workshops would allow training, which will enable the social workers in the school to maintain a watchful eye.</p>
	<p>VII. Future Outreach Events</p>
	<p>Future outreach events include the following:</p> <ol style="list-style-type: none"> 1. Youth Advisory Program (YAP) December 20th, in which accomplishments by the Mayor of Houston, new sheriff elect, Adrian Garcia, and other elected official will be recognized. The event will take place at the Communication Workers of America (CWA) hall. 2. Children’s Summit – sponsored by Children’s Advocates Inc. Robin Harrison will volunteer as the family representative for the event dated January20th. SOH will have a table.
	<p>Overview of Specific Goals</p> <ul style="list-style-type: none"> ▪ Articulate goals – Larry and John ▪ Tie-in goals of the “logic model” ▪ List the crucial points of sustainability, example: bilingual

	<p>brochures (documents have been sent out).</p> <ul style="list-style-type: none"> ▪ Implement an evaluation to see if document was useful. ▪ Document the effectiveness of the evaluation. <p>NOTE: Sherea McKenzie reported to the workgroup that the Hogg Foundation included a strategic plan regarding the mental healthiness of the community. Medication management and illegal drug use were cited.</p> <p>Social Marketing Plan as suggested by Dr. C. Mooney and Sherea McKenzie---</p> <ul style="list-style-type: none"> ▪ SOH marketing plan—need to inform and guide ▪ Put in place a plan for the next two (2) years ▪ Submit a draft to present to the Board ▪ The social marketing plan must have goals <p>Networking with other social marketing efforts:</p> <ul style="list-style-type: none"> ▪ Contact and target community organizations ▪ Identify what is available in the community and what strategy should be targeted by Systems of Hope ▪ Have a concrete piece of the child piece ▪ Establish a targeted goal over a year or sometimes during 2009 <p>Parent Empowerment Group (PEG) members addressed the following ideas:</p> <ul style="list-style-type: none"> ▪ Bus ride to Austin to participate in the Advocacy Day in April ▪ Acquiring transportation to Austin – check with Janis Bane for ideas ▪ Children’s Defense Fund ▪ Budget discussion (PEG members stated a budget is in place) ▪ CDF – working in transportation (some felt this was not a good idea) ▪ PEG – liaison (Tammy Foster) ▪ Possibility of a conflict on advocacy per the grant –possibly no legitimate
	<p>ANNOUNCEMENTS---</p> <ol style="list-style-type: none"> 1) Family Enrichment – Holiday celebration for family, includes activities, food, and games 2) YAP-Youth Advocacy Program – December 20th 3) Fund Raiser Toy Drive – December 14th 4) Donations –if applicable
	<p>NEXT MEETING – January 29, 2009, Thursday @2:00 PM-4:00 pm</p>
	<p>The meeting adjourned @4:40 P.M.</p>