



## WISE Advisory Board Minutes – Tuesday February 10, 9-11am Rogers Oconomowoc – Florida Room

Present: Maureen Pohle, Jenny Otto, Debbie Rueber, Hugh Davis, Ellie Jarvey, Faith Boersma, Suzette Urbashich, Rachel Niemann, William Parke-Sutherland, Sue McKenzie, Ed Erwin, Peter Hoeffel, Serge Blasberg, Denise Folcik, June Schulz.

On Phone: Kate Baer, Molly Fritz, Julianne Carbin

- I. Introductions and Impact
  - WISE Story: Faith Boersma
  - Ed Erwin has been asked to do WISE Basics for Veterans Admin.
- II. Continuous Learning
  - Review tool on ‘Culturally Sensitive Responses to Stigmatizing Language’
  - Share document from Care Connections on ‘Healthcare without Stigma’
  - WISE Basics was updated to use story to engage people emotionally in experiences of stigma
  - How can we consider what language to use in different contexts: check in ahead of presentations to identify target audience & frame language accordingly; “own” the language we use, identify the limitations of language; “stretch” & challenge ideas, beliefs, actions & language that are oppressive.
- III. Executive Committee
  - Goals and recommendations
    - Programming/content - Focus on: Healthcare, youth. Enhance program offerings, WISE Basics and HOP collaborations; further develop community capacity building model
    - State-wide focus: Change-agents as medium for statewide focus
    - Partner collaborations: embed tools and work of WISE in existing work; WISE identifies/responds to partner support needs; leverage partners’ work to achieve mutual goals
    - Funding sustainability
  - Legislative Advocacy
    - Met with Assembly Rep. Brostoff (Milwaukee) on 2/2/15.
    - Meeting with new Assembly Mental Health Reform Committee early March; focus on building relationships, offering support and resources of WISE around stigma focus.
- IV. WISE E-newsletter – majority of communications will begin to take place this way. Please save newsletters to a special folder so you can refer back to them for minutes, reports, etc.  
Hugh will do first member spotlight; Rachel will edit so ‘speaking opportunities’ is easier to read
- V. Evaluation: Partnership Project Updates – MIRACE/NAMI GM and Sheboygan County
- VI. Action Teams
  - Fund Development :
    - Commit Public Ally support by end of month so we know what the gap is; all contributions due by July 1, 2015.
    - WISE Partner Support form will be created to document WISE financial and in-kind supports by organization and individual members; to be distributed in April and collected in June for the 2014-15 fiscal year.

- Recommendation that WISE partners invite WISE representation to events at no cost/sponsorship and WISE will tailor materials and presence to support the partner mission/event.
- Does any other partner have an interest in being the fiscal agent for WISE in the next fiscal year cycle? If not-Rogers InHealth (RMH Foundation) offers to continue.
- Marketing – Let us know your anticipated bandanna needs for upcoming year.
- Portfolio – Made updates to WISE Basics, had discussion around using language
- Youth, Parent, and Schools – We will resend youth survey to WISE advisory board
- Website – primarily a staff function with member input; conference call TBD.
- Healthcare – Set first meeting after stigma conference. Should we try to merge or collaborate with the Healthcare Integration Committee? Faith will send more info. Meets Fri, Mar 20<sup>th</sup>, 9-11:30am
- Form Outreach Action Team? Should this be combined with marketing? Advocacy work? To be visited by Ex. Com.

VII. Other:

- Invite to WISE partners who want to be present at the Rogers Brown Deer Open House-Sunday, April 26, 1-4pm.
- WI Counties Association identified as a potential connection for networking; Sept. Conference.

**Upcoming Meetings:**

March 2, 2015 WISE Fund Development Action Team, 12:30-2pm, MHA 600 W. Virginia St. Milwaukee

March 4, 2015 WISE Ex. Committee, 12-2pm, Rogers Oconomowoc

March 17, 2015 WISE Marketing Action Team, 1-3, TBD

April 21, 2015 WISE Advisory Board, 9-11am, TBD