



WISE Advisory Board Minutes Tuesday, April 21, 9-11 am

Rogers Oconomowoc – Florida Room

Present: Kate Baer, Faith Boersma, Sally Raschick, Debbie Rueber, Sue McKenzie, Mary Neubauer, Mary Maroney, Rachel Niemann, Peter Hoeffel, Erin Malcom, Jenny Otto, Barbara Moser, Ava Martinez, William Parke-Sutherland, Martina Gollin-Graves
Phone: Dawn Zak

- I. Introductions & Impact: WISE Stories
 - Design Day: Youth felt safe, consistently contributed throughout day. Enthusiasm at the day was good, but taking that enthusiasm forward into the revisions is even better.
 - Alpha Kappa Alpha: Oldest African American sorority in country. National president resides in Mke, and the sorority has marked reducing stigma as a priority. Awesome for non-choir to do so of own accord! Would like to get bandanas like ours with their colors, pink & lime green, and add their logo. Special interest in how trauma in the community affects recovery and resiliency.
- II. Newsletter – Make sure to review to RSVP to meetings, and get minutes, agendas, announcements, etc.
- III. Continuous Learning - Read “3 Tips for Telling Stories That Move People to Action” Discussion:
 - People view things within the framework of what they already think.
 - Challenge is to frame issue to get people thinking outside of their existing framework, i.e. “people with mental illness are bad/scary” You won’t get people thinking outside that frame by using the language that exists within in.
 - We want to learn more about Frameworks
 - How can we tie contact and the stories we already tell to the larger, systemic issues?
 - We need stories of communities coming together to create sensible public policy
- IV. Action Teams
 - Revisit objectives of each group/consolidate the work to be accomplished
 - Revised list of groups attached. Contact Rachel if interested in joining/leaving a team
 - Move advocacy work to the executive committee, not fund development
 - Current regularly scheduled meetings for action teams:
 - Youth Action Team** – 2nd Tues of month opposite advisory board mtgs, 1-3pm. Next: 5/12/15
 - Marketing Action Team** – 3rd Tues of month opposite advisory board mtgs, 1-3pm. Next: Needs to be rescheduled from May 19th. TBD.
 - Healthcare Action Team** – 3rd Tues of month opposite advisory board mtgs, 9-11am. Next: 5/27/15
 - ***note*** this is a **change** from the regular meeting schedule due to a conflict. We will resume with 3rd Tuesday meetings on July 15th.
- V. Youth, Parent, Schools
 - Youth Survey – \$10 now! REALLY need more youth. Additional recruitment strategies:
 - Resend with headline “10 bucks for 10 minutes!”
 - Focus on reaching parents to have them have youth take. Have forms printed for them, so they only need to take picture with phone and send to Blythe after filling out.
 - Resend to: MOVE WI, RedGen, FACETS, WI Family Ties
 - Others?

- VI. Healthcare
 - Viewed “WISE Healthcare” at first meeting
 - Rachel will send out “Healthcare without stigma” document
 - Identify “stories of success” to share for what is happening in nursing in our state, a la frameworks
 - Ex: Mary N. recently had surgery, and had great experience at St. Lukes with young nurse disclosing her diagnosis after seeing meds list. Resulted in connection and learning moment for other nurses.

- VII. Support – in-kind and financial
 - Turn in form estimating in-kind contributions at June meeting. Report shared in August.
 - Put out jar for donations for bandanas when handing out at events?

- VIII. Evaluation
 - Report from IMPACT – helps quantify work and consulting relationships. See attached documents.
 - Send report to marketing/outreach committee
 - Shout out to Ed Erwin for doing so many WISE Basics!

- IX. Upcoming Events/Announcements
 - Apr 23-25: **NAMI Annual Statewide Conference**: April 24&25
 April 23: *SPECIAL EVENT* ACTION ON THE HILL: MENTAL HEALTH ADVOCACY DAY
 Story Wall project, contact Annabelle Plotvin. annabelle@namiwisconsin.org if interested in participating
 - Apr 23: **Erika's Lighthouse Teen Depression Curriculum Training**
 Erika's Lighthouse in partnership with Prevent Suicide Kenosha County and Just Live Inc, is offering a workshop on April 23 in Bristol (Kenosha County) that will be an introduction to the program, Teen Depression: Stories of Hope & Health.
 - Apr 26: **Community Celebration and Open House for Rogers Brown Deer Opening**
 - 1-4pm Live performances, inspiring recovery stories and interactive activities will be held throughout the afternoon. SOME WISE PARTNERS WILL HAVE RESOURCE TABLES AT THE EVENT.

Upcoming meetings:

April 21, 2015 WISE Advisory Brd. 9-11am Rogers Oconomowoc
 April 21, 2015 Youth Action Team 11:30-1:30 Rogers Oconomowoc
 May 12, 2015 Youth Action Team 1-3pm Rogers Oconomowoc
 May 27, 2015 Healthcare Action Team 9-11am location TBD
 June 16, 2015 WISE Advisory Brd. 9-11am location TBD