

**WISE Advisory Board August 19th 2014 Minutes**  
9am-12:30pm Rogers Oconomowoc – Florida Room \*\*

Present: Kate Baer, Barb Bigalke, Serge Blasberg, Faith Boersma, Julianne Carbin, Hugh Davis, Ed Erwin, Denise Folcik, Molly Fritz, Martina Gollin-Graves, Peter Hoeffel, Mary Madden, Erin Malcom, Mary Maroney, Lisa McLean, Barbara Moser, Sue McKenzie, Rachel Niemann, Jenny Otto, William Parke-Sutherland, Maureen Pohle, Sally Raschick, Suzette, Urbashich, Dawn Zak; Guest: Liz Woolcock  
On-Phone: Jeanette Arellano

I. Introductions-Impact-Updates

- WISE story – Influence of stigma reduction and work of WISE on personal life and work – Rachel Shares story of impact of stigma reduction work in her personal life
- Guest – Liz Woolcock – Liz will be in Wisconsin over the next month or so conducting training & briefings on social and emotional learning, as well as sitting in on meetings
- Kate Baer gave an update on MHA Sheboygan
- NAMI Greater Milwaukee is growing the cadre of In Our Own Voice presenters, hired Jeanette Arellano FT, and has a Public Ally intern this year.

II. Congratulations & remarks- Pat Hammer, CEO Rogers Behavioral Health System

Pat is excited to see WISE continue to grow, affirmed the autonomy of WISE, and Rogers continued support of the coalition.

III. WISE Collaboration

- Summary of the Statewide Partner Conversation
  - Recognition that in past year time and energy spent primarily on building WISE infrastructure
  - Work this year to center on alignment with & support of statewide partners & members
  - Clarify vision & direction of WISE & pace of work
  - Clarify & tweak understanding of WISE and improve communications
  - Concerns raised and addressed about links to Rogers
- Staff support for WISE partners
  - WISE staff will visit all partner orgs to consult with them about specific nature of the partnership and ways to enhance local mission
- Updated group on current consulting relationships and staff commitments
- Will create & share an updated calendar with upcoming events and current consulting relationships
- Discussion of challenge of broadening WISE membership & engagement-to include healthcare systems/organizations/associations across the state; determine what comes next after WISE Basics; Advisory Board responsibility to grow WISE partners and allies.

IV. Evaluation

- Erin shared results of WISE member surveys-43% response (see Survey Highlights Handout)
- Share graphic timeline-thanks to Rachel for development!
  - Visual Representation of our progress as an initiative
  - Will be shared on our website when it is complete

V. Arts Roundtable & Continuous Learning Updates

- Arts Roundtable outcomes, takeaways and next steps
  - Arts group to meet regularly
  - upcoming art show at PSGM conference November 14<sup>th</sup>
  - statewide touring art show
  - collaborations with artist collectives, youth organizations, art councils
  - Looking at possible formation of arts “action team” and sending group to allied media conference
- Potential for an annual roundtable-began with Arts and will look to other “cultures” to engage discussion about implementation of TLC4.

VI. Action Team Project Updates

- Fund Development

- Solidify action team- work to review WISE past/current funding & develop funding plan & priorities; leverage and align with partners
- Develop funding principles & decision making process
- Portfolio – HOP & WISE Basics
  - Challenge to do 6 HOP trainings before 12/31/14
  - How can staff support & help members to do HOP? Train-t-trainer sessions for individuals & families with lived experience
  - Uniform standards for delivery of WISE Basics
  - Consider work with Active Minds Chapters
- Website Development – WISE website url is now : [endstigmatogether.org](http://endstigmatogether.org)
  - website development will be a part of the funding priority discussion
- Marketing
  - Future requests for bandannas-at cost of \$1.00 each; InHealth has approximately 1500 available now and another 2500 to be delivered in November.
  - Marketing will move beyond addressing promotional materials to include messaging and recruitment

VII. Youth Stigma Survey and Program Research

- A group of parents and students met with Corrigan to go over the content for the youth survey
- Working with Corrigan to conduct adult survey with an online database, & youth surveys via schools/community organizations

VIII. International Stigma Conference: February 17-20, 2015 San Francisco

- WISE representation: any WISE partner/member interest/capacity? Possibilities for youth representation?
- Fund-development team will address priority/possibility/strategy to offer scholarship assistance

IX. Membership/Governance

- Regional Coordinator sub-group report
  - The group referred to the report by the Alverno consultants, and as a result, worked to clarify roles, responsibilities, needs, and placement consideration
  - Fund development action team will discuss support & concept, as will Ex Committee
- Executive Committee Election- will schedule to meet before next Advisory Board meeting
- Sign membership agreements

**Next meeting – October 21, 2014 9-11am; Rogers Oconomowoc, Florida Room**