



Marketing/Outreach Action Team
January 19th, 2016 1:00-3:00
Agenda

Outreach-Marketing Goals

- Expand the reach of WISE to diverse sectors and regions in WI,
 - Youth
 - Healthcare
- Support implementation and expansion of effective stigma reduction through HOP, WISE Basics trainings and ongoing consultation projects
- Promote WISE's mission of increasing inclusion, support and solidarity for all people living with mental health and addiction challenges-(think bandannas).

I. "Mental Health Safe Spaces/People" decal – pledge development

II. Planned Geographic Expansion of WISE

1. HCC regions
2. Project YES grant – HOP expansion support

III. Honest, Open and Proud, WISE Basics and Consultation oversight

1. Webpage dedicated to HOP on WISE site
2. Master trainers model
3. Report on HOP HS and Adult combined training in Sheboygan in December
4. Discuss future training plans
 - i. HOP could be a part of peer specialist training- William will connect Sue with Kenya Bright and we can talk to Faith.
 - ii. Can HOP be part of the CCS expansion for providers/clients- Cheryl Lofton
 - iii. Others?
5. Plan to advertise HOP program and available facilitators

IV. Bandanas - Plan for continued promotion

V. Pieces In Your Own Voice- play and outcomes research: PR opportunity- Action Team member to work on this ?

VI. Share lessons learned? (Partnership Report from IMPACT and Advisory Board work)