



Marketing/Outreach Action Team
November 17th, 1:00-3:00
Agenda

(agenda incorporates notes from last meeting in parentheses)

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

- II. Planned Geographic Expansion of WISE
 - Select target regions and a plan for outreach.
 - (Discussed focusing on expanding into fewer regions while laying the solid framework in the region with a team of local facilitators for WISE Basics, HOP and Consultation.)
 - (Discover where the “fertile ground” is for new consulting relationships/partner projects within the targeted region(s).)

- III. Honest, Open and Proud, WISE Basics and Consultation oversight
 1. Webpage dedicated to HOP on WISE site
 2. (Produce story cards (like those used for the Rogers InHealth website) dedicated to HOP—cards with faces from video stories on card, summary of what HOP is and direct people to HOP site)
 3. (Consider when using HOP as the intro of WISE to a community or organization might make more sense than using WISE Basics. Supporting the voice of people with lived experience before engaging the community or organization in planning for stigma reduction may be a good approach.)
 4. (Based on current use of HOP and communication with partners and communities, there is a need for HOP, especially in rural areas)
 5. (Draft a framework for “quality control” for WISE Basics, Consultation and HOP training/facilitator evaluation)
 6. (Establish “senior facilitators”—people who have experience/skill in this area—e.g. support group leader for “x” amount of years, group counselor, e-CPR trainer. What is our criteria? Hard and fast, or case-by-case with guidelines?)
 7. (Individuals will initially be trained on program content such as the HOP workbook, then given additional training on skills such as active listening, empathy, reframing, e-CPR type skills, etc. as needed and desired.)

8. (Beginning trainers/facilitators will then co-facilitate a number of WISE Basics, HOP trainings, or consultations alongside of a senior facilitator –determine the expectation for presentations within a timeframe;)
9. (Develop feedback process (discussion with senior facilitator—evaluation form—both?) Senior facilitators will determine if/when beginning facilitators are ready to become a senior facilitator)
10. Report on stipend agreement
11. (Revisit list of initial HOP and WISE Basics trainees- see who might be interested in becoming a beginning HOP facilitator/WISE presenter, with stipends involved)

IV. Bandanas

1. InHealth will made an order for 5,000 more bandanas, and will continue to distribute them in-kind for now, but will accept funds to help cover costs as orgs are able.
 - (Develop guidelines for distribution for partner orgs)
 - (Ideal would be in a group or training setting, where WISE partner would be able to explain what the bandana is, how they use the bandana, and explain that it represents a story of recovery, which is what works to reduce stigma, that it's part of a movement, and that people should display it visibly with the hope of starting a conversation.)
 - Created card to staple to bandanas in case the context in which they are distributed does not allow this kind of conversation to take place (mass distributed at a walk).

V. Pieces In Your Own Voice- play and outcomes research: PR opportunity?

VI. Partnership Report from IMPACT

- (Use partner project profiles as example of TLC4 model to share with groups when doing WISE Basics and consulting)
- Advisory Board will review and use to help create list of WISE lessons learned to date.