



Marketing/Outreach Action Team
November 17th
Minutes

Attendance: Julie Braun, Debi Traeder, Kate Baer, William Parke-Sutherland, Sue McKenzie

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

- II. Introduced "Mental Health Safe Spaces/People" decal idea. Idea generated from HOP-High School and extended to all ages. Sue has contracted with two people from Fiverr and will share what they design with Julie to see what input she has. We will then propose to WISE Advisory Board on Dec 15th.

- III. Planned Geographic Expansion of WISE

A long discussion took place about where and how to do regional expansion. It was decided that the work of the Healthcare Coordinators and facilitator trainings for HOP may open doors in new regions in a natural way and that WISE would be there support the work and help bring broader resources to a region if requested. This will be discussed with the Healthcare Coordinators during their training. (An eye will be on NW and Central WI where we have new connections in Polk County and through Deb Trader in Wausau. The Western Region Recovery and Wellness Consortium may be a good entry way for connections.)

- IV. Honest, Open and Proud, WISE Basics and Consultation oversight
 1. Please review the Webpage dedicated to HOP on WISE site
 2. HOP for Adults will be a focus of this Action Team. It was felt that WISE members do not understand the power of HOP nor how to offer it – what settings.
 3. Kate Baer will offer HOP HS and Adult training in Sheboygan on Dec 21 and 22. We will try to train on both on the one 7-hour training and replicate it on the second day. We can train 25 people per day. This will be an opportunity for Kate and Julie Braun to give input into the training plan. We will be able to add on to the training for the Sheboygan folks if we discover that 7 hours is not enough.
 4. We need to see who from the group of those trained to lead HOP Adult, really want to do so. Niki will make phone calls to follow-up and let them know about stipends.

5. We need to schedule another Adult HOP training of facilitators. – Use framework from HOP-HS training.
 6. We need to develop a way to let others know that you are a HOP facilitator.
 7. We must uphold the goal that a person with lived experience be on the team of facilitators and that HOP is never forced on anyone.
 8. There are fidelity measures for Adult HOP.
 9. Can we go for funding to train and deliver this program and possibly have it based in one of WISE member organizations?
 10. HOP could be a part of peer specialist training- William will connect Sue with Kenya Bright and we can talk to Faith.
 11. Can HOP be part of the CCS expansion for providers/clients- Cheryl Lofton?
- V. Pieces In Your Own Voice- Brenda Wesley and Sue discussed packaging Pieces and HOP-HS or HOP-Adult together. Requested that WISE draft a press release regarding the research on effectiveness of Pieces in reducing stigma.
- VI. Partnership Report from IMPACT
1. Advisory Board will review and use to help create list of WISE lessons learned to date.