

**MENAL WELL-BEING STEERING COMMITTEE  
MEETING MINUTES**

Attendees: Susan Blue, Dale Brickley, Beth Bostwick, Cathy DeGuire, Steve Denlinger, Colleen Elmer, Larry George, Jennie Huber, Anna Kennedy, Barbra Kettering, Carol Kuntz, Leslie Naylor, Gerald Ressler, Julie Weaver, Alice Yoder

Guests: Steve Herr, Kate Gallagher, Katie Greenawalt

Absent: Jan Baily, Kate Downes, Jacqueline Fisher, Toni Gainer, Phil Hess, Deb Jones, Amy Marenick, Vanessa Philbert, Radames Melendez, Debra Scheidt, Chad Wickenheiser

Date: February 18, 2015

Time: 12:00-1:30 p.m.

Location: SOP Wellness Center, Conference Room #2

ISSUE/TOPIC	DISCUSSION/ANALYSIS	ACTIONS/FOLLOW-UP
<p><b>Welcome/Approval of Minutes</b></p>	<p><b>Alice Yoder</b> called the meeting to order at 12:01 p.m.</p> <ul style="list-style-type: none"> <li>• Thanks to all of those who helped with the preparation of the United Way Grant Proposal- Due Friday 2/20</li> <li>• Domestic Violence Services asked to be a part of the collaborative, and were included in the grant proposal               <ul style="list-style-type: none"> <li>-Interested in standardizing their screening tools and referrals for women</li> </ul> </li> <li>• Alice presented a thank you certificate to Jennie Huber for traveling around the county to obtain signatures for the grant</li> </ul>	

ISSUE/TOPIC	DISCUSSION/ANALYSIS	ACTIONS/FOLLOW-UP
<p><b>Logo/tag line for the media campaign</b></p>	<p><b>Beth Bostwick</b> presented a list of possible campaign names and taglines to the group for the Mental Well-Being Collaborative</p> <ul style="list-style-type: none"> <li>Target audience: Lancaster county residents, all ages, focus on people with depression, anxiety, stress and their friends/family</li> </ul> <p><b>How to select a campaign name:</b></p> <ol style="list-style-type: none"> <li>Has a memorable quality</li> <li>Is easy to repeat</li> <li>Compels individuals to share the message with others</li> <li>Is uplifting and not condescending</li> <li>Does not alienate</li> <li>Feels fresh and contemporary</li> <li>Does no increase the stigma</li> </ol> <p><b>Possible Campaign Names Paired With Taglines</b></p> <ul style="list-style-type: none"> <li>Take Care. Within. <i>Nurturing the Mental Wellness of Every Person</i></li> <li>Less Coping, More Hoping <i>Discovering the Path to Better Mental Health</i></li> <li>Stop Coping, Start Hoping <i>A Catalyst for Improving Mental Wellness</i></li> <li>Change Coping Into Hoping <i>Pathways to Mental Well-Being</i></li> <li>Find Your Best Day <i>Discovering Your Path to Better Mental Health</i></li> <li>Thrive Inside <i>Promoting Mental Wellness in Lancaster County</i></li> </ul> <p>Other Possible Taglines</p> <ul style="list-style-type: none"> <li>Take Charge of Your Mental Wellness</li> <li>Advancing Mental Health in Lancaster County</li> <li>Enhancing the Well-Being of Lancaster County</li> </ul>	<p><b>Results of the Survey Monkey Poll:</b></p> <p><b>N=12</b></p> <p>41.67%- Thrive Inside, <i>Promoting Mental Wellness in Lancaster County</i></p> <p>33.33% Take Care. Within. <i>Nurturing the Mental Wellness of Every Person</i></p> <p>33.33%- Find your Best Day, <i>Discovering Your Pathways to Better Mental Health</i></p> <p>8.33%- Change Coping Into Hoping, <i>Pathways to Mental Well-Being</i></p> <p>8.33%- None</p> <p><b>Other Ideas:</b></p> <ol style="list-style-type: none"> <li>Needs to be creative, catchy</li> <li>Take Care Within. <i>Promoting Mental Wellness in Lancaster County</i></li> <li>Mind-Body Connection. <i>Promoting Mental Well-Being in Lancaster County</i></li> </ol> <p>Patrick Kennedy uses “Check Up From the Neck Up”. Catchy &amp; Normalizing</p> <p><a href="https://www.surveymonkey.com/s/2WDLB39">https://www.surveymonkey.com/s/2WDLB39</a></p>

ISSUE/TOPIC	DISCUSSION/ANALYSIS	ACTIONS/FOLLOW-UP
	<ul style="list-style-type: none"> <li>• The Mental Health Discovery Journey</li> <li>• Enhancing the Mental Health of Lancaster County</li> <li>• Energizing Your Search for Mental Wholeness</li> </ul> <p>Other suggestions:</p> <ol style="list-style-type: none"> <li>1. Mental Health America’s Campaign Name:               <ul style="list-style-type: none"> <li>• <i>There’s no health without mental health</i> <ul style="list-style-type: none"> <li>• Would like to use but might be trademarked</li> </ul> </li> </ul> </li> <li>2. <i>Connect the Neck</i></li> </ol> <p>*No final decision was made</p>	
<p><b>Asset Mapping</b></p>	<p><b>Anna Kennedy</b> introduced the topic of Asset Mapping</p> <ul style="list-style-type: none"> <li>• Looking at a systems change approach for Lancaster County</li> <li>• What does a system that coordinates mental health care look like?</li> <li>• How do we integrate mental/behavioral health into primary/medical care?</li> </ul> <p><b>Kate Gallagher</b> presented 5 thematic from the needs assessment that was conducted</p> <p>-Results from focus group, phone surveys, and interviews</p> <ul style="list-style-type: none"> <li>• Access and availability</li> <li>• Communication and collaboration</li> <li>• Affordability and insurance</li> <li>• Transitional ages</li> <li>• Lack of specialists</li> </ul>	

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<p><b>Database Design, Logic Process, and System Integration</b></p>	<ul style="list-style-type: none"> <li>• The needs assessment incorporates themes and pieces of the Mental Well-Being Collaborative into one major initiative</li> <li>• It will help us achieve goals and objectives identified from a collaborative approach</li> <li>• It's time to start addressing these issues               <ul style="list-style-type: none"> <li>○ "No more Band-Aids on the problems" (Quote from Anna)</li> </ul> </li> <li>• Vision: Create a repository of all assets to be easily accessed, updated, and maintained so accurate information can be shared</li> <li>• Really need a centralized system to impact and address the issues related to mental health</li> </ul> <p><b>Steve Herr</b></p> <ul style="list-style-type: none"> <li>• Presented a high level view of the proposed system through a flow chart</li> </ul> <p><u>3 main ideas</u></p> <ul style="list-style-type: none"> <li>• Asset mapping is the heart of information sharing system</li> <li>• Interoperability</li> <li>• Goal is to be able to share info back and forth between different community partners, resources, and electronic systems               <ul style="list-style-type: none"> <li>○ Information that is imputed triggers the system which is ultimately the asset map</li> </ul> </li> <li>• Decision and support               <ul style="list-style-type: none"> <li>○ Bring forth information/logic/suggestions that might be best suited for the individual/family in need</li> </ul> </li> </ul>	

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	<ul style="list-style-type: none"> <li>• The system will grow through the data it collects overtime</li> <li>• Ultimately, goal is for the system to provide real time information as to where people can go to receive services</li> </ul> <p>Comments:</p> <ul style="list-style-type: none"> <li>• System needs to be clear on entry point</li> <li>• Convene large medical groups about the potential reliability of the system</li> <li>• Look at identifying 1 screening tool for all primary care providers (depression). This should trigger referrals</li> <li>• Looking to co-locate/integrate counselors and practices</li> </ul> <p>Kate and Steve went over some scenarios to clarify how the system would potentially work</p> <p>Steve answered various questions and concerns that members had about the system</p> <p>Concerns about the feasibility for Primary Care Physicians</p> <ul style="list-style-type: none"> <li>• Double data input would be a deal breaker</li> <li>• Need more primary care physicians' input</li> </ul> <p>The idea is that the new system will enhance the connection between other systems that are currently in place</p>	<p><b>Next Steps:</b></p> <ol style="list-style-type: none"> <li>1. Create a subgroup to finalize key elements of the asset map (Alice)</li> <li>2. Finalize functionality of system (Anna)</li> <li>3. Convene leaders in major provider groups, perhaps under the medical society of PALCO umbrella to work on database functionality elements, screening tools, standardized referral process, and connectivity between mental and physical health (Leslie, Dr. Noll).</li> </ol>

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	Meeting adjourned at 1:36 p.m.	Next meeting will be: Wednesday, March 18, 2015 SOP Wellness Center Room #1 12:00-1:30PM