

Alameda County Mental Health Board Public Awareness Committee

Notes from the July 15, 2010 Meeting

Present: Joe Rose, Patrician Sweetwine, Lisa Smusz, Barbara Meyer, Maxine Heiliger

Mental Health Matters TV Shows

Next month's show will be on "Healing Through Creativity" where another guest and Barbara will describe how they've used the arts to help heal from mental health problems. The topic after that will be geriatric mental health concerns.

PEERS Prevention and Early Intervention Project

The meeting was attended by Lisa Smusz, the new director of the Social Inclusion Campaign at PEERS. She has an MFT, teaches (Social Justice and Disability Rights classes) part-time at Cal State East Bay and is a consumer.

PEERS is moving to the second floor of 333 Hegenberger in August. They'll be having an Open House September 7. They are in the process of creating an advisory board for the Social Inclusion Campaign and will hold the kick-off meeting with Patrick Corrigan on Oct. 19 (tentatively). They will recruit and fill three positions; one for each component of the campaign: Empowerment/reducing internalized stigma, Outreach to key leaders, and Media/educating the public.

Lives Affected by Mental Illness Event: Oct. 5, 2010

Joe gave an update on the planning for this event. He has a big volunteer committee and is working on getting sponsors and advertisers. BHCS has agreed to provide the printing of the fliers, promotional "cards", and the program. Joe will send a "still" advertisement to Barbara who will see that it gets put on public access TV.

Project for Pool of Consumer Champions

Neither Jay nor Rochelle were able to attend the meeting today, but we heard that the POCC Steering Committee had approved the concept of the POCC making a film about the history of the consumer movement in Alameda County. Lisa said PEERS might be able to help make the movie as a part of a project connected with their Social Inclusion Campaign. She will talk with Jay about it.

Stepping Beyond Stigma Slide Show

Maxine gave Lisa a little background regarding our *Stepping Beyond Stigma* presentation. We had a discussion about the word stigma and the question was raised whether we should continue to use this term in our presentation. We decided we might reduce, but probably not totally eliminate the use of this word in our slide show. Lisa said she like to see our slide show and then work together with our volunteer speakers bureau to possibly make modifications.

Next Meeting

The next meeting will be held Thursday, August 19, 2:00 – 3:30 p.m.