

Stand Against Stigma Committee
GoToMeeting
Minutes
August 11, 2020
1:30-3 p.m.

Mission statement: The Stand Against Stigma Committee works to promote mental wellness, increase community awareness of mental health, and end the stigma surrounding mental illness and substance abuse.

Committee Members – Tina Stephenitch, Olberg Wellness Center; Marci Fernandez, Parent and NAMI; Jeanine Gonzales, Circle of Friends, Lindsay Dozier, LMFT Shasta Community Health Center; Laurie Ramirez, Community Member; Lorie Ratliff, Pathways to Hope for Children;
Shasta HHS Staff – Zachariah Crow, CES Community Wellbeing; Tracy Osterday, PHN; Kim Limon, Adult Services; Amy Koslosky, Supervising CES, Community Relations; Pamela Heisler, Peer Support Specialist, Children’s

Agenda Item	Discussion	Notes & Actions
1. Welcome & Introductions	<i>Your name, role in the community and what you are doing to fight stigma.</i>	
2. Special Guest, Presentation and/or Discussion	<p>Brainstorming session:</p> <ul style="list-style-type: none"> Captain Awesome radio and video ads 	<p>The committee was asked to provide feedback on potential ideas for Captain Awesome video ads that will be going into production soon. Feedback from a Men’s Advisory Group that advises the campaign indicated that there was a dislike of the play on stereotypes used in the script. Some found it belittling and that it did not send the right message. The committee was asked to be an additional sounding board and provide their thoughts on the current video script and reviewed a draft of a new script.</p> <p>Suggestions from the committee included</p> <ul style="list-style-type: none"> Drawing inspiration from some of the more recent mental health outreach to men, such as the Michael Phelps ads or Roman Men’s Health. Men feel great pressure to be able to “do it all” and do so competently without asking for help. Men aren’t supposed to say no to a task, and if

		<p>they do say know the perception is that they can't handle it. Keep this in mind while creating messaging. Really show what it is to be in the head of a guy.</p> <ul style="list-style-type: none"> • Possibly show the COVID-19 version of the stay at home dad. • Men in the target demographic are often at a point in their lives where they feel like they are losing their purpose or importance.
3. Resource Sharing	<ul style="list-style-type: none"> • Community Partner Updates – Open to all • ShastaReady.org – Shasta County COVID-19 Information • COVID Coach App (Created by VA) • ShastaSelfCare.org – Sign up for Mind-Body Skills Workshops and 8-week groups. 	<p>In addition to the resources listed here, Tina from Olberg Wellness Center shared a couple of links. One is to a series of webinars offered by Mental Health America (https://mhanational.org/mha-webinars) another is for WRAP (https://mentalhealthrecovery.com/wrapapp/)</p>
4. Community Planning, Education and Collaboration	Future events	None planned for the near future.
5. Review of Recent Events, Presentations and Outreach	<p>Speaking Engagements</p> <ul style="list-style-type: none"> • Simpson College (8/4) <p>Community Outreach</p> <ul style="list-style-type: none"> • Cancelled due to COVID-19 <p>Events</p> <ul style="list-style-type: none"> • None since July meeting 	<p>Speaking engagement at Simpson College featured four Brave Faces speakers. The class was responsive and provided insightful comments. There are no outreach tabling going on at this time, due to the pandemic. No events happened since the Untangling Uncertainty forum (7/7/2020).</p>
6. Upcoming Events, Presentations and Outreach	<p>Speaking Engagements</p> <ul style="list-style-type: none"> • CIT Training (8/26) *Tentative • Open to requests for online presentations. Themed presentations to come. <p>Community Outreach</p> <ul style="list-style-type: none"> • Cancelled due to COVID-19 	<p>Brave Faces for law enforcement CIT training is tentatively schedule for 8/26. Christopher is hoping to schedule online Becoming Brave trainings soon, as a way to provide social connection and purpose during the pandemic. Facilitating this training online might have challenges.</p>

	Events (* = Tentative) <ul style="list-style-type: none"> Becoming Brave Training (s) – TBD 	
7. Gallery	New portraits <ul style="list-style-type: none"> Coming soon - Crystal Johnson, Aiden Mares, Denise Green, Jullie Calkins, Joel Covert, Josie Englin, Gene Ward Currently on display at: <ul style="list-style-type: none"> Shingletown Medical Center, HHS Office of the Director, Wintu Museum, WHS, Opportunity Center, One Safe Place and Anderson Teen Center, Circle of Friends, Shasta County Admin Building. Shasta County Mental Health. 	New portraits and galleries have been on hold due to COVID-19.
8. Social Media/Website	Facebook <ul style="list-style-type: none"> Monthly Brave Faces presentation highlights Instagram <ul style="list-style-type: none"> @shastabravefaces Website <ul style="list-style-type: none"> Hoping to launch in August 2020; currently transferring Brave Faces Galleries 	Website is actively being worked on. Transferring content from the current website gallery to the new one. Christopher hope that the migration will be complete by the end of August, if approval processes go quickly.
9. Minds Matter TV/Podcast	Going into production soon.	No updates on the podcast for now.