

# Mental Health Funding Coalition: Messaging Work Group Meeting Notes – January 21, 2021

**Attendance:** Claire Ryder, Andrew Wigglesworth, Vera Zanders, Deb Neifert, and Sarah Eyster

**The Group Discussed the Following:** (Yellow highlights identify areas for discussion with the larger group.)

- **Frequency** of educational editions being sent to legislators: Bi-weekly for a minimum of two years -> 56 issues minimum
- **Potential Titles** – Bi-weekly messaging for distribution to legislative representatives and coalition members:
  - WINK – What I Need to Know
  - Protecting Minds...It's About Time
  - Mindful Facts
  - Without a campaign moniker, it is difficult to create a publication name. We need input from the Coalition Meeting. Logo?

- **Potential Topics for Bi-Weekly Messages:**

- Roadmap to System
  - History – From There to Here
  - Fallout from COVID...Increasing the Great Divide
    - Long-Term Impact of Economics, Children, and Collective Trauma
  - Veterans – Can Do More than Just One Piece
  - Cost Shifts Between Systems
    - Justice/Corrections Costs
  - Adverse Childhood Events Impact
  - Social Determinants of Health – What and Why
  - Covering Costs of Services
  - Co-occurring
    - Cost Shifts D&A/MH, PH/MH
  - Housing and Residential
  - CMH Worked for Me...Individual Success Stories
  - Family Based – Creating Healthy Families
  - COLA – Medical CPI, Average CPI, Increases in CMH Over Time
  - Other topics or offerings are welcome and can be submitted. Anyone with a drafted message is welcome to contribute.
- **Template**
    - In order to have some similarity for the pieces, we need some uniformity in approach to the topics. We should generally accept the order for a template. RCPA will create a sample template for the group to approve as well as edit each edition.
    - Contents:

- Background – The Fact or Issue
- When it Works
- The Ask

Issue  
Importance  
Action – The Ask

- **Timeline**

- When to start since, once it begins, it needs to continue for at least two years.  
***That is a minimum of 52 editions.***

- **Dovetailing with Overall Coalition Activities and Action Plan**

- Legislative Orientation/Training/Meetings
- Topics of Focus for Use in Meeting with Legislators
- Contact Info for Coalition
- **Actual Delivery – Email vs. Hard Copy**