

PRIORITY AREA: Mental Health

GOAL: Improve mental health status of residents of Pierce and St. Croix counties.

STRATEGY #1: Increase awareness about mental health issues and reduce the stigma of mental illness.

STRATEGY #2: Increase access to mental health services.

OBJECTIVE 1: By 12/31/19, implement Make it OK in all communities (school districts) throughout Pierce and St. Croix Counties.

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Planned Activities	Lead Person/Organization	Timeline	Resources Required	Result/Impact/Evaluation
1. Provide a Make it OK Ambassador Training and program overview to the Mental Health Action Team a. Ambassador Training 12/12/16 and 1/11/17 b. Overview at Action Team meeting	Kelly Monson	DEC 2016-JAN 2017	Trainers, facility, technology, refreshments	Increased # of Make it OK Ambassadors available for local presentations
2. Inventory current status of Make it OK and other stigma reduction efforts in Pierce and St. Croix Counties; engage those already doing work in planning process a. St. Croix County Suicide Prevention Task Force b. NAMI St. Croix Valley c. Existing Make It OK committees and communities	Kelly Monson (SCC) Melissa Kosse (PC)	JAN-FEB 2017	Staff and volunteer time	- Directory of efforts - Engagement of community partners
3. Introduce Make it OK to community leaders and potential partners, providing an overview of what it is, why it is needed, and how we envision implementing it in our region a. Hudson Kick-Off Feb 2017; would like to plan a kick-off event in Pierce County at the same time b. Presentations at Chamber Breakfasts	Kelly Monson Melissa Kosse Patty Schachtner CHNA Steering Team	FEB-APR 2017	- Presenters - .ppt presentation - Print collateral to distribute - Funds to sponsor events with fees, eg. Chamber Breakfasts	- Increased awareness of Make it OK and the campaign planned for our region - Campaign support and involvement from community leaders
c. Presentations to civic organizations (Rotary, Lions, Kiwanis) d. Individual meetings with school officials, ministerium, business leaders, other partners				
4. Determine a timeline for the campaign and standards (measures) for "participation" in the campaign – what does a community need to do to be counted as having "implemented" the campaign	MH Action Team	Mar-17		Timeline and standards established
5. Identify Champions in each community	MH Action Team	Mar-17		A minimum of one champion identified for each community
6. Interview those with lived experience; get their stories, hear their	NAMI	MAR-APR 2017	- NAMI volunteer time	Local stories available and ready for use in local

voice			- Individuals willing to be interviewed - Photographer/ videographer (?)	Make it OK campaign
7. Provide additional ambassador training for those who will be making presentations	Kelly Monson	4/30/2017	Trainers, facility, technology, refreshments	Increased # of Make it OK Ambassadors available for local presentations
8. Implement campaign across the region through community meetings, presentations to existing groups, social media campaign, media outreach, church bulletins, employer emails to employees, etc. a. 1 st National Bank of River Falls 5K April 2017	MH Action Team	Launch MAY 2017 (Mental Health Awareness Month)	Presenters, .ppt presentation, social media posts, email templates, funding for print collateral and paid media	Make it OK campaign implemented in all communities in Pierce and St. Croix Counties

OBJECTIVE 2: By 12/31/19, increase community capacity for early and appropriate response to mental health issues

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Planned Activities	Lead Person/Organization	Timeline	Resources Required	Result/Impact/Evaluation
1. Provide professionals and the general public with training on mental illness intervention and prevention, including: a. Trauma informed care b. Mental health first aid training c. Crisis intervention training d. Adverse Childhood Experiences (ACEs) e. Tools for mental health and well-being	a. CARES b. MH Action Team c. JCCSCC d. CARES e. MH Action Team	a. Ongoing b. 2018-2019 c. Ongoing d. Ongoing e. Ongoing	a. TBD b. Program model & funding c. TBD d. TBD e. Personnel & funding for classes, workshops	a. Increased knowledge & skills b. # of community members trained c. Increased knowledge & skills d. Increased awareness e. Increased awareness and utilization of existing resources
2. Offer support groups, both peer-facilitated and professionally-facilitated, providing more training for facilitators	Angie Payden	12/31/2019	- Assessment of existing support groups and gaps - Funding for facilitator training - Space for support group meetings - Outreach plan to raise awareness and utilization of support groups	Increased availability and utilization of support groups

OBJECTIVE 3: By 12/31/19, increase access to mental health services in schools.

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Planned Activities	Lead Person/Organization	Timeline	Resources Required	Result/Impact/Evaluation
1. Meet with school officials to convene a work group of school representatives committed to this effort	TBD (Gretchen Cipriano will identify a superintendent to champion this work)	Mar-17	School superintendents' time	Focused work group established with regular meetings (could be a standing agenda item for existing meetings of superintendents)
2. Establish a collaboration with community education programs to support and promote classes that foster mental health and well-being (mindfulness, resiliency, meditation, yoga, etc.)	Superintendent work group	Jun-17	- Superintendents' support (to facilitate connection with community ed)	- Relationship established
			- Community ed staff time and buy-in	- Plan in place to increase mental health and well-being offerings
3. Get clarity around evidence-based programs: What works in mental health	Alison Page, Tasha Ward	Dec-17	Information on existing programs, e.g.: Asset Building, QPR (Question, Persuade, Refer) Training; "FAST" program; ACEs training; "Learning to Breathe" mindfulness curriculum; "Change to Chill" online resources for teens; school-based mental health services	Recommendation for school districts re: programs to consider implementing
4. Identify and connect individual mental health providers with schools	MH Action Team	12/31/2019	- Inventory of providers interested in providing services in schools	Increase number of MH provider hours in local schools
5. Advocate for increased access to services, including better insurance coverage and more providers	MH Action Team	12/31/2019	- Inventory of current MH efforts in local school districts - Report ("white paper") on a district already successful increasing students' access to MH services - Engage community partners to advocate with their own districts for increased services	Increase number of districts implementing local best practices
6. Mental health and well-being resource outreach in schools – tap into existing school or district events	TBD	2018-2019	- Menu of outreach topics and presenters - Staff/volunteers to do outreach - Print materials and giveaways	Increased outreach in schools

7. Increase programming that promotes mental health and well-being through schools and community ed	TBD	2018-2019	<ul style="list-style-type: none"> - Inventory of existing programming and gaps - Instructors - Facilities - Promotion 	Increased opportunities for and participation in programming that promotes mental health and well-being
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OBJECTIVE 4: By 12/31/19, create and disseminate a comprehensive inventory of mental health services and resources for residents of Pierce and St. Croix Counties.

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Planned Activities	Lead Person/Organization	Timeline	Resources Required	Result/Impact/Evaluation
1. Inventory existing directories of mental health programs, services and resources	MH Action Team	6/30/2017	- Existing directories and their "owners"	Inventory of existing directories and their location (URL), distribution and primary contacts
2. Develop a plan to ensure that existing directories are accurate, updated regularly and widely distributed	MH Action Team	12/31/2017		<ul style="list-style-type: none"> - Distribution plan developed and implemented - Increased awareness of available programs, services and resources
3. Explore increased collaboration with United Way 211 to include more mental health programs, services and resources in Pierce and St. Croix Counties	TBD	2018	United Way 211	Assessment and recommendation re: United Way 211 collaboration
4. If previous work does not address needs, explore the possibility of developing and hosting a new online mental health resources directory that would be comprehensive, user-friendly, and accessible to those who need it most	TBD	2019	<ul style="list-style-type: none"> - IT capability and authority - Financial support 	