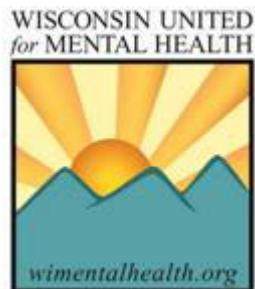


“Education and awareness about mental illnesses to reduce stigma and promote recovery.”



**WUMH News and Information** ■ **January 8, 2008**

**Joint WUMH Steering Committee and Advisory Board 2008 Meeting Dates:**

***Please mark your calendars***

-March 14, 2008

-June 13, 2008

-September 12, 2008

-December 12, 2008

**Time:** 10:00-12:00 am at the Wisconsin Women's Health Foundation in Madison (WISLine available)



**SB 375** was introduced on January 4, 2008 by Senators HANSEN, LEHMAN, BRESKE, CARPENTER, ERPENBACH, HARSDORF, MILLER, RISSER, ROBSON, VINEHOUT and WIRCH, cosponsored by Representatives ALBERS, BENEDICT, BERCEAU, BLACK, BOYLE, CULLEN, FIELDS, GRIGSBY, HINTZ, KAUFERT, MASON, NELSON, A. OTT, POCAN, POPE-ROBERTS, SEIDEL, SHERIDAN, SHERMAN, SHILLING, SINICKI, SMITH, SOLETSKI, TOLES, TURNER, YOUNG and ZEPNICK. Referred to Committee on Health, Human Services, Insurance, and Job Creation. This bill proposes to change the existing insurance statutes to require mental health parity (not just an adjustment in the minimum mandated coverage).

February 20<sup>th</sup>'s **Mental Health Parity Action Day** is rapidly approaching. We need you to sign-up and participate in **Mental Health Parity Action Day** in Madison at the Capitol.

There will be a welcoming and training session in the morning followed by a lunch. In the afternoon participants will head over to the Capitol for scheduled meetings with legislators. To **sign up** please register at: [http://ltgov.wisconsin.gov/issues\\_view.asp?issueid=6&locid=126](http://ltgov.wisconsin.gov/issues_view.asp?issueid=6&locid=126)

## **eHealth—Communication Regarding Medical Records**

A request of the eHealth Board and Dr. Easterday (DHFS) for names and contact information of consumers potentially willing to participate in "informal focus groups" regarding electronic health records and health information exchange. If you know of consumers who may be interested, please notify Melanie Foxcroft at [FOXCRMA@dhfs.state.wi.us](mailto:FOXCRMA@dhfs.state.wi.us) ASAP. Summary of the message below:

"This is being done on an extremely short timeframe -- looking to have two sessions -- one **on 1/14 and another on 1/15**. Very generally speaking, the purposes of the conversation will be to help the Board identify kinds of information they may need on the topics and if they have impressions now, what they are. This informal "scan" will help us put together information and discussion topics for future town hall meetings. Please help us identify consumers or consumer groups who could help identify persons to notify about the sessions and who might be interested in participating in the sessions."



**MHA** has issued a Request for Applications (RFA) for youth suicide prevention mini-grants. **Applications are due Feb. 22, 2008.** Individuals may contact Shel Gross ([shelgross@tds.net](mailto:shelgross@tds.net)) with questions about the RFA. You will find a copy of the RFA on MHA's website: <http://www.mhawisconsin.org/Content/glsproject.asp>

**Mental Health America of Wisconsin (MHA)** in partnership with the Kubly Foundation will begin a year long media campaign with Entercom Milwaukee beginning in spring of 2008. Entercom Milwaukee consists of three radio stations (103.7 WXSS, 99.1 WMYX and 1250 AM WSSP) that reach a wide variety of ages in Southeastern Wisconsin. The campaign will consist of several on-air and online activities. The on-air activities include: radio personality/celebrity messages; four mental health focused months and participation in the community public affairs shows. The online activities include: POD casts, display ads and streaming ads. In addition, one online survey and one focus group will be conducted to help form and develop the messages for the personality/celebrity messages, the mental health months, the POD casts, and the ads. We are still in the planning stages for this and are planning on starting this in March 2008. For more information, contact: Becky Wittig, M.Ed., CHES, Business and Community Outreach Coordinator

## **NIMH Grant Funds Available to Support Partnerships to Research Stigma Reduction Efforts**

The program announcement, **Reducing Mental Illness Stigma and Discrimination** (Collaborative R01), was recently released by the National Institute of Mental Health (NIMH). This Funding Opportunity Announcement (FOA), issued by the National Institute of Mental Health (NIMH), National Institutes of Health (NIH), and conceived in collaboration with the Center for

Mental Health Services (CMHS), Substance Abuse and Mental Health Services Administration (SAMHSA), will provide funding for partnerships to assess the effectiveness of existing stigma and discrimination reduction programs and approaches, including media-oriented approaches such as public service announcements; develop innovative new programs and approaches; and examine the role of media in perpetuating and changing mental illness stigma and discrimination. These partnerships must include (1) consumer and/or advocate organizations, communities, or state and local agencies with hands-on expertise in developing and implementing stigma reduction programs and strategies, and (2) social, behavioral, and/or communication scientists with expertise in stigma research design and methodology. Partnerships to further information exchange with public stakeholders and organizations to improve the accuracy of public awareness about effective treatments for mental disorders; and to examine how service delivery organization and mental illness treatment financing ( e.g., non-mental health parity, separate behavioral health insurers) impact mental illness stigma and discrimination are also appropriate. To view the full announcement, please see: <http://grants.nih.gov/grants/guide/pa-files/PA-08-040.html>.

### Campaign on Childhood Mental Illness Succeeds at Being Provocative

<http://www.nytimes.com/2007/12/14/business/media/14adco.html?ref=media#>

Please check this out--**very interesting!**

### Applications Invited for Rosalynn Carter Fellowships for Mental Health Journalism

As part of an international **effort to reduce stigma and discrimination**, the Rosalynn Carter Fellowships for Mental Health Journalism provide grants to journalists to study topics related to mental health or mental illnesses. The goals of the fellowships are to **increase accurate reporting** on mental health issues and **reduce incorrect, stereotypical information**; help journalists produce high-quality work that reflects an understanding of mental health issues through exposure to well-established resources in the field; and develop a cadre of better-informed print and electronic journalists who will more accurately report information through newspapers, magazines, radio, television, film, and the Internet, while influencing their peers to do the same. Eligible applicants for a fellowship must have at least three years of experience in print or electronic journalism (writing, reporting, editing, producing, filmmaking). Awarded stipends are \$10,000 each.

**Deadline: April 28, 2008**

**Contact:**

[Link to Complete RFP](http://foundationcenter.org/pnd/rfp/rfp_item.jhtml?id=196400047) Primary Subject: Journalism/Media  
[http://foundationcenter.org/pnd/rfp/rfp\\_item.jhtml?id=196400047](http://foundationcenter.org/pnd/rfp/rfp_item.jhtml?id=196400047)

### Business spoke, and we listened; Workplace Mental Health

We listened when you said, "Okay, I get it: **not addressing mental health is hurting our bottom line**...but what can we actually do about it?" The Partnership for Workplace Mental Health is proud to announce the launch of **Employer Innovations Online** <<http://www.workplacementalhealth.org/search.aspx>> . Employer Innovations helps employers take action to address mental health at the workplace by providing case examples of successful corporate approaches. Search for actual practices of leading employers in key areas, such as screening and education, Employee Assistance Programs, and disability management. Then apply these strategies to your own workplace - and come back to share your story with others!

## Honoring Those Who Make a Difference for Mental Health

It's time to **thank the entertainment industry and mental health consumers** once again for giving a voice to people with mental health problems. The Voice Awards honor writers and producers who incorporate dignified, respectful, and accurate portrayals of people with mental illnesses into film and television productions, as well as mental health consumer leaders for their contributions in reducing stigma and discrimination. If you helped create, or know of, a film or TV show that was released between **January 1, 2006**, and **September 30, 2007**, and depicts people with mental health problems in a dignified, respectful, and accurate way, please nominate it for a 2008 Voice Award. Similarly, **if you know of a mental health consumer** who has led efforts to reduce the stigma and discrimination associated with mental illnesses, demonstrated that recovery is real and possible, and made a positive impact on their workplace, community, and/or school, please nominate them for a 2008 Voice Award. Additional consideration will be given to nominees who have made a positive impact within special populations, such as racially and ethnically diverse groups and young adults ages 18 to 24.

The Voice Awards will be presented at a gala ceremony in Los Angeles in May 2008. More details about the awards ceremony to follow!

**Nominate at [www.voiceawards.samhsa.gov](http://www.voiceawards.samhsa.gov).**

Nominations are open to anyone, are free, and there is no limit to the number an individual can submit.

**Entertainment industry nominations are due Friday, January 4, 2008.—date passed already.  
Mental health consumer nominations are due Friday, January 18, 2008.**

**Lots of news here for you.** Hope it is useful to you. All of us at WUMH are looking forward to 2008! **Please review the minutes** (attached) of the December WUMH meeting for updates on our projects and plans for 2008. And don't forget to visit our website: [www.wimentalhealth.org](http://www.wimentalhealth.org). I will be out of the office until January 24, should you happen to contact me/WUMH. If you need something, please contact Rebecca Cohen at [rwcohen@dhfs.state.wi.us](mailto:rwcohen@dhfs.state.wi.us) or Julie Whitehorse at [jwhitehorse@wwhf.org](mailto:jwhitehorse@wwhf.org) - WUMH Co-Chairs.

### **Marilyn Duguid, RN**

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**WUMH Purpose: A coalition to implement the Healthiest Wisconsin 2010 objective to eliminate the stigma associated with mental illnesses. Mental illnesses are real, common and treatable.**

***DISCLAIMER:** The WUMH Listserv is intended to share information about mental health, stigma, and recovery. This information does not necessarily express the views of WUMH or the Wisconsin Women's Health Foundation. If you wish to be deleted from this list, please reply with "Unsubscribe" in the subject or text. Thank You.*