

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



WUMH News and Information ☐ July 2008

WUMH Business Team:

A new focus for our work is: “Understanding and Managing Mental Health in the Workplace; Countering Stigma Through Education and Awareness, a workshop for supervisors and managers.” This builds on our on-going workplace trainings: “Creating Mental Health-Friendly Workplaces.”

On June 10, 2008, this workgroup (Becky Wittig, Rebecca Cohen and Annette Felice with assistance from Jane Howard, Patti Branton and Jackie Wells) held an employer focus group to learn about the needs of supervisors, managers and Human Resources personnel regarding mental health issues in the workplace. Research is being conducted on **best practices for addressing mental health issues in the business** community. Research is also being done to learn of any existing trainings and resources available for supervisors and managers.

Finally, this workgroup is interested in **reconvening the Business Team**. **Anyone interested** in participating in or learning more about the Business Team should contact Becky Wittig (becky@mhawisconsin.org).

WUMH Media Initiative:

Members of the Media Team are currently working to develop web content and partnerships that will spur ongoing **dialogue with the media** (supporting the criteria outlined in the media guide) .

The Initiative involves building a response network via letters to the editor (and alerts from the WUMH web site) regarding the clips WUMH receives from Wisconsin Newspaper Association (WNA). Clips are received via WNA from the La Crosse Tribune, Wisconsin State Journal, Wisconsin Journal Sentinel and the Capital Times. Also looking into using Google News or Yahoo News Alerts. The second aspect of the Media Initiative is developing a robust Media Portfolio section on the WUMH web site.

Jane Howard, Communications Specialist with Wisconsin Women’s Health Foundation, is **welcoming comments and suggestions regarding: MH experts** to list on the web site; **reporters** to consult with regarding community dialogues; **volunteers** who are interested in drafting letters to the editor in Lacrosse, Madison and Milwaukee on a consistent basis. Please email her jhoward@wwhf.org with feedback.

WUMH Website Activity:

I'm continuing to **update the calendar, News, and monthly Feature** (center column of the home page) and adding content and links to various portions of the site as I come across information that fits into our mission. Later this summer and fall I will be working with Jane Howard on implementing the new Media Initiative. Also, I will be assisting **WorkSource WI** in updating the

mental health information on their website (www.WorkSourceWI.com.) Lastly, I look forward to **assistance from WUMH members** on improving the content of certain portions of the Web site. For example, the Wisconsin Mental Health Network section of the site is popular, but needs more content. Please contact me with your ideas and suggestions: webmaster@wimentalhealth.org. Thank you, Theresa Grove, WUMH web master.

Opportunity Available to serve as WUMH Co-Chair:

Julie Whitehorse*, who has been Co-Chair of WUMH for the past 4 years with Rebecca Cohen, has recently stepped down. We are looking for someone who is interested in taking an active role in WUMH as a **new Co-Chair**. If you are interested in furthering the mission of WUMH: to eliminate the stigma of mental illnesses through education, outreach, and promoting recovery, then please let us know.

Current WUMH projects include Workplace Trainings, Media Outreach, grant seeking, and web development. Time commitment: quarterly 2-hour meetings, monthly Team meetings, various networking and project assignments. *Travel reimbursement is available. Telephone conferencing is an option.*

Please send your name and contact info (to Marilyn Duguid, Coordinator: mduguid@wwhf.org) with a brief explanation of what motivates you get involved with this work. The Executive Team of WUMH will reply to you. (*Julie Whitehorse is Program Director with the Wisconsin Women's Health Foundation.)

Thank you!

“Mental Health Matters”---a 12-month Radio Campaign

In March, Mental Health America of Wisconsin (MHA) in collaboration with the Charles E. Kubly Foundation began a 12-month radio campaign with Entercom Milwaukee. The project includes the following radio stations 103.7 KISS FM, 99.1WMYX and 1250 WSSP. **Through messages of hope** the campaign will **raise awareness about mental health, reduce stigma** and to let people know that help is available.

“Mental Health Matters,” was selected as the slogan for this campaign in order to help connect listeners with additional mental health information on the radio stations web sites as well as MHA's web site. This slogan will be at the end of all public service announcements and on all tile ads on the radio stations' web sites. **Mental health focused web pages have been developed on each of the radio stations' web sites** as well as on MHA's web site where listeners can find more information. As the campaign continues public service announcements will focus on some specific mental health topics and the mental health focused web pages will change to match those topics. In addition, public service announcements will begin to air on the radio stations' on-line streaming radio and the mental health focused web pages will include Podcasts about various mental health topics.

2008 NAMI Wisconsin Consumer Leadership Summit:

This seminar will take place in **Green Lake on July 25, 2008**. **Registration Deadline: July 11, 2008**. Space is limited so register now. Call 800-236-2988 with questions. Please share this with anyone who might be interested. Visit our website at www.namiwisconsin.org and click on calendar for more information. Completed registration forms can be mailed to: NAMI Wisconsin, Inc., 4233 W. Beltline Hwy., Madison, WI 53711

National NAMI StigmaBusters Alert: NAMI Schizophrenia Report

(For further info, Contact: smarch@nami.org)

Twice as many Americans live with schizophrenia than with HIV/AIDS, but a new [NAMI report](#) reveals most Americans are unfamiliar with the disease—contributing to stigma or isolation.

- ? Many Americans cannot recognize symptoms or mistakenly believe they include "split" or multiple personalities (64%).
- ? 79% want friends to tell them if they have schizophrenia, but only 46% say they would themselves. Even with treatment, 49% would be uncomfortable dating a person with schizophrenia.
- ? Among people living with schizophrenia, 49% said doctors take their medical problems less seriously.

You can help spread the word:

- ? Forward the report's Website link www.nami.org/schizophreniasurvey to others, including local news media, with a personal message about the need for greater public education.
- ? Write letters to editors calling attention to the report's findings. Use key points from the [press release](#) posted on the Web site.

Wisconsin Council on Mental Health

Members of the public, consumers, family members and advocates of people with mental illness, providers and other interested persons are warmly invited to comment at the upcoming Public Hearing regarding the **Mental Health Block Grant State Plan** on July 16, 2008.

The Public Hearing will be July 16, 2008, from 1:00 p.m. to 2:00 p.m.

Location: Coalition of Wisconsin Aging Groups building (CWAG)
2850 Dairy Drive, Madison WI (608)224-0660

Members of the public and others may also send written comments **no later than July 25, 2008** to: Peg Algar, by E-mail at Margaret.Algar@wisconsin.gov, or by mail at 1 West Wilson Street, Room 437, PO Box 7851, Madison WI 53707-7851.

Grassroots Empowerment Project:

The newsletter is on our website. Check it out. Forward to others you feel may be interested! <http://www.grassrootspower.org/index.html> . Empowering Wisconsin's mental health consumers.

Mental Health Coalition of the Greater La Crosse Area: News

To see some of what they have been up to, go to www.mentalhealthlacrosse.org and click on Shooting Star Award under the smiling face and sparkling eyes of John Ford. There you'll find links to good press from the La Crosse Tribune.

Celebrate Martha Rasmus's Retirement from MHA!

After 11 years, Martha will retire as President & CEO of **Mental Health America of Wisconsin**. Please join us to celebrate Martha's accomplishments and achievements. **H'orderves and drinks will be served.**

When: Thursday, July 17, 2008, 4:30 – 6 p.m.

Where: The University Club, 825 North Prospect Avenue, Milwaukee, 5th Floor Garden

RSVP: You can email your response to info@mhawisconsin.org, or call 414-276-3122.

Save the Date: WUMH Joint Advisory Board and Steering Committee meeting:
Friday, September 12, 9:00-11:00am in Madison.

Save the Date: From Darkness to Light: Crisis to Recovery

Crisis Intervention Conference

September 25-26 in Wisconsin Dells

Save the Date: Recovery: Promoting Dreams Through Evidence-Based Practice

Fourth Annual Mental Health and Substance Abuse Services Training Conference

October 22-23 in Wisconsin Dells.

Past issues of this monthly Update are stored on our web site www.wimentalhealth.org. Please send event information to the webmaster. Thank you!

Marilyn Duguid

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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.*