



**Access to Services  
Work Group Meeting  
11/19/2014 3pm – 4:30pm**

**Next Meeting**

**December 17**

3 – 4:30pm  
@ Say Yes

**Present:** Jeremiah Holmes, Aishah Rudolph, Bruce Brumfield, Tashia Thomas, Kelly Lane

**Discussed:**

**Background/Purpose**

- Group was formed as a response to needs identified at the February stakeholders meeting.
- Goal is to increase awareness in the community about services as well as decrease stigma through awareness.

**I. Opportunities to get the word out there.**

- Mall-o-ween: Fast moving, lots of families and young people. Successful overall, venue “ok fit” not a whole lot of other agencies were there and parents may not have been in the mindset to hear about MH services. Overall sense was that it was worthwhile.
- Southside Academy Health And Wellness Expo – went very well, very busy. Thanks Kristin for the heads up on this one!
- National Family Literacy Day Celebration
- Upcoming: Christmas Bureau Registration – waiting for Liddy Hintz to get back to Tashia. Date?
- Discussed connecting with Red House, Syracuse Stage and Paul Roberson so that we are aware of any MH themed events so that we can give away materials and/or take a partnership role in panel events, talk backs, etc.

**II. Who else should be at the table?**

- Tashia will continue working on making connections.
- Luz suggested connecting with youth-focused community groups (Teen Connections, QCenter, etc) to solicit youth participants. Tashia and Luz will use their connections to make this happen.
- Aishah suggested the following groups: OnPoint for College, Upward Bound, Hillside – Laura Ingram, and mentioned that her sister, Joyce Rudolph, would be a great advocate. She works as an ISS teacher. Also mentioned: Southwest Community Center and the Determination Center.
- Jeremiah suggested the Mary Nelson Center as a possible resource for membership and/or a resource for getting our materials and message across.

**III. Communication Plan**

- Took advantage of youth input and expertise of Bruce and Aishah to work on youth portion of communication plan to create some specific and actionable items.
- Discussed creating a youth committee that will work primarily on creating/implementing the youth communication plan. This will help with the momentum for the youth leadership group in the future. The youth committee will have a liaison that will bring updates back to the larger group.

**IV. Volunteers for Co-Chair**

- Thank you Aishah for agreeing/volunteering to be co-chair. Aishah will also involve any interested youth.



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Updates in Blue

WHO		WILL DO WHAT	BY WHEN
PRIMARY	COLLABORATING WITH		
Kelly		Will send out promo materials for group to Jeremiah, Bruce and Aishah	Friday 11/21
Kelly		Will create a first Draft of a flyer to be used to engage youth. Will send it to the group for input	Monday 12/1
Jeremiah		Will reach out to the Mary Nelson Center about being a part of the group and/or being a resource/partner in our effort to get messages out.	Ongoing Check in 12/17
Aishah		Will reach out to: OnPoint for College, Upward Bound, Levi Johnston @ Paul Roberson, her sister, and will make announcements/make materials available in her church.	Ongoing Check in 12/17
Bruce	Aishah	Reach out to Red House, Syracuse Stage, Southwest CC and the Determination Center.	Ongoing Check in 12/17
Tashia		Reach out to her connections at NAMI; OnCare Stakeholders from St. Joes; Public Health; IMA; Mary from Gollisano	Ongoing Check in 12/17
Luz		Will connect with QCenter to make targeted asks for youth participation at this workgroup	Ongoing Check in 12/17
Kristin		Will reach out to her network to identify providers that might be interested in joining our group and/or to send information to. Also look into list serves that might be willing to push out information we have.	Ongoing Check in 12/17
All Group Members		Tell the folks in your networks they we need their help!	ASAP



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**Access to Services Workgroup  
Communication Plan**

Updates in Blue

<b>GOAL 1: Increase awareness of services &amp; decrease stigma of mental health.</b>			
Families who do not have services do not know about services. There is a distinct gap in awareness among refugee populations.			
<b>Audience</b>	<b>Message</b>	<b>How to Deliver Message</b>	<b>Materials Needed-Next Steps</b>
Families	<ul style="list-style-type: none"> <li>- Support is available throughout - process</li> <li>- Help/ specific resources are available</li> <li>- You are not alone</li> </ul>	<ul style="list-style-type: none"> <li>- have a family who has personal experience share story.</li> <li>- highlight parents that make up ACCESS team.</li> </ul>	
Youth (Grades 6-College)	<ul style="list-style-type: none"> <li>- This is not the end/positive frame/hope</li> <li>- It is ok to talk about it</li> <li>- Help/specific resources are available</li> <li>- You are not alone</li> </ul>	<ul style="list-style-type: none"> <li>- to youth by youth</li> <li>- use younger provider</li> <li>- partner with youth and teen programs.               <ul style="list-style-type: none"> <li>▪ Social Media (consider Facebook, Twitter, Instagram)</li> <li>▪ Paper materials</li> <li>▪ Keep it fresh. Organize around 1 topic per week or month</li> <li>▪ Use media (youtube) youth created, peer to peer info</li> <li>▪ Youth led presentations, events organized around topics (this would allow cultivation of youth leaders ambassadors)</li> <li>▪ incorporate into existing campaigns/efforts</li> <li>▪ Should be included in events that are around MH – panel opportunities, talk backs, etc.</li> <li>▪ - Support formation of youth committee made up of members from various groups that will take lead on</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Create a flyer to generate youth interest in new group. Kelly will shoot a draft to the group.</li> <li>▪ Discussed phone # tear away style</li> <li>▪ Existing groups to connect with after flyer is created:               <ul style="list-style-type: none"> <li>▪ Ready for Home</li> <li>▪ Existing Church Connections</li> <li>▪ Youth Move</li> <li>▪ Q Center</li> <li>▪ Dunbar</li> <li>▪ Spanish Action League</li> <li>▪ Kim Kromer Murphy</li> </ul> </li> </ul>



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		implementation that can report back to the larger group.	
<b>GOAL 2: Increase awareness of services &amp; decrease stigma of mental health.</b>			
Programs and organizations that work with children do not know about ACCESS and other resources available.			
Audience	Message	How to Deliver Message	Next Steps
Schools – Teachers and Social Workers	<ul style="list-style-type: none"> <li>- Parents are working toward the same goal as teachers – they want the best for their kids.</li> <li>- This is a local issue, not uncommon.</li> <li>- Help/specific resources are available</li> <li>- Mental health challenges are not the parent’s fault or the child’s fault</li> <li>- Warning signs that something could be wrong.</li> <li>- How to make a referral and what to say to a family.</li> </ul>	<ul style="list-style-type: none"> <li>- Partner with NAMI/ Breaking the silence. They are making a push in schools.</li> <li>- use data</li> <li><b>*This is where we stopped*</b></li> </ul>	
Community Centers			
Faith Based- Organizations			

**Other Audiences – on hold**

Child Welfare workers  
Neighborhood watch  
Police/Probation  
Primary Care Providers

Substance Abuse Services Providers  
Private Mental Health Providers (inc. Psychiatrists)