

Mental Wellness Workgroup

January 11, 2023



Anne Arundel County
Department of Health



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Agenda



Welcome and Agenda Review

- Introductions + New Members
- What do you look forward to in 2023?
- Community Outreach Events & Resources
 - NAMI Anne Arundel Family to Family class. 1/18, Severna Park- and other NAMI support and connection groups <https://namiaac.org/calendar/>
 - AAC Health Ambassador Program Mental Health Session, 1/21, Hanover [Link](#)



Revisiting Our Goals

- Celebrate success!
 - There has been a change in awareness/ less stigma around mental health
- Review potential focus areas
 - Mental Health messaging campaign
 - Recruit providers (bilingual, multi-ethnic)



Workplan review

- Promoting Network of Care

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Thank you!

- **Confirming Action Items**
- **Asks, Offers, Updates**

HealthyAnneArundel@aacounty.org

<https://www.healthyannearundel.org/>



<https://www.facebook.com/HealthyAAC>

Next Workgroup Meetings (2023):

March 8

May 10

July 12

Mental Health Work Group Meeting

January 11, 2023 | 9:00 – 10:00 am

Zoom Information:

<https://aacounty.zoom.us/j/82336859926?pwd=SUV3OGNEL2FZRKhDWjVUUIIWmNTQT09>

Meeting ID: 894 2303 9315

Passcode: 4vmTAD&v

Welcome and Agenda Review

- Introductions + New Members

Shawn Ashworth (BOE), Lisa Helms Guba, Tameka Smith (Chair), Mindi Garrett(DOH), Alexis Barns (DOH), Donna Perkins (DOH), Sandy O'Neill (DOH), Darin Ford (DOH), Kristin Coleman (DOH), Catherine Gray (MHA), Adrienne Mickler (MHA), Mike Drummond (Arundel Lodge), Eric Sullivan (Wellness App for Gen Z), Ashley Cooper, Diane Benner (AACPS)

- Community Outreach Events & Resources

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Tameka welcomed everyone to the meeting and began introductions.

Revisiting Our Goals

- Celebrate success!
 - There has been a change in awareness/ less stigma around mental health

There has been a 70% increase in residents seeking mental health services in the past 10 years. "Now it is more acceptable to say 'I may need mental health help. I may need to see a therapist.'"

- Review potential focus areas
 - Mental Health messaging campaign
 - Recruit providers (bilingual, multi-ethnic)

Donna shared her screen to show what the current work plans look like. The first action is getting the Network of Care ready for launch, which was completed in Spring 2022. Next is coming up with a tagline to connect NOC with mental health services. NOC is trademarked through Trilogy, a national brand. The action step for educating caretakers and navigators is ongoing, but could be improved if the training/ tours were available on a platform like YouTube.

Workplan review

- Promoting Network of Care

Lisa Helms asked whether Trilogy has a marketing toolkit to promote NOC and suggested a bookmark or rack card with NOC info. Further discussion centered around the ideas of a logo and how to get the message across that NOC is meant to help people find mental health providers, not just general health care. At this point, the term "NOC" seems generic. NOC has a logo already (perhaps that can be built upon?). Andrienne mentioned an old logo for HAAC that looked like a hot air balloon. Another idea was a logo adapted from the NOC logo.

Get youth perspective on the usability of the site. Youth portal is a possibility down the road, in addition to veterans. Eric may be able to recruit students who are working on his Gen Z app to help with the youth perspective.

Whatever is done needs to be consistent with the mental health page and the veterans page. Catherine brought up using QR codes (Mindi followed up and got the QR codes from Dana Curry).

Mental Health Awareness Month in May: use this to promote NOC. Follow up meeting to be scheduled with Sandy, Adrienne, Donna, and Mindi.

List of activities to promote Awareness in May- participants were asked to email Mindi with upcoming events to be shared with the group. Communication through hospitals needs to be done at least a few months in advance. Adrienne is also going to share the traffic metrics on the NOC site.

What's Next

- Updates, asks, and offers

Annapolis Pediatrics event may be an opportunity for resource tables.

Darin suggested using a bookmark, flyer, or Gazette ad to promote HAAC, workgroup, and county events across platforms.

Mindi will collect events via email to keep a list with the thought of streamlining who is attending and collaborating on vendor tables and promotional materials.

Mindi will work on developing criteria for publishing events on HAAC calendar.
