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DATE OF MEETING: 04/17/13

PREPARED BY: Murphy

DATE MATERIAL
PREPARED: 03/12/13

AGENDA ITEM: Develop Strategic Communications Plan and Talking Points

ENCLOSURES: APA Position Statement list
Two sample APA position statements

OTHER MATERIAL RELATED TO ITEM: *Suicide, With No Warning*; Elisabeth Rosenthal, New York Times; March 8, 2013

ISSUE: This committee does not have any strategic talking points in place to address events or topics that emerge spontaneously and call for swift rebuttal while the topic is fresh in the reader's mind.

Two important measures of effective advocacy are timeliness and consistency of message. In past meetings this committee has addressed the need for swift response to pending legislation by creating a procedure for rapid response to pending legislation based on the CMHPC's "mandatory" planks.

More recently, this Committee has expressed the need to expand its repertoire by developing position statements on different topics that can be inserted into letters to the legislators or in response to editorials and opinion pieces.

The American Psychiatric Association has several topics on which it has written position statements (see attachment).

The Advocacy Committee/CMHPC talking points could include:

- Unlinking Violence and mental illness
- The value of prevention and early intervention
- Integration of services
- Support of reimbursable peer provider hours
- The need for more crisis residential programs

Unlinking violence and mental illness in public perception has been mentioned as a more in-depth project that this committee has wished to initiate, and the development of the talking points could provide the framework for a more detailed report.

Based on the latest list of priorities, part of this meeting was to be used to:

1. *Develop recommendations to raise public awareness regarding the link (or lack of one) between mental illness and violence. (Gun Control relating to Mental Illness issues. How will people get OFF a National Registry if they get put on one). (developing talking points, template for opinion pages etc.*

If this committee wishes to pursue it as a work product, part of this discussion should be focused on developing a template or outline for the report. The attached article “Suicide, With No Warning” raises some interesting points regarding attitudes about gun control.