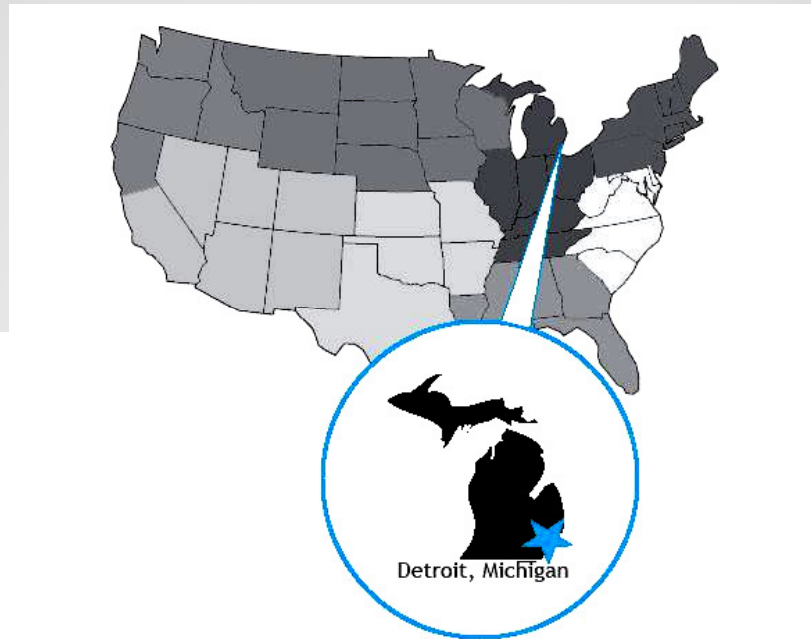


Picture This: Detroit

A media project to address Mental Health concerns



Meeting Recap

Date: November 21, 2008

Location: WJBK Fox 2 in Detroit

Presented by:
Entertainment Industries Council, Inc



Hosted by:
WJBK Fox 2 Detroit



Sponsored by:
AstraZeneca Pharmaceuticals



The GOAL of the meeting was ACCOMPLISHED!

- ✓ Fox 2 Detroit Station (WJBK) is now seen as a leader in communicating community mental health concerns and resources.
- ✓ Detroit media has knowledge of how to accurately portray mental health.
- ✓ Detroit area media representatives and leaders understand there is hope and treatment.
- ✓ Constituents of Detroit are encouraged to seek diagnosis and adhere to treatment.

The REPESENTATION made the difference!

➤ Political leaders

Congressman John Conyers & Mayor Kenneth Cockrel, Bishop Charles Ellis

➤ Media representatives

WJBK Fox 2, *Detroit Free Press* Newspaper, WJBL FM Radio

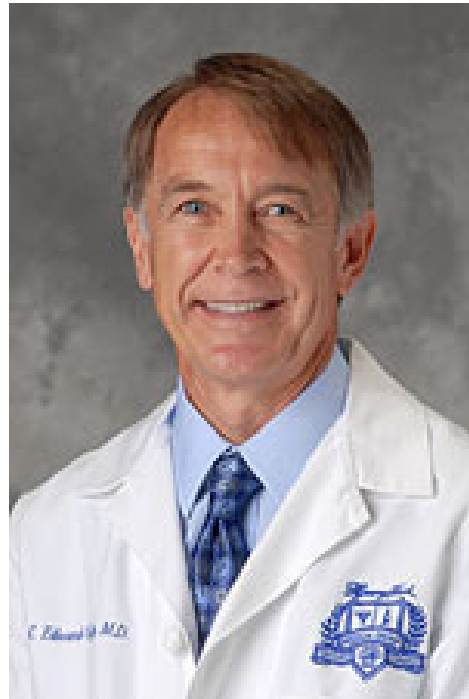
➤ Mental health organizations

Michigan Psychiatric Department, NAMI, State of MI Dept of Community Health, Mental Health Association in Michigan

➤ Mental health Stakeholders

- Wayne State University, University of Michigan, Michigan State, Beaumont Hospital, St. John Brighton Hospital

Some of the Positive Feedback...



C. Edward Coffey M.D.

Henry Ford Health System Vice President
CEO, Behavioral Health Services
Kathleen and Earl Ward Chair of Psychiatry
Professor of Psychiatry and of Neurology

"It was a great day Brian and I congratulate all of you at EIC for spearheading this beneficial meeting on a very important issue area.

Thank YOU for bringing us together and introducing us to a new way of improving the mental health of our community."

Positive Feedback (continued)...

"It was a real pleasure and an honor to be a part of "Picture This: Mental Health Detroit." I must say I wasn't prepared for the openness and honesty of the panelists who represented the community and media from every area, television, newspaper and radio. It was especially exciting to hear more than one personality that they are interested in finding people who had experience with mental health issues who that would be willing to share their stories through the media.

I commend you on the wonderful work you are doing through the Entertainment Industries Council. You'll never know the many people's lives that could be permanently changed for the better through what your organization is doing."

**Community Network Services
Anti-Stigma Program**



--The CNS Anti-Stigma Program

Laura Richards-Farwell, Supervisor
Margaret Thele, Community Educator
Malkia Maisha Newman, Community Educator
James Fortune, Community Educator

Positive Feedback (continued)...



Mayor Kenneth Cockrel Jr.

"On behalf of Mayor Cockrel, I want to thank the Entertainment Industries Council as well as you personally for the exemplary job that your organization did in helping to bring attention and build a coalition around the need to address mental health issue. Your management skills were critically important to the success of the event, and it was a pleasure to work with you and the EIC."

**Coit Cook Ford III
Executive Assistant to
Mayor Kenneth V. Cockrel, Jr.
Office of Public Policy**

Positive Feedback (continued)...

*"Thank you very much for
the opportunity.*

*I think all of us appreciated
the effort you all put into
this to make it a successful
meeting."*

Jed Magen DO MS

Associate Professor and Chair
Department of Psychiatry
College of Human Medicine
College of Osteopathic Medicine
Michigan State University



Positive Feedback (continued)...

"KUDOS to EIC and Fox 2 News for your commitment to mental health, hooray!!!! It was my pleasure to take part in this nascent venture. I will keep in touch with you and Fox news as well as the site you mention in the letter."

Heather M. Irish
President and Founder
The MINDS Program, Inc

OUTCOME

➤ **Picture This: A Local Approach to Mental Health in Detroit –**

A Resource Guide which will be written for the local Detroit media community and posted electronically on EIC and the Fox 2 website with helpful information such as onscreen depiction suggestions, terminology and story ideas.

➤ **MyFoxDetroit.com Mental Health Website -**

A mental health resource webpage with video clips from the Picture This event along with information on services and treatment facilities in the Detroit community.

<http://media.myfoxdetroit.com/special/mentalhealth.html>



Priorities Determined

We asked our *Picture This* experts this question:

“If mental health-related issues could be addressed in print and broadcast news in any manner, what are the most important aspects of mental health to communicate to Los Angeles audiences?”

PRIORITY 1: *Reduce stigma attached to mental health by clearly and accurately portraying characters dealing with real-life brain diseases.*

PRIORITY 2: *Demonstrate to people coping with a mental illness that they are not meant to walk alone. There is hope. Recovery is possible with treatment.*

PRIORITY 3: *Bring clarity to the debate about the integration of mental and general health care.*

PRIORITY 4: *Show the importance of mental health parity, resources and access to care.*

PRIORITY 5: Portray the importance of the decriminalization of the mentally ill through recognition that individuals coping with a mental illness that have committed offenses due to a brain disorder are in need of treatment, not punishment.

Mental Health Resource Website

The resource page includes:

- Facts/Statistics/Information
- Hotlines and Treatment Services
- Mental Health Organizations/Resources
- Video Clips from the *Picture This Meeting*
(See examples below)



Darchelle Strickland Love

Mayor Ken Cockrel, Jr.'s chief of staff talks to FOX 2's Lila Lazarus about mental health issues facing the city of Detroit.



Bishop Charles Ellis

Bishop Ellis is the pastor of Greater Grace Temple in Detroit, and he talks with Deena Centofanti about the church's role in community mental health.

What's next?

...it doesn't stop in Detroit

Picture This: A Local Approach to Mental Health



➤ **Los Angeles**

January 30, 2009

➤ **St. Louis**

Early/Mid February

➤ **Pittsburgh**

Late February

➤ **Denver**

March

➤ **Orlando**

March

The overall goal is to create greater awareness in each community to enhance the overall quality of life nationally and ultimately lead to a healthier society by encouraging the public to seek mental health related diagnosis and adhere to treatment!