



HEALTHY MINDS

LIVE WELL LINCOLN

Meeting Minutes

Friday, April 11, 2025, 8:30-10:30 am

Lincoln County Health Department, Clinic Room

Members Present:

☒ Aspirus Merrill/Tomahawk Hospitals Jane Bentz	☒ HAVEN, Inc. Kim West	☒ Inclusa, Inc. Robyn Swart, Danielle Kroggel
☒ Lincoln County Health Department Kristin Bath, Erin Ray	☒ Lincoln County Department of Social Services Jessi Rumsey	☒ Medical College of Wisconsin Dr. Gabriella Hangiandreou
☒ Merrill Area Public Schools Breanna Kratz	☒ North Central Health Care Holly Westberg	

Partners Present: Maria Mendoza, Lincoln County Probation & Parole, Ashley Miller, Center for Well-being Inc., Heidi O'Hare, Tomahawk Public Library, Tracy Schlegel, NAMI Northwoods, Christine Vorpagel, County Board

Agenda Item	Notes	Action Items
1. Call to Order	Meeting called to order by Bath at 8:34 am.	
2. Welcome and Introductions	Welcome and introductions were made.	
3. Approve Minutes of January 17, 2025 Meeting	Motion to approve minutes by Rumsey seconded by Bentz. All ayes. Motion carried.	
4. Legislative Updates	Uplift WI Peer Support Warm line has been discontinued due to state funding cuts. - No other updates, continuing to monitor legislation and Governor's budget to see what is approved.	Bath will remove Uplift WI from the 988 wallet cards and Mental Health Resource Guide.
5. Aspirus Funding Request	Bath shared that the Health Department submitted two requests for funding through Aspirus, on behalf of Healthy Minds, to support awareness campaigns, community education and promotion of mental health resources. A total of \$10,000 were awarded.	
6. Social Connection Campaign	- Bath reviewed final Social Connection Campaign materials. Slogan is <i>Social Connection, It's Worth It</i> and highlights how strong relationships and connection with others, decreases loneliness and improves mental health. Campaign includes billboards, paid ads, flyers and social media templates. A component of the campaign is a Social Connection Challenge, which encourages the public to limit screen time, do activities with others and get involved in community activities. Participants who complete 20 activities from a list of 65, have a chance to win a \$50 Chamber Gift Certificate. Campaign goes from May through June. https://bit.ly/LCConnectionChallenge - Kratz will share challenge information electronically with students and families at MAPS and encourage Raise Your Voice Club to promote.	Bath to share campaign flyers, social media templates and challenge forms with coalition.

	• Miller and Medoza requested campaign flyers and participant forms to share with clients.	
7. Upcoming 2025 Outreach Activities	• Reviewed and updated Healthy Minds 2025 Outreach Planning Form. <i>(see attached)</i>	
8. Agency Round Robin	Ray, Health Department (Opioid Taskforce) – Final Substance Use Report/ Gap Analysis available end of the month. Will develop an Executive Summary. Received State Opioid Response Grant for lock boxes, medication lock bags and campaigns. Rumsey, Social Services – Short staffed and high case load. April is Family Strengthening Month and Child Abuse Prevention Month. Received donation from Aspirus to bring awareness to Child Abuse Prevention. Messaging highlights protective factors. Ordering promotional seed packets – “children grow and blossom when parents care”. Distribute to local partners/ businesses to help spread the word. Westberg, North Central Health Care – Short staffed and high caseloads. Large influx of patients. Currently no wait list, but will likely be filled with referrals from school due to summer break. Bentz, Aspirus Health – Aspirus has allocated funds to support programming around healthy minds and healthy lifestyles. Dr. Hangiandreou, Medical College of Wisconsin – Wisconsin Child Psychiatry Consultation Program provides consultation to enrolled primary care providers seeing patients under age 26 with behavioral health concerns. A lot of advocacy has been done to expand to all age groups. Looking promising that expansion will occur. Seeing significant increase in mental health needs among patients. Families are struggling; lots of adverse childhood experiences (ACEs). Caregivers are lacking parenting/ coping skills, children are not learning prosocial skills and struggling with emotional regulation.	
9. Next Meeting Date and Agenda Items	Next meeting is Friday, July 18 from 8:30 – 10:30 am. Review ACES education and outreach.	Contact Bath with any other agenda items.
10. Adjournment	Meeting adjourned by Bath at 10:40 am.	

Minutes submitted by: Kristin Bath, Public Health Educator, 4/11/25

2025 Outreach Activities

Priority Activities

1. Increase promotion of our coalition work via media.

Quarter	Topic	Method	Responsible	Status
Jan - March	QPR Training in Merrill & Tomahawk	Press Release, Email, Flyers, LCHD Website and Facebook, etc.	Bath	Complete
April - June	May Mental Health Month "Social Connection Campaign"	Press Release, Radio, LCHD Website and Facebook, etc.	Bath and Miller (radio interview)	In Progress
July - Sept	September Suicide Prevention Month/ 988 Lifeline	Press Release, Radio, LCHD Website Posting & FB Posts	Bath, Miller (need to confirm radio date)	
	Library Summer Family Activity Packs	Link to Healthy Minds	Libraries	
Oct - Dec				

2. Complete a collaborative campaign annually.

- **Social Connections Campaign/ Challenge May & June 2025 – In Progress**

Other Ideas:

- Promote 988, connect with firearm safety and gun lock distribution outreach (September).
- Opioid Taskforce received grant funding to complete an anti-stigma campaign/ also promoting [over the dose campaign](#) when distributing medication lock bags and disposal pouches)
- NAMI considering holding a suicide prevention walk/ event in Merrill and/or Tomahawk. Possibility to hold event on the River Walk in Tomahawk by the Library. Schlegel and O'Hare will connect to further explore.

3. Offer evidence based behavioral health programs

- **QPR Training (Virtual) 3/17/25, 17 participants – Complete**
- **QPR Training (Tomahawk Public Library) 4/4/25, 6 participants – Complete**
- **QPR Training (T.B. Scott Free Library) 4/4/25, 13 participants – Complete**

4. Provide outreach regarding positive childhood experiences.

- **Pine River School for Young Learners Event 1/16/25**, 11 adults in attendance, target: parents/ caregivers, topics: ways to support child mental health, tools to deal with stressful times, how to bring more positive emotions into daily life. **- Complete**
- **Tomahawk Kinship Event 4/30/25** target: mentors, ways to support youth mental health and information on the Social Connection Campaign. Details TBD. **- In Progress**

Other Ideas:

- Discussion on ACES outreach to educators, health care providers, and agencies as there has been a lot of turnover amongst staff and continues to be an issue of concern. Could show Paper Tigers documentary (newer movie available) and have presentation/discussion. (Dr. Hangiandreou will share newer documentary).
- Need to follow up with schools to see what training staff are receiving and if they are receptive. Possible connection to the MAPS Mental Health Matters Alliance.
- Provide education on ACES, early childhood coping skills, grit/resilience, but also on next steps (tools, how people can help or how to empower individuals)
- Dr. Hangiandreou, Bentz, Westbery, Rumsey, West and Bath willing to work on this.
- Discuss at upcoming MAPS Mental Health Matters Alliance Meeting.

5. Maintain and promote resources.

- 988 materials (posters, flyers, wallet cards, magnets) **- Complete/ Distribution Ongoing**
- Medication lock boxes, medication disposal pouches **- Complete/ Distribution Ongoing**
- Calm strips for schools and youth serving organizations **- Complete/ Distribution Ongoing**
- Grief & Recovery Guide **- Complete/ Distribution Ongoing**
- Mental Health Guide updated (pending finalization) **- In Progress**

6. Promote safe firearm storage. **- In Progress**

- **LCHD has an 261 gun lock kits**
- **NAMI Northwoods** is working on a firearm safety initiative – connecting with gun ranges, sports clubs and firearm retailers. Using materials from [Walk the Talk America](#). Want firearm owners to be safe by encouraging gun owners to take care of their mental health and sharing resources for support if needed.
- **Aspirus Merrill Emergency Room Display with gun locks** – positive message about safety, share regional stats, children unintentional injuries from firearms, suicide demographic data and practical tips for safety. Slogan “Keep traditions alive while keeping your families and community safe.”
 - Bentz shared customizable display option with Bath.

Other Distribution Ideas:

- Reference 2024 Gun Lock Safety Distribution List. Add VFWs and American Legions.

7. Set up coalition booths at events/ locations

New coalition vinyl display available for event.

Quarter	Event	General Topics	Responsible	Status
Jan - March	No Events	--	--	--
April - June	Children's Fest 4/5/25	Youth Mental Health,	Bath	Complete

		Social Connection Campaign		
	Tomahawk Home Sport & Travel Show 4/12/25 & 4/13/25	Social Connection Campaign (Aspirus distributing on behalf of coalition), lock boxes and pouches	Bentz	In Progress
	Tomahawk Community Baby Shower 4/24/25	Share Coalition Resources/ Social Connection Campaign	Bath	In Progress
	Merrill Raise Your Voice Walk 5/10/25, 1-3 pm	Social Connection Campaign and Mental Health Resources	Bath	
	Tomahawk Library Mental Health Month/ Social Connection (May)	Social Connection Campaign, Mental Health Resources	O'Hare	In Progress
	Tomahawk RYV Club Color Run 5/31/25, 10 am	Social Connection Campaign, Mental Health Resources	Ray	In Progress
July - Sept	Tomahawk Library Family Event 6/26/25			
	Tomahawk Library Family Event 7/31/25			
	Lincoln County Fair 8/6/25-8/10/25 (unmanned)			
	Merrill Community Night Out 8/19/25			
	Tomahawk National Night Out 8/5/25			
	Tomahawk Library Display (988/ Suicide Prevention)		O'Hare	
Oct - Dec	NAMI Healing Minds Art Show 10/8/25-10/11/25			
	Merrill Community Baby Shower 10/7/25			

--	--	--	--	--

8. Promote and support library programs for all ages.

- **Ongoing** - Libraries requested funding for summer family activity packs and teen journal programs directly through Aspirus.
- Promoting T.B. Scott Library Memory Cafés, ADRC Caregiver Support Groups
- ****Plan for next year**** Senior Mental Health Bags at libraries (well received during COVID), no return book check out for mental health books (little free library concept)

9. Share and promote events by coalition partners.

- **Ongoing** -Share updates during quarterly meetings.
- Share events with Bath so she can share with Healthy Minds email list.
- Coalition partners post flyers, share via social media, email to distribution lists, etc.

10. Hold a Simulation Event/ Develop Video** Long Term Strategy **

- *Rumsey follow up with UW-Extension to explore options.*
- Purpose to understand navigation of mental health services/ connect to coalition partners and the services/programs that we offer.
- *Develop a video that highlights work being done in the community to support children's basic needs and mental health.*

Other:

- Childrens WI has Hidden in Plain Sight Bedroom and willing to set up at events; looking into purchasing and holding Poverty Simulation (possible partnership). * Rumsey to follow up with them about joining the coalition.
- St. Stephens Church & NAMI Northwoods considering hosting a CIT Training
- Reboot Military Course: Mission 5, VFW Tomahawk
Tuesday: May 27, 2025, 6:00pm Meal 6:30-8:00pm Course
June 3rd, June 17th, June 24th, July 1st, July 15th, July 22nd, July 29th, August 5th, August 19th, August 26th, September 2nd Graduation

Lincoln County Health Department 4.11.25

Healthy Minds Work Plan 2025

Yellow = strategies prioritized by coalition on 10/18/24 & 1/17/25 for 2025

Goal 1: Lincoln County residents will have increased knowledge and access to behavioral health resources that support mental health and emotional well-being.

Objective 1.1: By December 31, 2024, Healthy Minds will implement one strategy annually to increase access to local resources by eliminating barriers and supporting effective navigation.

Strategy 1.1.1 Identify, maintain and expand mental health and emotional well-being resources.

Activities	Progress Updates	Target Audience	Resources/ Assets	Lead Partner(s)
Maintain and promote local resources directories and guides (Find Help, mental health and substance use guide, grief support guide, 988 posters, wallet cards, magnets, etc)	(-) Grief Guide updated 1/2025	Community Members	Aspirus Health funding, LCHD grant funding, Find Help, 211	LCHD, Aspirus Health, NAMI Northwoods, MAPS

Strategy 1.1.2 Enhance local referral systems by identifying community information hubs and promoting resources widely and through various methods. (HE)

Activities	Progress Updates	Target Audience	Resources/ Assets	Lead Partner(s)
Participated in meetings to discuss community information hubs and collaboration to improve navigation and access to services (Ex: Partner Transportation Meetings, Social Connectedness, etc)	(-) Attended Transportation Meeting 4/2/25	Community Members	T.B. Scott Free Library, Tomahawk Public Library, online resource hubs like FindHelp, 211, WellBadger	LCHD, Aspirus Health, Social Services, Centre for Well-Being, Public Libraries, MAPS, etc.

Objective 1.2: By December 31, 2024, Healthy Minds will implement 2 strategies annually that build robust, collaborative networks that include diverse partners and community members aimed at increasing awareness, resources and support.

Strategy 1.2.1 Increase knowledge and awareness of providers and stakeholders' roles and responsibilities within the behavioral health system.

Activities	Progress Updates	Target Audience	Resources/ Assets	Lead Partner(s)
Hold partner networking opportunities (Healthy Minds meetings)	(-) Round robin at coalition meeting 1/17/25 (-) Round robin at coalition meeting 4/11/25	Healthy Minds Partners	Quarterly meetings	LCHD

1.2.2 Build upon existing cross sector networks that serve school aged children to support resource sharing and navigation.

Activities	Progress Updates	Target Audience	Resources/ Assets	Lead Partner(s)
Participate in MAPS Mental Health Matters Alliance	(-) Annual meeting in April or May (TBD)	Youth serving organizations	MAPS	MAPS

Strategy 1.2.3 Promote and support community prevention partners, local advocacy groups and youth mentor programs. (HE)

Activities	Progress Updates	Target Audience	Resources/ Assets	Lead Partner(s)
Promote and support NAMI Northwoods, MHS & TSD Raise Your Voice Clubs and youth mentor programs and events	(-) Kinship Event (4/30/25) for mentors; ways to support children's health and kick off social connection campaign (details TBD) (-) Merrill RYV Club Walk 5/10/25 and Tomahawk RYV Club Color Run 5/31/25	School aged youth and youth serving organizations	MHS RYV Club, NAMI Northwoods, Aspirus Health, Kinship	NAMI Northwoods, Aspirus Health

Strategy 1.2.4 Maintain and recruit leaders, partners and community members to the Healthy Minds for Lincoln County coalition through various methods. (HE)

Activities	Progress Updates	Target Audience	Resources/ Assets	Lead Partner(s)
Set up coalition display at events	(-) Healthy Minds Booth at Children's Fest 4/5/25, evaluation to be completed	Community Members		LCHD
Promote coalition via media and other outreach (quarterly)	(-) Q1: QPR Training - press release, website, Facebook, mass emails, flyer distribution	Community Members	Aspirus Health	LCHD

1.2.5 Recruit coalition champions to assist in developing an advocacy network that supports behavioral health policies, infrastructure, and programs. (P)

Activities	Progress Updates	Target Audience	Resources/ Assets	Lead Partner(s)
------------	------------------	-----------------	-------------------	-----------------

Obtain funding to support action plan	(-) \$5,000 awarded from Aspirus Health (-) Additional \$5,000 awarded from Aspirus	Coalition members	Aspirus Health	LCHD, Aspirus Health
Goal 2: Lincoln County residents will have strong support systems that provide connection and emotional support.				
Objective 2.1: By December 31, 2024, Healthy Minds will implement four strategies annually that promote, educate and support mental health and emotional well-being through community engagement and open conversations.				
Strategy 2.1.1 Implement community campaigns and programs to increase awareness and knowledge of mental health and emotional well-being.				
Activities	Progress Updates	Target Audience	Resources/ Assets	Lead Partner(s)
Implement awareness campaigns	(-) Social Connection Campaign/ Challenge to kick off in Mary (billboards, digital, newspaper, radio, Facebook ads, flyers and Facebook posts.)	Community Members	Aspirus Health	LCHD
Hold simulation event/ video (similar to Poverty Simulation, but focuses on mental health navigation and connection to services/programs provided by coalition partners) *Long term activity	(-) Childrens WI considering hosting a poverty simulation	Community Members and Stakeholders	Aspirus Health	Coalition Members and partners
Promote safe firearm storage via education and gun lock distribution	(-) Firearm safety displays with gun locks to be developed via Aspirus, NAMI & LCHD	Firearms owners, families with children	NAMI Northwoods, Aspirus Health	LCHD, NAMI Northwoods
Offer programs for parents and caregivers focused on positive childhood experiences (PCEs), self-care, stress management and emotional resiliency	(-) Parent Event (Pine River School for Young Learners) 1/16/25 - 11 adults participated. 10 evals completed (100% reported the event was helpful to them)	Parents, caregivers, families	Aspirus Health, Counselor	LCHD, Counselor, MAPS, Social Services, Kinship
Provide evidence based behavioral health programs (Mental Health First Aid, QPR, etc)	(-) QPR Training (Virtual) 3/17/25, 17 participants, Tomahawk Library 4/4/25, 6 participants, TB Scott Library, 13 participants, evaluations to be completed	Adults, youth, organizations	Aspirus Health	LCHD, Public Libraries
Distribute calm strips with education to organizations serving school aged students (sensory and mindfulness activities)	(-) Calm strips distributed to schools and youth serving groups (Ongoing)	School aged youth	LCHD	LCHD, MAPS, Tomahawk School District
Promote programs for older adults that (Alzheimers, dementia, caregiver support, isolation, etc)	(-) Promote Memory Cafes at T.B. Scott Library, ADRC Caregiver Classes (Ongoing)	Older adults and caregivers	ADRC-CW, T.B. Scott Free Library, Tomahawk Public Library	ADRC-CW
Strategy 2.1.2 Continue to explore and integrate evidence based behavioral health programming and training that targets school age youth. (HE)				
Activities	Progress Updates	Target Audience	Resources/ Assets	Lead Partner(s)
Support or promote continuation of school/youth based programs (Free Talks, Aggression Replacement Training (ART), Learning to Breathe, etc.)	(-) Botvin, ART and Learning to Breathe, Free Talks being offered by schools and social services	Middle and high school students	Aspirus Health funding	MAPS, Social Services, North Central Health Care, Tomahawk School District
Strategy 2.1.3 Support and expand peer support groups and community informed programs that promote family engagement and social connectedness. (HE)				
Activities	Progress Updates	Target Audience	Resources/ Assets	Lead Partner(s)
Promote and support library programs for all ages	(-) Tomahawk Library & T.B. Scott Free Library awarded funding from Aspirus for Summer Family Activity Packs	Community Members	T.B. Scott Free Library, Tomahawk Public Library, Aspirus Health funding	T.B. Scott Free Library, Tomahawk Public Library, LCHD

(HE) = Strategy address health equity

(P) = Strategy addresses policy

Record of Changes

Update Made	Date
-------------	------

Drafted work plan and prioritized strategies	10/18/24
Work plan finalized by coalition. Changed simulation event under strategy 2.1.1 to long term activity. Progress updates added for 2025 in green.	1/17/25,1/22/25
Updated based on outcomes reported at 4/11/25 meeting. Updates noted in green.	4/11/25