

Entry Form

Deadline: All entries must be postmarked by Friday, February 26, 2010.

2010 ECCO Recognition Program

Celebrating Excellence in Community Communications and Outreach

Please include this form with one sample of each entry(s). Label each of your entries with the entry category, community name, and contact information.

Entry Procedures

Please see the Call for Entries for complete entry instructions. To access this form electronically, contact your Campaign technical assistance provider at 202-331-9816 or via e-mail.

Copy form and fill out entirely for EACH entry. Photocopy form as needed.

ECCO entries will not be returned; they will be added to the Campaign Resource Center to serve as examples of communications and social marketing for reference by other system of care communities.

★ **Category:** (For complete category descriptions, see the Call for Entries.)

- | | |
|--|---|
| <input type="checkbox"/> National Children's Mental Health Awareness Day | <input type="checkbox"/> Professional Outreach |
| <input type="checkbox"/> Media Outreach | <input checked="" type="checkbox"/> Partnership Development |
| <input type="checkbox"/> Community Outreach: Parents and Caregivers | <input type="checkbox"/> Communications/Social Marketing Planning |
| <input type="checkbox"/> Community Outreach: Children and Youth | <input type="checkbox"/> Internal Communications |

★ **Title of entry:** (Please type or print clearly and keep to 10 words or less.)

CMHAD "Thriving in our Community" Conference - Standing On Common Ground

★ **Submitted by:** (Note: The person submitting will be the point of contact.)

Name: Susan Gilchrist
Title: Social Marketing Manager
Organization: Monroe County ACCESS
Address: 1099 Jay St., Bldg. J
City: Rochester State: NY Zip Code: 14611
Telephone: 585-259-9979 Fax: 585-753-2685
E-mail: sgilchrist@monroecounty.gov

★ Please PRINT organization name exactly as it should appear on the recognition plaque:

Monroe County ACCESS

★ Was the entry created with or by an external consultant? Yes No

Approximate budget for entry: \$3K (design only for materials)



Achieving Culturally Competent Effective Services and Supports

2010 ECCO Recognition Program

Category: Partnership Development

Title of Entry: CMHAD “Thriving in our Community” Conference – Standing On Common Ground

Submitted by: Susan Gilchrist, Social Marketing Manager, Monroe County ACCESS

Entry Questions

1. Relevance to Category

The annual conference builds awareness and understanding of the System of Care. The committee was an opportunity to strengthen and expand partnerships by involving them in a SOC event.

2. Planning

The objectives was to create a venue where all stakeholder groups could learn and share information on what is “working or showing promise” in the community related to services, programs, and best practices. This was the main awareness-building event that crossed over all stakeholder groups. It was also used to strengthen and build new relationships, which is an important component of Monroe County ACCESS’s sustainability plan. The overall strategy was to have the event committee, who were from the community and represented all stakeholder groups, become owners of the event.

3. Cultural and Linguistic Competence

Our population of focus and other stakeholders were event committee members ensuring CLC imbued all phases of planning and implementation. RFPs included criteria that reflected SOC Values to ensure presentations were CLC. Presentations that had youth and family members/caregivers as presenters were given higher consideration during the selection process. The Cultural Broker Dialogue Series staff person was also an active participant on the committee.

4. Youth, Family, and Partner Involvement

Youth and families from our population of focus, and partners were recruited to be on the committee and co-chairs were a provider and a family member. Youth also created a track especially for youth and organized a plenary session that had a panel which included our local district attorney and chief of police.

Partners also took an active role in promoting the event and working as event staff.

5. Message

“Thriving in our community” speaks to point that at the end of the day, what we do is to help our youth thrive. “Standing on common ground” conveyed the literal purpose which was to bring everyone together and the philosophical meaning that we are all in this together.

6. Execution/Presentation

The location of the event was easily accessible by all stakeholders. Event promotions were accomplished using online and offline community calendar postings, email blasts by partners to their networks, and a poster campaign at key locations throughout the community. Offering workshops that appealed to all the different groups was challenging; there were many workshops but sometimes there weren't enough participants to go around, especially on the second day.

7. Creativity

A professional designer was hired to create the flyer, poster, event program and signage. The visual imagery of feet standing together complemented the message “standing on common ground” and did so in a way that captured the diversity of people, much like our community. Color was used to visually connect the event materials with the letterhead, which showcased the partnerships and the registration form which were created internally.

8. Effectiveness and Evaluation

Each workshop was evaluated by participants and results were analyzed to make improvements for next year. 86% of participants (total n=435) said they would come again. 91% of workshops were rated as being relevant or mostly relevant. Registration data showed all stakeholder groups were represented; there was an increase in youth and family attendance. At the debriefing meeting, partners were very pleased with their level of involvement; when they learned the event would not be sponsored by ACCESS in 2010, two of the partners adopted the conference.



WORKING TOGETHER—
TEACHING OUR YOUTH & CHILDREN TO
**STAND ON THEIR OWN
TWO FEET.**



WELCOME TO:
THRIVING IN OUR COMMUNITY
MONROE COUNTY CHILDREN'S MENTAL HEALTH AWARENESS DAY CONFERENCE
HOLIDAY INN, ROCHESTER AIRPORT
May 1st and 2nd, 2009

THRIVING IN OUR COMMUNITY
CHILDREN'S MENTAL HEALTH AWARENESS DAY CONFERENCE
May 1st and 2nd, 2009

We may all
have different stories,
but for 2 days, we'll all
stand on common
ground.


PLEASE JOIN US FOR ONE OF THE FEW EVENTS
IN NEW YORK STATE THAT HELPS PROMOTE THE
BENEFITS OF **SYSTEM OF CARE TRANSFORMATION**
FOR CHILDREN AND YOUTH WITH MENTAL
HEALTH CHALLENGES AND THEIR FAMILIES.

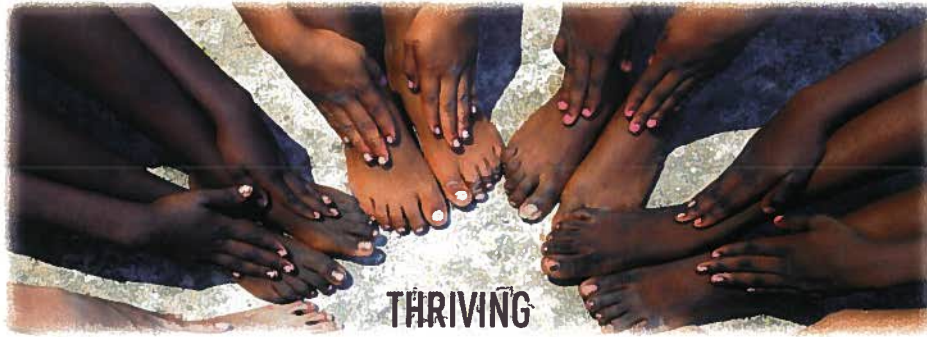
- At the Holiday Inn Rochester Airport



- Registration is **March 2nd through April 22nd**
- Save with our early bird registration **March 2nd through March 31st***
- Generous financial support is offered to families and youth*
- Students and Trainees receive a discount.

{ *To register and for more information, contact Annette Powell: 585-753-2699 or apowell@monroecounty.gov. }

Please see back page
for more details. 



THRIVING IN OUR COMMUNITY

CHILDREN'S MENTAL HEALTH AWARENESS DAY CONFERENCE

A conference for anyone who touches the Monroe County mental health system—mental health providers, family members, caregivers, educators and youth.

Registration is March 2nd through April 22nd

The Children's Mental Health Awareness Day Conference is supported by the Office of Mental Health, Monroe County ACCESS in collaboration with:

- Better Days Ahead, a service of the Mental Health Association
- Coordinated Care Services Inc.
- Hillside Family of Agencies
- Mental Health Promotion Task Force of Monroe County and Rochester
- Office of Children and Family Services
- Rochester City School District/Safe Schools Healthy Students
- Rochester General Health System's Behavioral Health Network
- Spreading Wellness Around Town (SWAT) youth council
- St. Joseph's Villa
- University of Rochester's Office of Mental Health Promotion and Dept. of Psychiatric Mental Health Nursing
- University of Rochester Strong Behavioral Health Child and Adolescent Outpatient Services

Keynotes and presenters are from the national, state and local levels and will be highlighting Success Stories around "what's working" and the strengths of our community. You will not only be inspired but you will also leave with ideas and practices you can take back to your home, office, practice, classroom.

SPEAKERS:

Gary Blau, Ph.D., Branch Chief, Child, Adolescent, and Family Branch of the Center for Mental Health Services, SAMHSA

Michael F. Hogan, Ph.D., Commissioner, NYS Office of Mental Health

Sandra Spencer, Executive Director, National Federation of Families

Jonathan Mooney, Consultant & Author, "The Short Bus: A Journey Beyond Normal"

David Forbes, Associate Professor, Program Director, School of Education, Brooklyn College/CUNY & Author, "Boyz 2 Buddhas"

David Garrison, M.D., Assistant Professor UPMC & Author, "The Family Movie Night Prescription" Improving Communications with your Teen.

TOPICS INCLUDE:

- Attendees will receive a "Kid in a Book" a family story organizing tool
- School-based Asperger's program
- A youth-led discussion panel
- Community Panel: Promoting social and mental health in our neighborhoods—working together to make a difference

EARLY BIRD REGISTRATION:

Clinical/Professional: Friday \$50, Saturday \$30, Both days \$70

STANDARD REGISTRATION:

Clinical/Professional, Friday \$60, Saturday \$40, Both days \$90

Family Member: Friday \$25, Saturday \$25, Both days \$40

Youth (Individual): Friday \$5, Saturday \$5, Both days \$7

Generous financial support is offered to families and youth *First come first serve basis*

Students and Trainees receive a discount.

For registration and financial support inquiries, contact Annette Powell at 585-753-2699 or apowell@monroecounty.gov

Respite service available for families. Sign up at time of registration

Funding for this conference was made possible (in part) by Grant No. SM57043 from SAMHSA. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.



Maggie Brooks
County Executive



“We may all
have different stories,
but for 2 days, we’ll all
stand on common
ground.”

“Thriving in Our Community”

Monroe County Children’s Mental Health Awareness Day Conference
Friday, May 1st & Saturday, May 2nd, 2009

Holiday Inn Rochester Airport 911 Brooks Ave. Rochester, NY

******* REGISTRATION DEADLINE IS APRIL 22ND *******

Registration Form

HOW TO REGISTER—USE ONE FORM PER PERSON:

Checks and Money Orders (NO credit cards) should be made out to:
Coordinated Care Services, Inc.

Mail BOTH forms along with payment to: Marilyn Molyneaux, Monroe County ACCESS,
1099 Jay St., Bldg. J, Ste. 201, Rochester, NY 14611

Name: _____

Payment Enclosed \$ _____

Title: _____

College Student/Trainee*

Organization: _____

Code: _____ (NON, PRES, SPON, STAFF)

Address: _____

Yes, I’m confirmed for Financial Support**

City/State/Zip: _____

Yes, I want respite services

Phone: _____ Email: _____

Friday/Ages: _____

Saturday/Ages: _____

Special Needs: _____

Yes, I need transportation

CHECK ONLY ONE BOX IN THIS SECTION.

EARLY BIRD on or BEFORE March 31st
(Clinicians/Professionals ONLY)

Clinical/Professional: Friday @ \$50 Saturday @ \$30 Both @ \$70

GENEROUS FINANCIAL SUPPORT OFFERED FOR FAMILIES & YOUTH
(You must call in advance to receive financial support.)

First come, first served basis. Family Members and Youth only.

**Contact Annette Powell @ 585-753-2699 or apowell@monroecounty.gov

AFTER March 31st

Clinical/Professional: Friday @ \$60 Saturday @ \$40 Both @ \$90

Family Member : Friday @ \$25 Saturday @ \$25 Both @ \$40

(Check here if you are registering as a staff person at a Display Table.)

Youth: Friday @ \$5 Saturday @ \$5 Both @ \$7

NEXT STEP: SELECT YOUR WORKSHOP SESSIONS ON PAGE 2

Monroe County Children's Mental Health Awareness Day 2009 Conference

"Thriving in Our Community"
Friday, May 1st & Saturday, May 2nd, 2009

Registration Form—Page 2

INSTRUCTIONS: Please fill out your contact information and select your 1st & 2nd choice for each workshop session—REMEMBER to send this page in with your form.

Name: _____

Phone: _____ Email: _____

WORKSHOP SESSIONS—SIGN UP & SEND IN with PAYMENT

Friday, May 1st

Mark your 1st and 2nd choice for each session:

Breakout Session #1:

- F1A F1B F1C
 F1D F1E F1F

Breakout Session #2:

- F2A F2B F2C
 F2D F2E F2F

Breakout Session #3:

- F3A F3B F3C
 F3D F3E

ALL Youth Breakout Sessions:
(Youth may also register for other sessions:)

- FY

Saturday, May 2nd

Mark your 1st and 2nd choice for each session:

Breakout Session #1:

- S1A S1B S1C
 S1D S1E

Breakout Session #2:

- S2A S2B S2C
 S2D S2E

ALL Youth Breakout Sessions:
(Youth may also register for other sessions:)

- SY

Note for Youth: Youth 12 yrs. & older need to register for the conference and must be accompanied by a registered adult. ALL breakout sessions are open to youth.

ADDITIONAL INFORMATION

*College Students & Trainees with a valid I.D. (a copy must accompany the registration forms) may receive the Family Member rate—select a box next to the Family Member fee.

??? QUESTIONS ???

Contact Annette Powell at 585-753-2699 OR apowell@monroecounty.gov

Funding for this conference was made possible (in part) by Grant No. SM57043 from SAMHSA. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.



Maggie Brooks
County Executive



**“We may all
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“Thriving in Our Community”

**Monroe County Children’s Mental Health Awareness Day Conference
Friday, May 1st & Saturday, May 2nd, 2009**

This conference is presented by
the Office of Mental Health, Monroe County ACCESS in collaboration with:
Better Days Ahead, a service of the Mental Health Association, Coordinated Care Services Inc.,
Hillside Family of Agencies, the Mental Health Promotion Task Force of Monroe County and Rochester
Office of Children and Family Services, Rochester City School District/Safe Schools Healthy Students,
Rochester General Health System’s Behavioral Health Network, Spreading Wellness Around Town youth
council, St. Joseph’s Villa, University of Rochester’s Office of Mental Health Promotion and Dept. of
Psychiatric Mental Health Nursing, and University of Rochester Strong Behavioral Health Child and
Adolescent Outpatient Services.

******* REGISTRATION DEADLINE IS APRIL 22ND *******

AGENDA Friday, May 1, 2009		AGENDA Saturday, May 2, 2009	
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- 8:00 Registration & Continental Breakfast
- 8:30 Welcome & Master of Ceremonies— Sean Carroll, 13WHAM-TV,
- 8:50 Michael Hogan, PhD, Commissioner, NYS Office of Mental Health
- 9:35 Gary Blau, PhD, Chief of the Child, Adolescent and Family Branch of the Center for Mental Health Services, SAMHSA
- 10:10 Break
- 10:25 Sandra Spencer, Executive Director of the National Federation of Families for Children’s Mental Health
- 11:10 Panel: Promoting Social & Mental Health in Our Neighborhoods: Working Together to Make a Difference
- 12:15 Lunch & Drum Echoes w/Matt Giordano
- 1:15 Breakout Sessions #1
- 2:30 Breakout Sessions #2/Youth Session w/Victor Saunders
- 3:45 Break
- 4:00 Breakout Sessions #3/Youth Session w/Matt Giordano
- 5:15 Conference Ends

- 8:00 Registration & Continental Breakfast
- 8:45 Welcome & Master of Ceremonies
- 9:00 Jonathan Mooney, Consultant & Author—“We’re Not Broken: Empowering Labeled Students”
- 10:00 Break
- 10:10 David Forbes, PhD, Author—“Growing Up Mindfully in the Age of Obama”
- 11:10 Panel: Violence From a Youth Perspective
- 12:10 Lunch
- 1:15 Breakout Sessions #1/Youth Session— Youth-led Workshop
- 2:20 Breakout Sessions #2/Youth Session w/Matt Giordano
- 3:25 Break
- 3:45 Youth Celebration/Wrap-up/Door Prize
- 4:15 Conference Ends

*Saturday ONLY
Door Prize—Free Raffle Ticket at
Conference Check-in*



**Maggie Brooks
County Executive**



Monroe County Children's Mental Health Awareness Day 2009 Conference

"Thriving in Our Community"
Friday, May 1st & Saturday, May 2nd, 2009

FRIDAY, MAY 1, 2009
KEYNOTES, GENERAL SESSION & BREAKOUT DESCRIPTIONS

Keynote Speakers:

Michael Hogan, PhD, Commissioner, NYS Office of Mental Health – "Strategies for Transforming Children's Mental Health in New York State." Commissioner Hogan will address strategies for transforming children's mental health from the state perspective, bringing extensive experience as past state mental health commissioner in Ohio, his role as Chair of the 2000 President's New Freedom Commission, and his current position as Mental Health Commissioner for NYS. He will outline the values, themes, and strategies put forth in the 2008 NYS Children's Plan, which is focused upon improving the social and emotional well being of New York's children and their families. He will also identify specific priorities to improve outcomes as developed by NYS OMH, and outline his vision for the future of children's mental health in New York State.

Gary Blau, PhD, Chief of the Child, Adolescent and Family Branch of the Center for Mental Health Services, SAMHSA – "A Call to Action: Strategies for Transforming Children's Mental Health." Dr. Blau will address strategies for transforming children's mental health from the federal perspective, bringing in the extensive evidence derived by SAMHSA from over 15 years experience with the system of care communities across the US and its territories. He will convey a 'call to action' by professionals, families and youth, to participate in local system transformation. He will outline the values, concepts, and processes that will lead to better outcomes for children and their families, and outline his vision for the future of children's mental health in the United States.

Sandra A. Spencer, Executive Director of the National Federation of Families for Children's Mental Health – "Building A Family Driven System of Care"

As a well-respected and nationally renowned family advocate for more than a decade, Sandra has navigated a highly visible career path through local family organizing, state level systems of care development, advocacy, national meeting planning for both the Federation of Families for Children's Mental Health and the Technical Assistance Partnership, and providing training and technical assistance to family-run organizations. Sandra has been homeless and on welfare. She has spent sleepless nights protecting her son from the symptoms of his emotional disorder. This presentation will describe the importance of family involvement within systems. Attendees will review the working definition of family-driven care and reflect on where they are on the continuum of moving toward a family-driven system of care.

General Session:

Panel - "Promoting Social and Mental Health in our Neighborhoods: Working Together to Make a Difference"

Many believe that children and families develop social, emotional and mental health when they live within neighborhoods that offer opportunities for a sense of order, enriched social interaction, educational achievement and support by exemplary adult residents. Our panel will give their thoughts about issues that impact neighborhood violence and offer suggestions for working together to truly make a difference in the health of our community.

??? QUESTIONS ???

Contact Annette Powell at 585-753-2699 OR apowell@monroecounty.gov

FRIDAY, MAY 1, 2009
KEYNOTES, GENERAL SESSION & BREAKOUT DESCRIPTIONS

Breakout Session #1:

F1A — “Integration of Dialectical Behavior Therapy in the Treatment of Adolescents” — Eve Gotham, LCSW, Rochester Psychiatric Center Children’s Services. This is a workshop designed to provide an overview of dialectical behavior therapy (DBT) skills with adolescents. Participants will understand basic DBT principles and skills and how those have been adapted for use with adolescents. Participants would also be provided with local resources related to dialectical behavior therapy.

F1B — “Stress Reduction for Mind & Body: How Yoga Can Help You, Your Student or Your Client” —Molly Huff, Owner, Molly’s Yoga Corner. In this session participants will learn basic yoga poses that will allow the body to relax and release any unnecessary tension and or feelings. Active participation is part of this workshop. I’m seeing more students come to me with a variety of issues, yoga can be a positive and natural way to release both body and mind. All ages are encouraged to participate; flexibility is not required to practice yoga.

F1C — “Kid In a Book”, a Family Story Organizing Tool — Better Days Ahead: Family Mentors—Kelly Moses & Deborah L. Myricks. Participants will leave the conference with a “Kid in a Book” binder which is a unique organizational tool used to store all your child’s important documents and papers. For Clinicians this is a tool that will enhance your patient’s participation on their path to mental wellness.

F1D — “Getting a Head Start on Child Mental Health” - Barbara J. Higgins, MEd, LMHC, NCC, Mental Health Coord. For Head Start Programs; Linda Alpert-Gillis, PhD, Dir. of Child & Adolescent Mental Health Program and Dir. Strong Behavioral Health Child & Adolscent Out-patient Svcs.; Romina Stich, Case Mgr.; and a Parent. ABC’s Head Start/Early Head Start are comprehensive, family-focused programs for low-income children 0-5 years old. Head Start has placed greater emphasis on the mental health aspects of the program – these being universal, developmental, and preventive in nature. By bringing services to families, rather than sending families to outside agencies, Head Start seeks to increase follow-through of behavioral health recommendations and referrals.

F1E — “Child & Family Team Process (CFT) in Monroe County” — Todd Liddell, Children Services Specialist, Trainer for CFT, Office of Mental Health; Kim McConnell, Trainer for the Child & Family Services Dept., Monroe County DHS; and Shannon Zielinski, Parent. This presentation will share the history of the Child & Family Team (CFT) in Monroe County and the value it brings to the population-of-focus that it was designed for. It will highlight the values and principles that the CFT model is based on and will provide an overview of how the model looks in practice. Presenters will share information about how the CFT process is currently used in Monroe County.

F1F — “Understanding Trauma and Attachment Disruption With our Patients” - Catherine Newton, LCSWR, Private Practice; Catina Richardsen, MS CAS Counseling, Certified Child Centered Play Therapist. Attendees will be provided with updated information on how disrupted attachment and trauma can affect the developing brain of the child and how this will likely manifest in their behaviors at home and school. They will be presented with information on common symptoms and developmental stages that can be disrupted as a result of trauma and attachment disruption. Attendees will also be presented with updated information on EMDR and other forms of trauma treatment as appropriate with these types of difficult cases.

FRIDAY, MAY 1, 2009
KEYNOTES, GENERAL SESSION & BREAKOUT DESCRIPTIONS

Breakout Session #2:

F2A — “Helping Young Men Thrive Through Mindful Practices” - David Forbes, PhD, Associate Professor & Author. Challenges/barriers that young men in particular face in personal, behavioral, cultural, and social structural terms will be discussed. What levels of development exist and are needed for young men to succeed conventionally and where possible to thrive at higher levels will be considered. Participants will brainstorm and learn some mindful interventions within these realms, with emphasis on how to teach and practice mindfulness within everyday situations that may help the development of male youth.

F2B — “Crisis Service at Your Front Door? An Alternative to Mental Health Arrests.” - Jacqueline West, MSW, LCSW, Sr. Health Project Coord. This presentation will cover an introduction and overview of the Rochester Community Mobile Crisis Team (RCMCT). The RCMCT is a specially trained team of mental health professionals who respond to mental health crises in the Monroe County area. They provide crisis intervention and rapid linkage to mental health services for youth and their families. RCMCT responds to where the crisis is occurring and will meet with youth and their families at school, home or in the community.

F2C — “The Healthy Weight Program” - Ibero-American Action League Inc.: Maribel Torres, Coordinator/Health Promoter, Promotores (de) Salud Program & Elisa DeJesus, MS, Marriage & Family Therapy, VP Family Services Div.; and a Parent & Youth. This presentation will provide information about the impact of obesity on children’s self esteem. This presentation will also showcase a Healthy Weight Program that has been used as an intervention in dealing with children obesity to reduce barriers to healthy weight for families and their children. A parent and their child will be sharing their experience as participants of the Healthy Weight Program.

F2D — “Primary Project: Local Grown-National Program” — Lynn Smith, LMSW, Primary Project NYS Leadership Team. Primary Project is a school-based early intervention program for young children (preschool through grade 3) who show evidence of early school adjustment difficulties. Primary Project is an indicated prevention program for children deemed “at-risk.” It seeks to maximize children’s healthy school adjustment and is targeted primarily for children who are just beginning to experience mild to moderate school adjustment problems, not for children who are identified as high risk or may already have a diagnosis.

F2E — “The Victims Intervention Coalition: Rochester Youth Violence Partnership” — Victor T. Saunders, Director of Pathways to Peace & Supervisor of Youth Intervention Specialist of City of Rochester. (Youth-oriented Session but open to all attendees.) When dealing with issues of trauma brought on by the violence presently plaguing the community, the appropriate temperament can aid EMT’s and hospital staff person’s ability to best serve a grieving community. The Pathways program helps Emergency room staff understand how to deal with distraught family members, and allow both patient and staff to communicate more effectively. Since this program started over a year and a half ago it has gained national attention.

F2F — “A Paradigm Shift: A Collaborative, Trauma-informed Approach to Residential Treatment for Youth Who Have Engaged in Sexual Harm”— Howard Adler, LCSW, Clinical Dir. Snell Farm Children’s Center ; James P Phelan LCSWR, Hillside Children’s Center, Varick Campus; and a Parent & Youth. This workshop will present a holistic model developed at Hillside Family of Agencies for youth in residential care who have caused sexual harm. The model is based on evidence based practices and draws from resiliency, violence prevention, social learning, and narrative theory. If willing and able the parent interview will be live. Using a trauma-informed and multi-sensory approach, we will detail both the content of our program and the process challenges involved in making the shift.

FRIDAY, MAY 1, 2009
KEYNOTES, GENERAL SESSION & BREAKOUT DESCRIPTIONS

Breakout Session #3:

F3A — “Family Movie Night Prescription”: David Garrison, MD, Asst. Professor of Psychiatry & Author. Recognizing the need to facilitate better communication for all parents and teens, the Family Movie Night Prescription is a hands-on and practical tool that all families can put to use immediately to learn and practice better communication. This presentation will provide an overview of two formats, one a facilitated format that can be used by clinicians as a family therapy aid, and the other a family self-help format that can be used by any family to facilitate better communication on their own.

F3B — “Making Schools and Community Partnerships Work”: Judy Zeeman-Golden MST, MSW, Lead Agency Coord.; Barbara L. Neary, MEd, School Counselor; Thomas J. Dyer, MEd, CAS, School Counselor; Carol L. Graham, LMSW; Susan Gaskill; and Callie Andler, MEd, School & Community Counseling and Paul Kuhl. Charlotte High School’s supportive services mission is to support students who have barriers to academic, social and behavioral success. Students may self refer or may be referred by a teacher, parent, guidance counselor or member of the administrative staff. Services include individual counseling and referral, group counseling in topics such as conflict resolution, bereavement, and in-school suspension.

F3C — “Cross systems solutions: a partnership approach to a serious problem”: Clyde Comstock, COO, Hillside Family of Agencies & David Autovino, Integration Leader, Hillside Children’s Center; and a Parent & Youth. This presentation will describe the partnership created across all of the child serving systems in the nine county region. We will present the model for solving the cross-systems challenges faced by our youth and families, and the preliminary results of the model implementation. This model includes cross-system consultation.

F3D— “Social & Emotional Learning and the PATHS® Program” — Children’s Institute: Educational Consultants — Gary Lazenby, MEd, CAS, Nat’l PATHS® Trainer & Ellen Leopold, MEd, PATHS® Presenter. The PATHS® (Promoting Alternative Thinking Strategies) elementary curriculum is designed to positively impact children’s motivation, ethical development, and academic achievement through social and emotional learning. This curriculum facilitates the development of self-control, positive self esteem, emotional awareness and interpersonal problem-solving techniques – all skills that work to reduce classroom disruptions caused by bullying and other hostile behavior.

F3E — “Implementing Trauma-focused Cognitive Behavioral Therapy (CBT) in Foster Care & Residential Treatment Settings”: Heather M. Wester, LCSWR, Western Region Svc. Leader, Hillside Children’s Center; Craig W. Cypher, PsyD, Psychologist & Clinical Supervisor, Residential Treatment Programs at Crestwood Children’s Center. This workshop will highlight the implementation of Trauma-Focused Cognitive Behavioral Therapy (TF-CBT) in foster care and residential treatment settings at Hillside Family of Agencies. Case examples and youth outcomes will be discussed. Our format will include a youth and family perspective on the TF-CBT.

Youth Breakout Session:

FY — Youth Sessions: (2:30) The Victims Intervention Coalition & (4:00) Drum Training w/Matt Giordano. SWAT (Spreading Wellness Around Town) youth council members and Jerard Johnson, SWAT Youth Coordinator, have designed breakout sessions oriented especially to the interests of youth conference attendees.

Monroe County Children's Mental Health Awareness Day 2009 Conference

"Thriving in Our Community"
Friday, May 1st & Saturday, May 2nd, 2009

SATURDAY, MAY 2, 2009
KEYNOTES, GENERAL SESSION & BREAKOUT DESCRIPTIONS

Keynote Speakers:

Jonathan Mooney, Consultant & Author – "We're Not Broken: Empowering Labeled Students"

"We're Not Broken" is a powerful presentation that supports parents in celebrating the strengths, gifts and talents of their exceptional child. Research shows that self-esteem is essential to students' success. However our culture, schools, and medical community conceptualize people with disabilities as inherently broken and medically defective. To empower students with disabilities, parents can understand disability as a social construct, not a medical condition. In this presentation, Jonathan tells parents what's right about their children and instills ideas to change social perceptions. He coaches parents to help teachers and school administrators realize their labeled students' assets. He also explains how asset-based approaches fit into IEP settings, school-to-work transitions, and in building partnerships with schools and other institutions.

David Forbes, PhD, Associate Professor & Author – "Growing up Mindfully in the Age of Obama"

Dr. Forbes will discuss some of the stressful challenges facing youth and many adults today. He will describe some personal qualities (also known in terms of levels of ego development) that are increasingly necessary for people to develop in order to meet them. These qualities can be cultivated in youth and adults through various practices such as social emotional learning (SEL) and in particular mindfulness and other contemplative practices. The rationale for these will be explained and discussed. And some specific examples will be presented in terms of practical applications for youth, parents, and educators.

General Session:

Panel - "Violence from a Youth Perspective": SWAT (Spreading Wellness Around Town) Youth Council: Jose Rivera, Bianca Logan, & Desiree Britt; District Attorney Michael Green; Chief of Police David T. Moore; Pastor Roger Breedlove. Panelists will relate their stories and experiences on how violence affects our youth, their families and our community and they will discuss interventions and ideas that "work" in helping our youth and families through the recovery process and provide clinicians/professionals a trauma-informed perspective.

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Maggie Brooks
County Executive



SATURDAY, MAY 2, 2009
KEYNOTES, GENERAL SESSION & BREAKOUT DESCRIPTIONS

Breakout Session #1:

S1A— “Your Child & the SSI/Medicaid System” - Teena Fitzroy, Family Information Specialist, Midwestern Transition Coordination Site, Monroe #1 BOCES. This workshop will be an overview of how and when to apply for Social Security Income and Medicaid. Attendees will learn to identify who is eligible to apply for each service, when to apply for SSI and Medicaid if the student is eligible, and discussion will focus on students and how these services fit into their individual transition plan.

S1B — “The Communication & Social Skills (CaSS) Program for Students with Asperger’s Syndrome: 8 Years of Experience & Success” - John Erhart, MD, Monroe 2- Orleans BOCES-2 Consulting Child Psychiatrist, PDD/Autism Programs; Sharon Ashrafioun, MS Spec. Ed., Behavior Specialist; Andrea Battisti, MEd, Spec. Ed. Autism Specialist ; Jay Nittoli, LCSWR, Behavior Specialist; and a Parent. The CaSS program was developed to meet the needs of students who have struggled in the academic and/or social aspects of school due to Asperger’s Syndrome or similar Pervasive Developmental Disabilities. The presentation will focus on all aspects of the Monroe 2-Orleans (BOCES-2) CaSS program, in addition to providing background information in the area of autism. In general, the CaSS program focuses on the importance of having a multi-disciplinary team, individualized and small group learning environments, opportunities for mainstreaming in areas of ability and high interest, focused social skill groups, a strong family component with ongoing family meetings, and time spent on independent living skills/hygiene/preparation for employment.

S1C — “Mindfulness: A Dialectical & Behavior Therapy (DBT) Module Overview” — Theresa Hart, Dir. New Programming, Mental Health Association/Better Days Ahead
This presentation will be an overview of DBT Mindfulness Skills developed by Marcia Linehan. There will be an overview of Mindfulness followed by practice exercises. The attendees will leave with written information on Mindfulness as well as written practice ideas.

S1D — “An Integrated Approach to Parenting Education Group: Better Connections in the Treatment of Eating Disorders in Adolescents” - Helena Boersma, MS, LMHC, NCC, Coord. Eating Disorders Program, St. Joseph’s Villa
Relational-Cultural Theory asserts that eating disorders are diseases of disconnection that silence and isolate parents and their adolescent children. This workshop presents an integrated model for parenting education group informed by family-systems, Relational-Cultural, and Stages of Change theories, where parents learn to identify the disconnections they experience in relationship with their children due to the eating disorder. The workshop includes didactic instruction, clinical vignettes and large group discussion.

S1E — “Crisis Service at Your Front Door? An Alternative to Mental Health Arrests.” - Jacqueline West, MSW, LCSW, Sr. Health Project Coord. This presentation will cover an introduction and overview of the Rochester Community Mobile Crisis Team (RCMCT). The RCMCT is a specially trained team of mental health professionals who respond to mental health crises in the Monroe County area. They provide crisis intervention and rapid linkage to mental health services for youth and their families. RCMCT responds to where the crisis is occurring and will meet with youth and their families at school, home or in the community.

SATURDAY, MAY 2, 2009
KEYNOTES, GENERAL SESSION & BREAKOUT DESCRIPTIONS

Breakout Session #2:

S2A — “Family Movie Night Prescription” - David Garrison, MD, Asst. Professor of Psychiatry & Author. Recognizing the need to facilitate better communication for all parents and teens, the Family Movie Night Prescription is a hands-on and practical tool that all families can put to use immediately to learn and practice better communication. This presentation will provide an overview of two formats, one a facilitated format that can be used by clinicians as a family therapy aid, and the other a family self-help format that can be used by any family to facilitate better communication on their own.

S2B — “Family Perspectives on Pediatric Bipolar Disorder” — True Child Within: David Barker, Founder & Co-facilitator of True Child Within; Parent Panelists: Wendy Irvine, Louis Whalen, Heather Stehler; Youth Panelists: Nicole Ribis, Owen Whalen, Erica Stehler. This workshop is a panel discussion that presents family’s perspectives on pediatric bipolar disorder. A parent and a teen each from three families will make up the six panelists. All panelists are members of www.TrueChildWithin.org support groups. Each member has been selected to recount their experience with mental health interventions, including medical, educational, and therapeutic treatments. They will discuss the personal challenges they face, what supports and interventions have been helpful, and the successes they have achieved. Issues will be explored from the perspective of both the teen and the parent.

S2C — “Transition 101: Ensuring a Transition Plan is Part of Your Child’s IEP” — Jean Ricigliano. This workshop will explain what transition planning is and what it entails. It will look at the benefits of the transitioning process. It will explain the differences and similarities between many of the commonly used terms and acronyms in the educational system and by community service providers.

S2D— “Kid In a Book”, a Family Story Organizing Tool — Better Days Ahead: Family Mentors—Kelly Moses & Deborah L. Myricks. Participants will leave the conference with a “Kid in a Book” binder which is a unique organizational tool used to store all your child’s important documents and papers. For Clinicians this is a tool that will enhance your patient’s participation on their path to mental wellness.

S2E — “An Uncommon Path to Joy & Inner Peace: Change Your Perception & Change Your Life” - Julia Norris, Family Relationship/Parenting Coach. Our painful experiences can hold the key to our freedom if we are willing to change how we view our negative experiences. In this presentation, Julia Norris shares a personal story of how she used the most traumatic events in her family to find joy and inner peace and how a shift in perception completely transformed her life. In this powerful presentation, Julia offers tools to use during challenging times so others can find the hidden treasures in their struggles, too. Her story is an inspiration to all who hear it.

Youth Breakout Session:

SY — Youth Sessions: (1:15) Youth-led Workshop—Youth Erasing Stigma; (2:20) Stress Reduction for Mind and Body: How Yoga Can Help You w/Molly Huff; (3:15) Drum Training w/Matt Giordano. SWAT (Spreading Wellness Around Town) youth council members and Jerard Johnson, SWAT Youth Coordinator, have designed breakout sessions oriented especially to the interests of youth conference attendees.

Monroe County Children's Mental Health Awareness Day 2009 Conference

"Thriving in Our Community"

Friday, May 1st & Saturday, May 2nd, 2009

ADDITIONAL CONFERENCE INFORMATION

Exhibitors & Display Tables:

There will be an array of community agencies, organizations, exhibitors, and posters, including book sales, at the conference for you to visit at your leisure and during mealtimes and breaks. Each table will be staffed by a representative from the organization and will be able to answer any questions you may have. There will also be a Community Resource Table that will have information and materials about community-wide services, programs and supports.

Respite Services:

Respite services will be provided by Better Days Ahead, a service of the Mental Health Association. There will be a room for ages 2 yrs. — 5 yrs. and another room for ages 6 yrs.— 11 yrs. Children younger than 2 years old cannot be accommodated. Youth 12 years and older should register as a conference attendee. Limited space is available and is on a first-come first-served basis at time of registration—PLEASE REMEMBER TO SIGN UP ON THE REGISTRATION FORM to reserve your space for respite at the conference. Planned activities will be provided throughout the day and snacks and lunch each day are included.

Hotel Rooms:

The conference has arranged for a group rate on a limited number of rooms at the Holiday Inn Rochester Airport hotel at a discounted rate of \$119.00/night for a Standard Room. YOU MUST BOOK BY APRIL 9TH to receive the discount. Check in is 3:00pm on Thursday, April 30, 2009 and check out is 12:00pm on Saturday, May 2, 2009. When booking your room use code **CMH**.



Directions to Holiday Inn Rochester Airport:

From the New York State Thruway (West):

Exit the New York State Thruway, Interstate 90 (West) coming from the west at Exit 47. At Exit 47 take Interstate 490 East towards Rochester. Exit at Interstate 390 South to exit 18A -Brooks Avenue East. Take first right into Holiday Inn driveway. Approximate drive time 20 minutes.

From the New York State Thruway (East):

Exit the New York State Thruway, Interstate 90 (East) coming from the east at Exit 46. At Exit 46 take Interstate 390 North to Exit 18A - Brooks

Avenue East take immediate right into driveway. Approximate drive time -10 minutes

From the Greater Rochester International Airport:

Exit Airport complex, turn right at the traffic light. Remain in the right hand lane and turn right into the driveway of the Holiday Inn Rochester Airport. Approximately ¼ mile from the Airport Exit.

From Downtown Rochester:

Take Interstate 490 West to Interstate 390 South. Exit 390 South at exit 18A (Brooks Avenue East) Remain in right hand lane and turn right into the Holiday Inn Rochester Airport. Approximately 10 minutes from downtown.

Parking:

Free parking at the hotel.



Monroe County Children's Mental Health Conference
"Thriving in Our Community"
May 1 & 2, 2009

Breakout Session Room Assignment & Schedule

Friday, May 1							
Rooms	Stockade/Youth	Victorian	1901	1902	1903	1904	Restaurant
8:30 to 12:15 PM			Welcome and Keynote Speakers B A L L R O O M				
12:15 – 1:10							Lunch
1:15 – 2:20 Breakout #1	F1B-Stress Reduction for Mind & Body: How Yoga Can Help You	F1C-"Kid in a Book" A Family Story Organizing Tool	F1A-Integration of Dialectical Behavior Therapy in the Treatment of Adolescents	F1E-Child and Family Team Process in Monroe County	F1F-Understanding Trauma and Attachment Disruption with our Patients	F1D-Getting a Head Start on Child Mental Health	
2:30 – 3:45 Breakout #2	F2E-The Victims Intervention Coalition: Rochester Youth Violence Partnership	F2D-Primary Project: Local Grown-National Project	F2C-The Healthy Weight Program	F2A Helping Young Men Thrive Through Mindful Practices	F2B-Crisis Service at Your Front Door? An Alternative to Mental Health Arrests	F2F-A Paradigm Shift: A Collaborative, Trauma-informed Approach to Residential Treatment for youth Who Have Engaged in Sexual Harm	
4:00 – 5:15 Breakout #3 RAFFLE DRAWING	FY-Drum Training w/Matt Giordano	F3C-Cross Systems solutions, a partnership approach to a serious problem	F3B-Making Schools and Community Partnerships Work	F3D-Social & Emotional Learning and the PATHS program	F3E-Implementing Trauma-focused Cognitive Behavioral Therapy in Foster Care & Residential Treatment Settings	F3A-Family Movie Night Prescription	
Saturday, May 2							
8:45 to 11:10 AM			Welcome and Keynote Speakers B A L L R O O M				
11:10							Brunch
12:30 to 1:35 PM			Panel: Violence from a Youth Perspective		B A L L R O O M		
1:40 – 2:35 Breakout #1	SY-Youth Erasing Stigma w/SWAT Youth Council	S1C-Mindfulness: A Dialectical & Behavior Therapy Module Overview	S1B-The Communication & Social Skills CaSS Program for Students w/Asperger's Syndrome	S1A-Your Child & the SSI/Medicaid System	S1E-Crisis Service at Your Front Door? An Alternative to Mental Health Arrests	S1D-An Integrated Approach to Parenting Education Groups: Better Connections in the Treatment of Eating Disorders	
	2:20-3:00 SY-Stress Reduction for Mind and Body: How Yoga Can Help You						
2:45 – 3:40 Breakout #2	3:15-3:40 SY-Drum Training w/Matt Giordano	S2E-Uncommon Path to Joy & Inner Peace	S2B-Family Perspectives on Pediatric Bipolar Disorder	S2C-Transition 101:Ensuring a Transition Plan is part of your Child's IEP	S2D-"Kid in a Book" A Family Story Organizing Tool	S2A-Family Movie Night Prescription	
3:50 – 4:20			Youth	Celebration!!	Wrap up & Raffle Drawing	Door Prizes	

“We may all have different stories, but for 2 days, we’ll all stand on common ground.”

Thriving in Our Community
Children’s Mental Health Awareness Day Conference
May 1st and May 2nd, 2009

Become a Sponsor

We would like to offer you a terrific opportunity to promote your business, organization or agency while supporting **Monroe County’s Children’s Mental Health Awareness Day Conference, “Thriving in our Community” on May 1 & 2, 2009**. Our community will be holding an awareness day event at the Holiday Inn Rochester Airport as a way to promote positive youth development, resilience, recovery, and the transformation of mental health services delivery for children and youth with serious mental health needs and their families. The conference raises awareness of effective programs, services and supports for children's mental health needs, demonstrates how children's mental health initiatives promote positive youth development, recovery and resilience, and shows how children with mental health needs thrive in their communities. Conference participants include service providers as well as youth and family members. In order to make it possible for as many families to come as possible, we are working diligently to keep the registration fees as low as possible and are offering scholarships.

In addition to supporting this vital Conference event, the sponsorship affords your business or organization access to 200-300 conference local attendees who will be gathering in Monroe County and who will be representing a range of organizations from mental health agencies, schools, clinical practices, community-based organizations, as well as youth and family advocacy agencies.

Most attendees are residents of Monroe County and the surrounding area. This means that they are staying in the communities in which you are conducting your business so your advertising in the conference program will be relevant to them.

We are open to working with you to design creative and effective means to promote your products and/or services.

There are several ways in which you can contribute. Please refer to the attached application to determine which method will best serve your business or organization and remember, since the **Children’s Mental Health Awareness Day Conference (CMHAD)** is operated and supported by non-profit organizations and Monroe County, any contributions are tax deductible. Please feel free to contact me for further information and/or questions.

Thank you in advance for contributing to Monroe County’s annual **Children’s Mental Health Awareness Day conference (CMHAD)**. I look forward to hearing from you soon.

Contact Information:

NAME: SUSAN GILCHRIST

PHONE: 585-753-2694

EMAIL: SGILCHRIST@MONROECOUNTY.GOV

We would like to support the **CMHAD 2009 "Thriving in our Community" Conference** by contributing the following: *(please click the box to indicate your choice)*

Sponsorship Levels: (see attached page for Sponsorship Packages)		
<input type="checkbox"/>	Platinum Level Sponsorship	\$4000
<input type="checkbox"/>	Gold Level Sponsorship	\$2000
<input type="checkbox"/>	Silver Level Sponsorship	\$1000
<input type="checkbox"/>	Family Member Sponsor	\$200
TOTAL Amount of Support <i>Make all checks payable to Coordinated Care Services Inc.</i>		

Application / Contract for Conference Sponsorship

Please Print or Type
Sponsor / Exhibitor Information for Listing in the Conference Website

Company/Organization Name: Email:

Mailing Address:

City: State: **Zip** Code:

Contact Name:

Description of the company/organization:

For Additional Sponsorship Information or Questions Contact:

Name: Susan Gilchrist, CMHAD Committee Member

Phone: 753-2694

Email: sgilchrist@monroecounty.gov

PLATINUM Sponsorship Package: Your Investment is \$4,000

Platinum Sponsorships are reserved for those organizations that would like to have the largest impact in the community by underwriting 20 family members to attend the conference. Sponsorship includes the family member's registration fee, transportation expenses to/from and childcare cost for the two days.

Advertising Opportunities available to Platinum Level

- Sponsor of the Keynote Speaker**, with logo or your banner prominently displayed at this function
- Conference Guide advertisement**, a full page acknowledgement of company/organization's sponsorship
- Top-tier sponsor**, acknowledgement onsite on conference signage

GOLD Sponsorship Package: Your Investment is \$2,000

Participation as a Gold Sponsor offers an excellent way to raise your profile at the event. At this level, you'll be underwriting 10 family members to attend the conference, which includes their registration fee, transportation expenses to/from and childcare cost for the two days.

ADVERTISING OPPORTUNITIES AVAILABLE TO GOLD LEVEL SPONSORS

- Conference Guide advertisement**, a half page ad acknowledgement of company/ organization's sponsorship
- Acknowledgement** on the onsite conference signage

SILVER Sponsorship Package: Your Investment is \$1,000

The Silver sponsorship package offers high visibility. At this level, you'll be underwriting 5 family members to attend the conference, which includes their registration fee, transportation expenses to/from and childcare cost for the two days.

ADVERTISING OPPORTUNITIES: AVAILABLE TO SILVER LEVEL SPONSORS

- Conference Guide Advertisement**, a quarter page ad acknowledgement of company/ organization's sponsorship
- Acknowledgement** onsite on conference signage

"FAMILY MEMBER" Sponsorship Package: Your Investment is \$200 per family member

This special sponsorship package underwrites a family member to attend the conference. It covers an individual's 2-day registration fee, transportation to/from the conference both days and childcare for both days. It's a great way to see your sponsorship dollars making a real difference in the lives of families.

Consider sponsoring more than one Family Member.

ADVERTISING OPPORTUNITIES: AVAILABLE TO COMMUNITY LEVEL SPONSORS

- Conference Guide Listing**, listed acknowledgement of company/organization's sponsorship

**Monroe County Children's Mental Health Awareness Day 2009
"Thriving in Our Community"
May 1 & 2**

Conference Itinerary & Program

Friday, May 1

Reminders:

- Manage Time – wrap-up Q&A when needed in order to stay on time; encourage people to track down the keynotes after the morning session to continue the dialogue
- Facilitate morning Q&A – you'll have "starter questions" in case audience participation is slow-to-start

Time Slot	Task	Comments
8:30	Call to Order – Kathy Plum	<p>Welcome:</p> <ul style="list-style-type: none"> ▪ Welcome to the Monroe County Children's Mental Health Awareness Day Conference brought to you by Monroe County ACCESS and the Office of Mental Health and its collaborative partners – be sure to look in the program for the complete listing of partners that made this conference possible. <p>Introduce yourself.</p> <p>Acknowledgments:</p> <ul style="list-style-type: none"> ▪ Corporate Silver Level Sponsors <ul style="list-style-type: none"> ▪ Monroe Plan ▪ Excellus BlueCross BlueShield ▪ Family Member Sponsor <ul style="list-style-type: none"> ▪ Bristol-Meyers Squibb ▪ Additional Financial Support – <ul style="list-style-type: none"> ▪ The Office of Mental Health, Monroe County ACCESS under the SAMHSA system of care grant ▪ Rochester City School District under the Safe Schools/Healthy Students

		<ul style="list-style-type: none"> Grant <ul style="list-style-type: none"> ▪ Coordinated Care Services <p>Thank you's:</p> <ul style="list-style-type: none"> ▪ Conference committee co-chairs <ul style="list-style-type: none"> ▪ Heather O'Brien ▪ Candace Rifkin ▪ Conference Planning Committee <p>Announcements:</p> <ul style="list-style-type: none"> ▪ Inside your attendee bag is a DVD – it's a video of the Functional Behavioral Approach orientation training ▪ Bathroom locations – main hallway near the Registration Table ▪ Check your bag for a Raffle Ticket – the winner will be drawn during Breakout Session #3 and you must be present to win; someone will go around to the rooms with the winning number ▪ Dignitaries – (we'll confirm when they arrive) <ul style="list-style-type: none"> ▪ Assembly David Koon ▪ Senator Joe Robach
	Kathy – Introduce Maggie Brooks	Maggie Brooks Talks
8:40	Kathy – Introduce Michael Hogan, Commissioner, NYS Office of Mental Health	
8:45	Mike Hogan Talks	
9:20	5 min. warning signal	
9:25	Kathy – Introduce Melanie Funchess	Ms. Melanie Funchess currently works for the Mental Health Association where she serves as the Key Family Contact/Community Director for Monroe County ACCESS and is the Director of Community Engagement for Better Days Ahead Family Support Network (BDA). Ms. Funchess has served as an advocate for families and youth for over fifteen years and has worked extensively in the areas of family engagement and empowerment

		<p>as well as community building.</p> <p>Ms Funchess is involved in several community based coalitions and organizations such as the African American Leadership Development Program, African American Health Coalition, Mental Health Promotion Task Force, Rochester Surround Care Community Health and Wellness Action Team.</p> <p>Melanie is a devoted wife and mother of four children (two boys and two girls). Her mission is to use her knowledge of systems and communities to create opportunities for youth and families to experience empowerment and success.</p>
9:30	Melanie Funchess Talks	<p>Talking points:</p> <ul style="list-style-type: none"> ▪ Welcome ▪ What can attendees look to take away, especially families & youth ▪ Significance of FBA – DVD in attendee bags ▪ Introduce Dr. Gary Blau
9:35	Melanie – Introduce Gary Blau	<p>Gary M. Blau, Ph.D. is a Clinical Psychologist and is currently the Chief of the Child, Adolescent and Family Branch of the Center for Mental Health Services. In this role he provides national leadership for children's mental health and for creating "systems of care" across the country. Prior to this, Dr. Blau was the Bureau Chief of Quality Management and Director of Mental Health at the Connecticut Department of Children and Families (DCF), and the Director of Clinical Services at the Child and Family Agency of Southeastern, Connecticut.</p> <p>Gary Talks</p>
10:05	5 min. warning signal	
10:10	Break	Remind attendees to visit the display

		tables.
10:20	Melanie - Call Back	Announce the General Session is starting soon
10:25	Melanie - Introduce Sandra Spencer	Sandra Spencer is Executive Director of the National Federation of Families for Children's Mental Health, She has navigated a highly visible career path through local family organizing, state level systems of care development, advocacy, national meeting planning for both the Federation of Families for Children's Mental Health and the Technical Assistance Partnership, and providing training and technical assistance to family-run organizations.
	Sandra Spencer	Sandra Talks
11:00	5 min. warning signal	End at 11:05 to give time for panel to set up.
11:05	Sandra Wrap-up	Need to allow a few minutes for the panel to set-up
11:10	Kathy - Introduce Barbara Moore who will be facilitating the panel "Promoting Social & Mental Health in Our Neighborhoods: Working Together to Make a Difference"	Barbara Moore Bio – is a member of the Sisters of Mercy of the Americas. She teaches Practical Theology and Preaching at Colgate Rochester Crozer Divinity School (CRCDS), and has an active community wide preaching ministry. She has her MA from the U of R, M. Div from CRCDS, and D. Min in Preaching from McCormack Presbyterian Seminary in Chicago. Panel Talks
12:10	5 min. warning signal	
12:15	Kathy – Thank and Reminders Lunch	Remember to visit the display tables during lunch. Enjoy the breakout sessions & remember to fill out the evaluations for the workshops you attend.

**Monroe County Children’s Mental Health Awareness Day 2009
 “Thriving in Our Community”
 May 1 & 2**

Conference Itinerary & Program

Saturday, May 2

Reminders:

- Manage Time – wrap-up Q&A when needed in order to stay on time; encourage people to track down the keynotes after the morning session to continue the dialogue
- Facilitate morning Q&A – you’ll have “starter questions” in case audience participation is slow-to-start

Time Slot	Task	Comments
8:45	Call to Order Role: Sandra Spencer	<p>Welcome:</p> <ul style="list-style-type: none"> ▪ Welcome to the Monroe County Children’s Mental Health Awareness Day Conference brought to you by Monroe County ACCESS and the Office of Mental Health and its collaborative partners – be sure to look in the program for the complete listing of partners that made this conference possible. <p>Introduce yourself and give brief reason for your involvement.</p> <p>Acknowledgments:</p> <ul style="list-style-type: none"> ▪ Corporate Silver Level Sponsors <ul style="list-style-type: none"> ▪ Monroe Plan ▪ Excellus BlueCross BlueShield ▪ Family Member Sponsor <ul style="list-style-type: none"> ▪ Bristol-Meyers Squibb ▪ Additional Financial Support <ul style="list-style-type: none"> ▪ The Office of Mental Health, Monroe County ACCESS under the SAMHSA (pronounced samsa) system

		<ul style="list-style-type: none"> of care grant ▪ Rochester City School District under the Safe Schools/Healthy Students Grant ▪ Coordinated Care Services <p>Thank you's:</p> <ul style="list-style-type: none"> ▪ Conference committee co-chairs <ul style="list-style-type: none"> ▪ Heather O'Brien ▪ Candace Rifkin ▪ Conference Planning Committee <p>Announcements:</p> <ul style="list-style-type: none"> ▪ Inside your attendee bag is a DVD – it's a video of the Functional Behavioral Approach orientation training ▪ Bathroom locations – main hallway near the Registration Table ▪ Check your bag for a Raffle Ticket – the winner will be drawn during the Youth Celebration and you must be present to win; someone will go around to the rooms with the winning number ▪ Dignitaries – (we'll pass you notes with names)
8:47	Sandra – Introduce Dr. Kathy Plum	First up will be Dr. Kathy Plum, the Director of the Monroe County Office of Mental Health and then Melanie Funchess, from Better Days Ahead, who are going to say a few words and kick-off the conference.
	Kathy Plum Talks	<p>Talking Points:</p> <ul style="list-style-type: none"> ▪ Give brief welcome ▪ High points from day before – clinical perspective ▪ Introduce Melanie <p>Ms. Melanie Funchess currently works for the Mental Health Association where she serves as the Key Family Contact/Community Director for Monroe County ACCESS and is the Director of Community Engagement</p>

		<p>for Better Days Ahead Family Support Network (BDA). Ms. Funchess has served as an advocate for families and youth for over fifteen years and has worked extensively in the areas of family engagement and empowerment as well as community building.</p> <p>Ms Funchess is involved in several community based coalitions and organizations such as the African American Leadership Development Program, African American Health Coalition, Mental Health Promotion Task Force, Rochester Surround Care Community Health and Wellness Action Team.</p> <p>Melanie is a devoted wife and mother of four children (two boys and two girls). Her mission is to use her knowledge of systems and communities to create opportunities for youth and families to experience empowerment and success.</p>
	Melanie Funchess Talks	<p>Talking Points:</p> <ul style="list-style-type: none"> ▪ Give brief welcome ▪ High points from day before – family, youth, community perspective
9:00	Sandra – Introduce first keynote speaker – Jonathan Mooney, Consultant & Author — “We’re Not Broken: Empowering Labeled Students”	<p>Jonathan Mooney is a dyslexic writer and activist who did not learn to read until he was 12 years old. He is a graduate of Brown University’s class of 2000 and holds an honors degree in English Literature. Jonathan is founder and President of Project Eye-To-Eye, a mentoring and advocacy non-profit organization for students with learning differences. Project Eye-To-Eye currently has 20 chapters, in 13 states working with over 3,000 students, parents and educators nation wide.</p> <p>A winner of the prestigious Truman Scholarship for graduate studies in</p>

		<p>disability studies and social change, Jonathan was also a finalist for the Rhodes Scholarship.</p> <p>Jonathan has established himself as one of the foremost leaders in LD/ADHD, disabilities, and alternative education. His second book, The Short Bus: A Journey Beyond Normal, is a memoir, published by Henry Holt in June, 2007.</p> <p>His work on behalf of students with disabilities was recognized by the LD Access Foundation in 2003 when he was awarded the Golden Advocacy award.</p> <p>Jonathan Talks</p>
9:55	<p>5 min. warning signal</p> <p>Role: Susan Gilchrist</p>	
10:00	<p>Break</p>	Remind attendees to visit the display tables
10:05	<p>Call Back</p> <p>Role: Sandra Spencer</p>	Announce the General Session is starting soon
10:10	<p>Sandra Spencer - Introduce David Forbes, PhD, Author—"Growing Up Mindfully in the Age of Obama"</p>	<p>David Forbes is an Associate Professor in the School of Education in Brooklyn College/CUNY and teaches in the School Counseling program. This program is committed to creating mindful, self-reflective, and socially just urban school counselors who work for the whole development of all children.</p> <p>He has published two books, "Boyz 2 Buddhas"; and "Counseling Urban High School Male Athletes in the Zone" as well as many articles.</p> <p>David Forbes was a contemplative practice fellow of the Center for Contemplative Mind and the American Council of Learned Societies for 2005-</p>

		2006. Ph.D. University of California @ Berkeley M.A. The New School for Social Research B.A. The University of Chicago David Talks
11:05	5 min. warning signal Susan Gilchrist	End at 11:05 to give time for panel to set up.
11:10	Sandra – Reminders & Brunch	Reminder the panel will be begin at 12:30 Reminder to visit the display tables.
12:20	Call Back Role: Sandra Spencer	Announce the General Session is starting soon
12:30	Sandra – Introduce – Panel: Violence From a Youth Perspective	Panel Talks
1:30	5 min. warning signal Susan Gilchrist	End at 1:35 to give time to close walls for breakout sessions
1:40	Breakout Sessions #1 Start	