OBJECTIVES

1. Participants will name community partner prospects for use in their own collaboration projects.
2. Participants will list factors which are essential to consider in organizing a conference.
3. Participants will consider and share relevant topics for future community collaborations.
Rationale:
- 14-20% of children and adolescents experience a mental, emotional, or behavioral disorder each year (National Research Council and Institute of Medicine, 2009).
- Barriers to learning
- Stigma
- Limited resources in our community

Origin:
- A desire to provide education and to create a forum for collaboration of all stakeholders
- National Alliance on Mental Illness (NAMI) program called Parents and Teachers as Allies
- Fall 2011 was our first conference
It Takes a Village...
(WO)MANPOWER

- **Diane Kratt**, College of Education, assumed the primary role of planning the content and securing the presenters.
- **Charity Godfrey**, Salus Care, assumed the role of organizing community vendors and volunteers along with securing community donations.
- **Joanne Hartke**, IOG at FGCU, assumed the role of registering all attendees and the logistical responsibilities.
- All three share responsibility for decorating, promoting, and set up the night before.
- Volunteers assist in all areas leading up to the conference and then also on the day of the event.
# Community Sponsors

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>SW FL Community Foundation</td>
<td>Provide money for scholarships</td>
<td>$2,500</td>
</tr>
<tr>
<td>Salus Care</td>
<td>Public MH Provider</td>
<td>$1000</td>
</tr>
<tr>
<td>Park Royal Hospital</td>
<td>Psychiatric Hospital</td>
<td>$1000</td>
</tr>
<tr>
<td>Hazelden</td>
<td>Private MH Provider</td>
<td>$1000</td>
</tr>
<tr>
<td>NAMI Lee County</td>
<td>Education and Advocacy</td>
<td>$1000</td>
</tr>
<tr>
<td>FGCU College of Education</td>
<td>Hosting Event</td>
<td>Provide conference bags</td>
</tr>
<tr>
<td>Dunkin Donuts and Starbucks</td>
<td>Breakfast</td>
<td>Donate 12 dozen donuts and coffee</td>
</tr>
<tr>
<td>Publix</td>
<td>Grocery Store</td>
<td>$100 Food Donation</td>
</tr>
<tr>
<td>Community Businesses</td>
<td>Raffle Prizes</td>
<td>Various donations</td>
</tr>
</tbody>
</table>
Steps for Planning and Implementing the Conference

- Build a team with a common vision
- Find a location to hold the event
- Design a registration system
- Plan the content and secure presenters
- Ask community organizations for sponsorship
- Find a few volunteers
- Invite vendors for the exhibit fair
- Promote and market the conference
- Plan decorations and incidentals
- Secure donations and a photographer
- Print program and establish website for conference materials
- Set up the night before
## FINANCES

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration fee: $20, $40, or $60</td>
<td>Space</td>
</tr>
<tr>
<td>Sponsorship money</td>
<td>Keynote presenter</td>
</tr>
<tr>
<td>Donations</td>
<td>Food/drink</td>
</tr>
<tr>
<td></td>
<td>Registration assistance</td>
</tr>
<tr>
<td></td>
<td>Decorations</td>
</tr>
</tbody>
</table>
CONFERENCE PROGRAM

- Keynote
- Breakout Session #1
- Community Vendor Exhibit
- Lunch
- Breakout Session #2
- Breakout Session #3
- Closing - Door Prize Drawings
CONTENT

Keynote Presenters:
- Dr. Demitri Papolos – *The Bipolar Child*
- Ross Szabo – *Behind Happy Faces*
- The Shutup Sisters – *Shut Up About Your Perfect Kid*
- Dr. Ross Greene – *The Explosive Child & Lost at School*

Breakout Sessions:
- 4 tracks
- General, Educators, Parents, Mental Health Providers
- Presenters from various areas

Lived Experience:
- Panel
- College students sharing their story
- Video made by college students living with a mental health condition
- Mother and daughter presenters
Evaluation Responses

How has this conference increased your knowledge/strategies?

- Loved it, lots of community resources.
- I have learned a lot about how to relate to all the different students in my classroom.
- It has educated me in a new perspective, a socio-emotional approach to interacting with children in order to enhance therapeutic interventions in my practice.
- View from parent/child perspective.
- For me I’ve learned some information to share with my staff. Ex: great prevention handout and a new resource in the area of suicide prevention.
- I will use some of these approaches with my autistic child.
- Networking and referred sources.
- Helped to understand infant mental health.
- I have been provided with tools and resources that will increase my ability to increase the success of my students.
ADDING THE SCHOOL DISTRICT AS A PARTNER

After having a few key district employees attend the conference, Future Plans Include:

- School district will be involved in all stages of planning
- Seek presentation proposals from teachers
- A school may pay one amount to send as many faculty/staff as interested
- Schools share the conference opportunity with parents as deemed appropriate
Contact

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