

## WI CPCP Community Advisory Committee Meeting Minutes

**Date:** 01/20/2021

**Time:** 12:15 PM-1:00 PM

**Location:** Remote  
Conference Call

AGENDA TOPICS	NOTES
<b>Introductions</b>	
<b>Wisconsin Child Psychiatry Consultation Program (WI CPCP) Updates</b> <ul style="list-style-type: none"> <li>• New staff: program manager, psychiatrists, western region coordinator</li> <li>• Southwestern and western regions expansion</li> <li>• School-based mental health (Project APPLE)</li> <li>• Pediatric mental health conference for primary care providers</li> <li>• Educational sessions</li> </ul>	<ul style="list-style-type: none"> <li>• WI CPCP expanded into the western region of WI offering statewide coverage. Onboarded staff including program manager, western region coordinator, SW region psychiatrist, and 2 Milwaukee-based psychiatrists.</li> <li>• Project APPLE is a school-based mental health program offered in Outagamie County, separate from the WI CPCP. It is a 2-year pilot program lead by a Registered Nurse. RN accepted the position but has not been onboarded yet. This program will offer consultation, education, and resource support to school personnel.</li> <li>• November 2020 pediatric mental health conference was well-attended and received positive feedback. Originally scheduled as a full-day in-person conference but switched to a half-day virtual conference due to COVID-19. CME and MOC part II were offered. The planning of the November 5, 2021 conference is starting, and it is scheduled to take place at Ingleside Hotel in Pewaukee, WI.</li> <li>• 10 CME-accredited online education modules are available to enrolled providers. We are looking to expand our educational offerings to incorporate virtual educational sessions that include didactics and case studies; tentatively to begin in 2022.</li> </ul>
<b>CPCP Marketing, Promotion, and Engagement</b> <ul style="list-style-type: none"> <li>• Rebranding</li> </ul>	<ul style="list-style-type: none"> <li>• Discussed rebranding efforts; new WI CPCP logo, email address, phone numbers, and website. The program is unable to provide PCPs with items in-person, as we typically do during clinic meetings, due to COVID-19. Promotional items will be sent to enrolled providers at their clinics to reinforce the new branding message.</li> </ul>
<b>Next Meeting</b> <ul style="list-style-type: none"> <li>• July, 21 2021 tentatively at 12:15 PM</li> </ul>	<ul style="list-style-type: none"> <li>• Outlook invite was sent to all members for July, 21 2021 at 12:15 PM.</li> </ul>