



CHAMPAIGN COUNTY MENTAL HEALTH BOARD

**CHAMPAIGN COUNTY BOARD FOR CARE AND TREATMENT
OF PERSONS WITH A DEVELOPMENTAL DISABILITY**

DECISION MEMORANDUM

DATE: October 18, 2017
TO: Members, Champaign County Mental Health Board (CCMHB)
FROM: Lynn Canfield, Executive Director
SUBJECT: Anti-Stigma Film – Roger Ebert’s Film Festival 2018

Recommended Action: The purpose of this memorandum is to seek approval for the Executive Director to commit to working with the Alliance for Inclusion and Respect to sponsor an anti-stigma film at the 2018 Roger Ebert’s Film Festival and related concurrent anti-stigma activities. Allocation of \$15,000 to sponsor a film and support and amplify concurrent activities is requested.

Issue: The Roger Ebert’s Film Festival has been central to our anti-stigma efforts, with a sponsored film and the festival’s support for related community activities. Our anti-stigma messaging has become a festival theme and received increased exposure, media coverage, and special attention from festival leadership and staff, especially for panel discussions and concurrent art exhibits. The Alliance itself has expanded over the years to include large and small provider organizations, support groups, UIUC School of Social Work, Parkland, and the Champaign Community Coalition. The anti-stigma/pro-inclusion effort supports Mental Health, Developmental Disabilities, and Substance Use Disorder community awareness and education.

During and following the 2017 festival, we held youth screenings/discussions of the sponsored film, staged and promoted an art show, and launched a website to promote the artists and the Alliance’s mission. Activities are ongoing in response to opportunities, including beyond the festival.

Fiscal/Budget Impact: The total cost for the film sponsorship is anticipated to be \$15,000. In 2017, the cost of sponsorship was offset by \$4,185 from contributions by Alliance members (\$3,675) and ticket sales (\$510).

Decision Section:

Motion to approve up to \$15,000 for sponsorship of an anti-stigma film at the 2018 Roger Ebert’s Film Festival.

- Approved
- Denied
- Modified
- Additional Information Needed

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