

**COVID-19 CRISIS:  
OUR RESILIENT CLUBHOUSE COMMUNITIES  
UPDATE, and Tips & Strategies: Issue #18 | November 11, 2020**



**The WANA Webinar Series Presents:**

**Clubhouse Focus on Wellness:  
Now more than ever!**

**Wednesday, November 18th, 10:00 AM EST**

**Presented by:**

**Fountain House, New York, USA  
Progress Place, Toronto, Canada  
Wellspring Clubhouse, Sellersville, Pennsylvania**

For login details and more information, please contact [WANAwebinar@fountainhouse.org](mailto:WANAwebinar@fountainhouse.org)

[Click here](#) for the video recording of our last WANA Webinar, “Clubhouse Coalitions: Stronger Together - How to Build and Utilize an Effective Regional Clubhouse Coalition.”

- [Click here](#) for the Power Point presentation from Clubhouse Ohio and Clubhouse Indiana from this webinar.
- [Click here](#) for the comments presented by Clubhouse Norway about its coalition work and successes.



## **WHAT MAKES A STRONG EFFECTIVE CLUBHOUSE COALITION?**

As described in our most recent WANA webinar about Clubhouse coalitions, the newly formed Clubhouse Ohio met with most of the recognized Clubhouses around the world to gather information and resources to assist in its development. We asked Clubhouse Ohio to graciously share the key learnings from these meetings, to be of assistance to other Clubhouse coalitions in various stages of growth and evolution. They shared the following:

### Lessons Learned from Coalitions:

1. It is important that coalitions have a requirement for Clubhouse Accreditation and encourage their member Clubhouses participate in Clubhouse training and conferences.
2. Coalitions have many different types of structures. These include having a lead Clubhouse, rotating leaders, establishing a registered charity or non-profit organization and board, and/or having paid staff for the Coalition.
3. Coalitions need effective leadership and must be able to delegate the work throughout the coalition network.
4. Few coalitions currently have paid coalition staff, but these coalitions have found it very effective.
5. Most coalitions focus on both government and private fundraising.
6. Most coalitions engage in starting more Clubhouses in their regions, and strengthening existing Clubhouses.
7. Strong coalitions develop relationships with public officials and other key stakeholders.
8. Coalitions develop relationships with local government and engage in broader collective advocacy for Clubhouses and mental health.
9. Coalitions ask for relevant data from the Clubhouses in the coalition and use this data for public relations, advocacy and fundraising.
10. Some Coalitions set goals and targets for developing new Clubhouses, and for optimal numbers of active members for member Clubhouses.
11. Some Coalitions prioritize the need to include some free-standing Clubhouses within their coalition membership, as it is seen that these might provide increased stability.
12. Coalitions network strategically across states, regions and countries.
13. It helps to keep the size of the group smaller to be more manageable and productive.
14. For developing new Clubhouses, some coalitions have found that it is easier to start a new Clubhouse rather than to change from an existing program.



## COVID-19: IMPACT ON CLUBHOUSE DAILY ATTENDANCE AND WORK-ORDERED DAY

Have COVID-19 protocols and restrictions impacted your Clubhouse's daily attendance and/or the urgency and energy in your work-ordered day? If so, you are not alone.

Clubhouse International hosts a network of Clubhouse Director E-forums, where Clubhouses can discuss any Clubhouse issue and seek assistance from other Clubhouses in the e-group.

Recently, Andy Wilson, Director of The Carriage House (Fort Wayne Indiana), posed the following issue in this e-group forum:

*Carriage House closed March 15. We did a lot of cool stuff to help with outreach, etc. Then we started a gradual re-opening - for about 6 weeks we were welcoming 18 members per day. About three weeks ago, we started to realize that we were no longer getting 18 people signed up and said, "Everyone is Welcome back" (with masking all day, social distance, extra cleaning, temperature checking, etc.).*

*And our attendance continued to fall. I've been doing some heavy thinking about this. And here are my initial thoughts:*

- 1. With such a low attendance for so long (due to COVID), there is less to do except outreach (fewer lunches, less banking, less data entrance, etc.)*
- 2. Members and staff became used to a less frenetic environment - it's easier. Initially the low attendance felt like a "snow day" - it was kind of fun - and we rallied. Then it became a sense of hunkering down and taking care of each other. Which was good.*

*But now, I think our culture has shifted substantially. We (members and staff) have settled into a rhythm that is driven by "take care of each other" - rather than "we totally NEED you to help out." And, without the real, immediate, palpable, and accessible need, members don't come.*

*We have a plan to do a hard re-set on our culture - and I am confident that with leadership and conversation and a lot of hard work we can pull it off.*

*However, I have been thinking that this is primarily a Carriage House issue (ultimately, my leadership issue) and Robby suggested that maybe this was happening at other Clubhouses as well. So I wanted to throw it out there and see if it's just us?*

*Any responses would be helpful!*

Apparently, Andy touched on an issue that is relevant for a lot of Clubhouses around the world. Here is Andy's reply to the massive outpouring of recognition, suggestions, and solidarity:

*All,*

*WOW! I am reminded again what an incredible and generous group of people comprise our community! I have compiled 18 pages of responses to the original email regarding the Carriage House's low attendance issue. We have printed them out and will be using them over the next weeks to help us. I can't tell you how grateful we are.*



# Clubhouse International

Creating Community: Changing the World of Mental Health

*For what it's worth I have taken away a few important pieces of wisdom that I didn't have before:*

- 1. It's totally not just us. WE are in this thing together. :-)*
- 2. Everyone is trying cool things to keep our Clubhouses open and our culture vibrant. We are going to steal them all.*
- 3. And maybe most importantly, we are living through a truly historic time - in the US, something like the great depression, but worldwide. It is profound and unique - something that will be, quite literally, talked about for generations. In that light, comparing our ADA and culture struggles to who we were 6 months ago is a fool's errand; none of us has anything to compare this to.*

*So we will struggle. We will hold together everything we can. We will fight to be creative and hopeful. And we will look forward to the time when our full and fantastic Clubhouses tell the stories. About the time that we faced the hardest challenge of our lifetimes. And came through the other side - together.*

*Thank you so much!*

*Alexander (Andy) Wilson  
Executive Director*

[Click here for the full compilation of replies from Clubhouses to this important question.](#)

## EUROPEAN CLUBHOUSE CONFERENCE

**The European Conference** will be a virtual conference, November 18. For information contact Guido Valentini at Club Itaca Roma at [segreteria.roma@clubitaca.org](mailto:segreteria.roma@clubitaca.org)

## THE HOLIDAYS ARE COMING!

We reached out to Clubhouses about their proposed strategies for celebrating Thanksgiving and Christmas in the midst of the restrictions in place for physical distancing at most Clubhouse around the world. Here is a 'taste' of some of the holidays plans afoot in the Clubhouse world:

- **We will deliver food and then gather on Zoom for our annual toast, and then use Zoom break out rooms for those who want to eat together.***
- **We are going to open on Thanksgiving, Christmas, and New Years' Day.** We will observe safe distancing and wear masks. It will be weird to sit at separate little tables for Thanksgiving and Christmas, but we are going to have very cozy family-ish type days.*
- This year we are working on organizing an event for Thanksgiving that will include having a group of members and staff come into the Clubhouse in the morning, preparing and packaging turkey dinners. **We will deliver the hot meals to our members, with a focus on those that are homebound and/or without plans for the day.** Our hope is to be able to spend some time with each member we visit.*



# Clubhouse International

Creating Community: Changing the World of Mental Health

- ***We will be delivering a homemade Thanksgiving meal the day before Thanksgiving Day and then hosting a meal time together, so we can still eat together. We will stream the Thanksgiving Day Football game, Thanksgiving Parade, and a Thanksgiving day Hallmark Movie. For Christmas we will deliver meals and gifts (stockings) engaging our board and partners to help collect what goes into the stockings. We have talked about delivering cookie kits and to have zoom cookie decorating, with a Santa Claus, and virtual Christmas caroling.***

If your Clubhouse has creative ideas or plans for the holidays, please send them to us so we can share them with the larger Clubhouse community!

**Please take care of each other and stay safe and healthy.**