



Brian Sandoval  
Governor

STATE OF NEVADA  
BEHAVIORAL HEALTH PLANNING & ADVISORY COUNCIL

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Rene Norris  
Chair

Ali Jai Faison  
Vice Chair

**BHPAC AD HOC PROMOTION MEETING**  
**Minutes**  
**Friday, April 15, 2016**

**Via Teleconference with Public Access Located At:**  
Division of Public & Behavioral Health  
4126 Technology Way, Second Floor Conference Room  
Carson City, NV 89706

**Item**

1. **Call to Order, Roll Call, and Announcements.**

Mr. McMahon called the meeting to order at 9:10 a.m.

Members Present

Denise Everett  
Ginger Paulsen  
Kathi Mayhew  
Kevin McGrath  
Michael McMahon  
Nathan Orme  
Susan Maunder

Members Absent

Alyce Thomas  
Dawn Walker  
Lea Cartwright  
Mechelle Merrill  
Rene Norris

Staff Present

Meg Matta  
RJ Ramirez

2. **Public Comment.**

There was no public comment.

3. **Review and Approve Minutes from Behavioral Health Promotion Subcommittee of April 8, 2016.**

Ms. Maunder moved to accept the minutes. Ms. Paulsen seconded and the motion carried.

4. **Discussion on New Information and Plans for Behavioral Health Awareness Month in May 2016 (Media, Public Service Announcements [PSAs], and Handouts).**

Ms. Paulsen said the TV spot, "A Brighter Day," is online with a link the broadcaster access to run the spot. At the end of the spot it mentions NAMI, and Ms. Paulsen suggested adding the Nevada 2-1-1 number.

Discussion revolved around the process of finding authentic stories, interviewing the consumer and writing scripts. Mr. Orme has begun the process and will produce the audio spots. Spanish language spots will be produced as well. The suggestion was to begin PSAs with "Did you know..."

Mr. McGrath will find out if there are any previously recorded PSAs in Division of Child and Family Services which could be used.

Mr. Orme discussed social media and providing links to resources on various places to provide connectivity to service providers and activities.

Ms. Paulsen suggested thinking about getting on some of the local talk shows. Mr. Orme suggested bringing the Nevada Broadcasters into the process for their connections. Ms. Everett was suggested as a knowledgeable guest speaker, as well as Ms. Paulsen.

Mr. McMahon recapped: he will be finalizing the agreement with Nevada Broadcasters and forwarding the NAMI link for the TV spot. He will also introduce Mr. Orme so they can begin to work together on the radio spots. Mr. Orme will coordinate social media feeds and produce the audio PSAs. Mr. Ramirez and Ms. Paulsen have access to Spanish speakers for PSAs. Referral numbers need to be forwarded to Ms. Matta to provide to the Nevada 2-1-1.

Mr. McMahon suggested the Committee continue to meet beyond May to prepare for 2017 and create an impactful promotion.

5. **Discuss Date and Proposed Action Items/Reports for the Next Meeting.**

The next meeting for Friday, April 22, at 9:00 a.m., encountered a scheduling conflict; it was moved to the following week, Friday, April 29, at 9:00 a.m.

- Mr. Orme will create the graphics and the meme for social media and website posting
- Mr. Orme will interview for authentic stories and write scripts
- Mr. Orme will coordinate voices and recording schedules
- Mr. Ramirez and Mr. Orme will coordinate Spanish language voices
- All members will forward referral numbers and information to Ms. Matta
- Ms. Matta will create a list of resources to provide to Nevada 2-1-1
- Mr. McMahon will work with the Nevada Broadcasters Association to finalize a contract for radio and TV, and the services that will be covered
- Mr. McMahon will forward the link to the TV spot
- Mr. McMahon will provide a link to the NAMI TV spot and inquire if a brand can be added to the end of the video
- Decisions on the promotion will be finalized through action

6. **Public Comment.**

Ms. Paulsen reminded members of the 2016 Walk and Talk event, May 7 from 9:00 a.m. to 4:00 p.m., at the Snowflake Pavilion in Idlewild Park, Reno.

7. **Adjournment.**

There being nothing further to discuss, Mr. McGrath moved to adjourn and Ms. Walker seconded the motion. Ms. Paulsen adjourned the meeting at 2:50 p.m.