



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 8, 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.**

Ginger Paulsen, standing in for the Chair, called the meeting to order at 2:05 p.m.

Members Present

Dawn Walker
Ginger Paulsen
Kevin McGrath
Lea Cartwright
Susan Maunder

Members Absent

Rene Norris
Denise Everett
Alyce Thomas
Mechelle Merrill
Michael McMahan
Nathan Orme

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 1, 2016.**

Ms. Walker moved to accept the minutes. Ms. Maunder 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 she is still waiting to hear if a personalization can be put on the end of the television spot. She needs to know if a standard video format will work for the television stations. She would like to move forward with the television spot on depression as soon as possible. Mr. McMahan also liked the video on children's mental health forwarded to the committee by Mike Bernstein of the Southern Nevada Health District.

Mr. McMahan will complete the Merchant Service Agreement (MSA) necessary for the Nevada Broadcasters Association on Monday, with parameters on how many TV and radio spots we have, how long they will be, and whether they cover the cost of the recording studio. The Proclamation should also be completed next week and sent to Governor Sandoval.

The members considered the range of topics that could be the focus of the PSA spots, and determined that it would be more compelling if the subjects were limited to one or two messages repeated throughout the month.

Members agreed that there needs to be a substance use message along with the mental health message on depression; however, short turnaround time may present a problem. A person who can turn a consumer's personal story into an effective 15 second PSA needs to be identified. Ms. Paulsen suggested that there may be a person within Join Together Northern Nevada who would be willing to help. She felt there was a strong connection between substance use and mental illness, and recommended a second spot for co-occurring disorders if possible. Ms. Walker pointed out that a consumer may not be aware that they have a co-occurring disorder. When they perceive that one part of the message does not pertain to them, there is a risk they will turn a deaf ear to the entire message. Ms. Paulsen agreed and said the words need to be chosen carefully so that the message is short and compelling.

Mr. Ramirez suggested producing PSAs in the Spanish language to address a broader audience, and offered to use his broadcasting and media connections to facilitate.

The discussion turned to follow-up information at the end of each PSA that will tell the listener who to contact to seek help. It was decided to list Nevada 211 as it is an easy-to-remember number serving broad needs. Doing so will also help spread the word about the availability of the 211 service to the community. Ms. Paulsen shared that at a recent 211 meeting, they were actively compiling a list of external organizations to create a more robust referral system.

At the next meeting it will be crucial for members to come to the table with decisive actions. Ms. Matta will create a timeline for when tasks need to be finalized.

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

The next meeting will be on Friday, April 15, at 9:00 a.m.

- Ms. Paulsen, Mr. Ramirez and Ms. Everett will identify/engage authentic voices for the radio spots.
- Mr. Orme will create the graphics and the meme for social media and website posting.
- Ms. Matta and Mr. Orme will create a list of resource links to provide to Nevada 211.
- Ms. Matta will create a timeline for tasks.
- Ms. Merrill will ask Eric Bonnici what format the TV spot should be.
- Mr. McMahan will work with the Nevada Broadcasters Association to finalize a contract for radio and TV and provide information on how many PSA spots we will have, and what services will be covered.

6. **Public Comment.**

There was no public comment.

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.