



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

Draft Minutes
Friday, April 1, 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.**

Mechelle Merrill, standing in for the Chair, called the meeting to order at 2:08 p.m.

Members Present

Ginger Paulsen
Jeanette Belz
Mechelle Merrill
Michael McMahan
Nathan Orme
Susan Maunder

Members Absent

Alyce Thomas
Dawn Walker
Rene Norris

Staff Present

Meg Matta

2. **Public Comment.**

There was no public comment.

3. **Review and Approve Minutes from Behavioral Health Promotion Subcommittee of March 9, 2016.**

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

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

Ms. Merrill met with Eric Bonnici of the Nevada Broadcasters Association who have put together a proposal to send to Mr. McMahan. They said that in addition to public service announcements (PSAs), they could also leverage TV, if the budget can stretch that far; as well as getting spots on local talk shows if anyone wants to take the lead to speak about Mental Health Awareness Month.

Regarding the PSA sound tracks, Ms. Paulsen will be able to find authentic voices, and Ms. Ritch will help with scripts. Ms. Merrill has one script on PTSD that is about three years old, but it will provide a template. The recordings need to happen by the April 22 or thereabouts.

Ms. Paulsen can provide PSAs on depression, both for radio and for television, which have been produced by NAMI. The TV spots are for 15, 30, or 60 seconds on video and ready to deliver. Mr. McMahan will like to see what the costs would be for the TV spots. The current budget is approximately \$15,000. Ms. Merrill will ask Mr. Bonnici for a quote on what they could deliver for

\$15,000 that would be a combination of 1 minute radio PSAs and 30-second, pre-created TV spots. Members agreed that this definition would be helpful. Ms. Merrill will provide information to Ms. Matta.

Mr. Orme added that Northern Nevada Adult Mental Health Services does not have specific plans for Mental Health Month and he is joining forces with this group to leverage activities. His expertise is Web and social media. He said the theme of Mental Health Month did not provide much direction on subject matter. Members replied that one subject would be depression. In the past, there was focus on PTSD, which is pertinent to the veteran population.

Mr. McMahon has received numbers from the biostatisticians necessary for the Governor's Proclamation. He will submit the information for processing through the Governor's office.

Ms. Merrill brought up the social media poll conducted at the last meeting, which include Twitter, Facebook and LinkedIn, and asked for ideas on how best to use that reach. She suggested the members make up a uniform message or meme to post on all the sites to provide recognition. Mr. Orme offered to produce the meme for the members to use on their social media sites, and asked for members' input. He will post the meme on State websites as well. Ms. Merrill asked if it was possible to embed a link to a list of resources in the meme, so if clicked on it could carry the reader to more information. Mr. Orme replied that if embedding the link in the meme was not possible, he could provide a link to be posted on the websites.

Ms. Merrill said she has a contact with the Reno Mayor, Hillary Schieve, and could possibly have the message posted to the city's website. She thought she could ask the Mayor's office in Reno if they could share it with the Mayor's office in Las Vegas as well. She asked if anyone had connections in Las Vegas that would help get the message out through their social media and websites to reach the larger readership. Mr. McMahon will reach out to Clark County and Washoe County Social Services. Mr. Orme, who has connections with Southern Nevada Health District and Washoe County Health District, will forward information to post or share. Clark County Mental Health Consortium is participating in Childrens' Mental Health Day on May 5, and Mr. Orme suggested a sharing of information. He added that he is working on a social media policy and developing a hub within the Division where social media posts can be created and shared with many media sites. He wants to develop a centralized list of social media sites to push out messages.

Ms. Paulsen announced that NAMI was sponsoring a Walk and Talk on May 7. She said it may provide an opportunity to piggy-back on media or flyer promotion. Ms. Paulsen also offered to post forwarded messages on the NAMI Facebook page and website. Mr. Orme said that once a message is posted on the Facebook page, it can be re-posted or re-tweeted from there.

Ms. Belz will send media and twitter contacts to Ms. Matta to forward to the members. She mentioned they have Legislators following them and hopes it will be helpful.

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

The next meeting will be on Friday April 8 at 2:00 p.m.

- Ms. Paulsen will provide the 30-second TV commercial for all to review.
- Ms. Paulsen will look for authentic voices for the radio spots.
- Mr. Orme will create the graphics and meme for social media and website posting.

- Ms. Matta and Mr. Orme will create a list of resource links.
- Ms. Matta will send blasts to the committee members as information is developed.
- Ms. Merrill and Mr. McMahon will work with the Nevada Broadcasters Association to finalize a contract for radio and TV. They will ask what format the TV spot should be.

6. **Public Comment.**

There was no public comment.

7. **Adjournment**

There being nothing further to discuss, Ms. Merrill adjourned the meeting at 2:50 p.m.