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Bureau of Behavioral Health Wellness and Prevention (BBHWP)

Behavioral Health Planning and Advisory Council (BHPAC) Promotions Subcommittee

Meeting Minutes

Thursday, February 1, 2024

1:00 p.m. PST until adjournment

1. Call to Order- Dr. Mavis Major, Promotions Subcommittee Chair

Chair Major asked for roll call to be completed. Brianna Wesolowski did roll call.

Members present included:

Dr. Mavis Major
Dr. Pearl Kim
Ali Jai Faison
Ariana Saunders

Members absent included:

Garrett Hade

The meeting was called to order virtually via TEAMS at 1:06 p.m. by Chair Major.

2. Public Comment –

There were no public comments.

3. 988 Crisis Line Promotional Needs – For Possible Action- Rachel Isherwood, Interim Crisis Response System Program Manager, BBHWP

Ms. Isherwood went over the 988 Crisis Line, explaining that it is in its roll out phase and is replacing the 10-digit suicide number nationally. She went over how the crisis line works and said that she was looking to this committee to help promote the crisis line. Chair Major advised that the subcommittee would take this back to the council so that the BHPAC can decide to accept the subcommittee's proposal for supporting 988.

4. Discussion of Additional Potential Promotional Initiatives – For Possible Action- Dr. Mavis Major, Promotions Subcommittee Chair

Chair Major opened the topic for discussion. Mr. Faison advised there are a ton of opportunities for the subcommittee to investigate for aiding in promoting. He stated the subcommittee could work with already established organizations such as NAMI and Coalition PAC. He stated the subcommittee should connect with an entity while maybe starting their own initiative to help promote mental health in the state of Nevada. Chair Major asked if he had a specific organization to focus on. Mr. Faison advised they do not have a budget to be able to go out and participate in promotions. Mr. Faison advised this would need to be pro bono if they wanted to participate. Mr. Faison said they would need to come up with a budget to propose to get funding or just volunteer.

Ms. Saunders stated that she is on two other committees, and she could use public comments to help with promotions.

Chair Major discussed the need to identify which agency they would select, and one should be in the south and one in the north, to provide support for. Also, she supported using public comments on other board meetings to get the word out on what the subcommittee is promoting.

Mr. Faison said they should take into consideration branding BHPAC or just joining other organizations' campaigns.

Chair Major asked what branding BHPAC would look like. Mr. Faison discussed how BHPAC had a website now and they should promote BHPAC so that more people are aware of what the council is. Chair Major said they should think about specifics regarding the initiative and what does that look like. Mr. Faison said they should look at the data to identify what area to focus on, which would need the most help or resources.

Chair Major said she would like to see an anti-stigma campaign. Mr. Faison agreed that an anti-stigma campaign was a good idea to help people know there are resources for them and to not suffer silently.

Chair Major stated they will take this action back to the council to see what branding BHPAC would look like regarding an anti-stigma campaign or helping other organizations. Mr. Faison made a motion to approve this. Ms. Saunders seconded the motion. All members voted in favor. Motion passed.

5. Nominations for Vice Chair for the Promotions Subcommittee – For Possible Action- Dr. Mavis Major, Promotions Subcommittee Chair

Chair Major stated she thought the subcommittee already had a vice chair, which was Ms. Saunders. Mr. Faison advised that he and Ms. Saunders would not normally become Vice Chairs in any subcommittee.

Chair Major suggested they put this item as a future agenda item as they will only have two possible candidates. The item was tabled.

6. Discussion of future agenda items – Informational Only- Dr. Mavis Major, Promotions Subcommittee Chair

The subcommittee discussed the following as future agenda items:

1. Discussion for who will be Vice Chair.
2. Request for Ms. Isherwood to come back with a specific ask to help with the 988 initiative.
3. How to partner with other agencies to help promote, one in the North and one in the South.
4. Branding and Anti-Stigma campaign.

7. Public Comment –

There were no public comments.

8. Adjournment - Dr. Mavis Major, Promotions Subcommittee Chair

The meeting was adjourned at 2:01 pm.