

**BEHAVIORAL HEALTH PLANNING AND ADVISORY COUNCIL (BHPAC)
PROMOTION SUBCOMMITTEE
DRAFT MEETING MINUTES
Monday, May 9, 2016**

Via Teleconference with Public Access Located at:

Division of Public and Behavioral Health
4126 Technology Way, Second Floor Conference Room
Carson City, Nevada 89706

1. Call to Order/Roll Call

Ms. Merrill called the meeting to order at 9:05am

Members Present:

Ali Jai Faison, Bob Volk, Christie Hines-Coates, Ginger Paulsen, Mechelle Merrill, Michael McMahon, Nathan Orme, Susan Maunder

Members Absent:

Alyce Thomas, Dawn Walker, Denise Everett, Kathi Mayhew, Rene Norris

Staff Present:

Meg Matta, Michael McMahon, RJ Ramirez, Stephanie Robbins

2. Public Comment

There was no public comment

3. Approve Minutes from Behavioral Health Planning and Advisory Council (BHPAC) Promotion Subcommittee of April 15, 2016.

Mr. Orme moved to accept the minutes. Ms. Maunder seconded and the motion carries.

4. Overview and Update on Behavioral Health Awareness Month Campaign and Activities (event promos, artwork promos, and other promos)

Mr. Orme, Health Care Quality and Compliance, said television and radio spots for public service announcements (PSAs) have been scheduled to run. The PSAs are in rotation, and the exact times are not known. For the radio spots, there are male and female voices, and the messages are in English and Spanish. The TV spots are from NAMI with Nevada-specific information at the end. A run report will be produced in June so the BHPAC can see when they are aired. The PSAs also contain hashtags, and, hopefully, they will generate conversation on Twitter. Mr. Orme has created a Nevada State Division of Public and Behavioral Health (DPBH) 2016 Mental Health Awareness Month webpage. The green ribbon is a live link to SAMHSA's (Substance Abuse Mental Health Services Agency) children's health page, there is information on sharing on social media, and there are links to

activities, personal stories, news articles, and videos. The webpage may be found at: <http://dpbh.mentalnv.gov/home/features/MHM2016/>

Ms. Merrill said the Division of Education, Training and Rehabilitation (DETR) has a Facebook page and a Twitter account she will tie in. She can see how many people have been reached on an individual post, and by June there should be some valuable information.

Members thought the Governors Proclamation of May 2016 as Mental Health Awareness Month should be posted on the websites. Mr. McMahon said the request for the Governors Proclamation had been forwarded to the Public Information Officer (PIO), but that currently, it had not been received. One of the problems may be the availability of the Governor. He will make an inquiry to the PIO. It was noted to get an earlier start with the process in 2017.

Ms. Paulsen said the NAMI Walk and Talk was a successful event. She said the southern Nevada NAMI has data for the state posted on their website: <http://namisouthernnevada.org/>.

Ms. Merrill added that there are many public comments from prominent personalities such as Demi Lovato, Katie Perry, Stephen King, JK Rowling and many others, which make interesting reading.

5. Update on Behavioral Health Prevention and Treatment Agency Activities for Mental Health Month

Ms. Robbins told of the activities of BHWP (Behavioral Health Wellness and Prevention). She is working with co-occurring facilities to obtain children's artwork for display in the office building. Two professors from the local community college will be guest speakers and will inform staff on aspects of mental illness they should be aware of. The activities are internal, but anyone is invited. The intent is to video the guest speaker presentations.

6. Discuss Ideas and Plans for Future 2016 and 2017 Promotions

Ms. Merrill congratulated the members on producing a successful campaign in a short time period. She suggested moving forward with continued, less frequent meetings to get a jump on 2017. Mr. Orme said personal stories could actually be developed and used all year long; when the theme or focus for the coming year is known, the PSAs of topical interest will be ready for broadcast.

Mr. Faison suggested a possible collaboration with the Veterans Administration throughout the year to leverage resources and enforce the message that they also share. He would like to have a comprehensive list of all professional service providers in the state to provide resources to people seeking help.

Mr. Orme will include veteran-specific information in his development of PSA's and mentioned contacts he could use. He also mentioned directing people to Nevada 2-1-1. Communities all over the state are submitting information to build a more robust information system. Anyone in the state of Nevada who needs community services or contacts can call 2-1-1 for information.

7. Discuss Date and Proposed Action and Agenda Items for the Next Meeting

- Formulate a planning process for 2018
- Consider data needs and possible sources
- Analyze the run report from Nevada Broadcasters
- Reports on DETR social media hits
- Progress on personal stories
- Follow up on Governor's Proclamation
- Possible collaborations to develop (VA)

8. Public Comment

There was no public comment

9. Adjournment

There being no further business to come before the committee, Ms. Merrill adjourned the meeting at 9:55am