



**BEHAVIORAL HEALTH PLANNING AND ADVISORY BOARD (BHPAC)
PROMOTIONS SUBCOMMITTEE
MEETING MINUTES
5/26/2022
1:00 pm to Adjournment**

Note: Agenda items may be taken out of order, combined for consideration, and or removed from the agenda at the chairperson's discretion

1. Call to order/roll call – Dr. Major, Chair

Members: Dr. Mavis Major, Dr. Pearl Kim, Ali Jai Faison, Ariana Saunders, Garrett Hade, Dana Walburn, LCSW, Anna Marie Binder, French Dafinone

Members Absent: Ali Jai Faison, Garrett Hade

Guests/Staff: Kendall Holcomb, HHS Program Officer, Anna Kicks, Sean O'Donnell, Shannon Bennett, BBHWP Bureau Chief, Antonia Capparelli, J'Amie Webster-Fredrick, Jeannie Hua, Abigail Hatefi, Ben Travino, Denys Williams, Jennifer Tongol, Katherine Smith,

2. Public comment

(Action may not be taken on any matter brought up under this agenda item until scheduled on an agenda for a later meeting.)

Kendall Holcomb speaks about several active campaigns including Crisis hold videos that have been created with other state staff which have been posted on the Department of Health and Human Services page. There is an Agricultural Grant in response to ranchers and farmers who are seeing an increased need for mental health services due to an increase of mental health symptoms caused by financial stress. This includes counties, Elko, Churchill, and White Pine.

Ms. Holcomb states that there is another campaign with the Mobile Crisis Response Team that is set to launch in June. This is specifically in response to the rural Mobile Crisis Response program that has been active for the last five years. This will help all citizens of rural frontier who have previously reported of being unaware of health crisis in their communities. This will include media spots, public service announcements, billboards on highways. Also updating MCRT brochures and pocket cards for law enforcement.

Ms. Holcomb adds that the Nevada Resilient Project launched a new branding campaign which was created in 2022, It will be seen on social media as paid adds reminding people that this exists. In August Nevada Resilient Project will have a campaign with the Golden Knights and the Las Vegas Raiders where there will be single page spreads in their season programs as well as the Pro-Bowl.

Ms. Holcomb adds that 988 which an upcoming national mental health hotline which is slated to launch nationally and in Nevada July 16th.

Ms. Walburn states that there will be a four-month agenda built to present presentations from the Rural Regional Behavioral Health coordinators, the school health nurse coordinator, and Mobile Crisis Response Team.

Chair Major asks if Ms. Holcomb could say more about the crisis hold videos. How did this come about, what is the purpose and how it will be used?

Ms. Holcomb answers that the Division of Behavioral Health was contacted in December of last year. There was a conversation regarding providers seeing an increase in crisis holds. There was a realization that people were unfamiliar with what a crisis hold entailed both the individual experience but also the hospital staff who had to do it. Because it wasn't consistent in the past. They reached out because they knew we had done educational videos before and asked if this is something that could be provided. Utah had done something similar in the last year. This is an explanation of what is a crisis hold, what are the steps behind a crisis hold, and how to make it understandable for anyone.

3. For Possible Action

Approval of Minutes March 22, 2022 meeting – *Dr. Major, Chair*

Chair Major asks about the agenda stating that March Minutes are listed as March 29th. It was determined to be a typo on the agenda and has been corrected to March 22, 2022, Meeting Minutes. Ms. Saunders made motion to approve March 22, meeting minutes, Ms. Kim seconded, motion passed unanimously.

4. Informational

Report from committee members regarding individual activities since the last meeting

Ms. Walburn states that BHPAC Rural Subcommittee had its first meeting on May 24th and spoke about education and mental health in the youth.

Chair Major mentioned that Care Coalition had reached out regarding receiving financial support for literature and were informed we would not be able to provide that kind of support, but maybe we can assist in other ways.

Ms. Sauder's states that she has been very busy providing presentations focused on supportive housing.

5. For Possible Action

Ms. Walburn suggests that this team specific look into mental health literacy promotion. She suggests the opioid settlement dollars that will be used for primary and secondary prevention should be tracked so that we will have a strong voice in our recommendation.

Ms. Saunders states that she is on Advisory Committee for a Resilient Nevada (ACRN) which has been working with Mercer, which is a separate consulting firm who identifies where gaps are in a need assessment. There will be recommendations from

the assessment, which will determine use of funds. The goal is to have the recommendations by the end of June.

6. Informational

Review Bylaws Pertaining to Subcommittee

This Item has been tabled until next meeting. Bylaws are same as main BHPAC committee.

7. Public Comment:

Ms. Binder is a new BHPAC member and stated she had missed the Rural Subcommittee meeting. Ms. Binder continues that she has done a lot of work with Dr. Cosgrove to do work in the rural areas. She states that the focus needs to be getting high speed internet out to them so they can access Telehealth. This is a huge gap in the community.

Ms. Binder speaks about the Governor issuing a \$200. Million investments into broad band and Wi Fi and this is something we should keep an eye on. The workforce development for the rural is known to be a huge issue.

Ms. Binder asked if the board has considered a partnership with Washoe County and Clark County with all the ARP and SURPA funds. A large part of those funds was supposed to go to student mental health.

Ms. Walburn states that she manages Project Aware which is Advanced Resilience and education, and she also manages the school health services, which includes nursing and expands behavioral health care in schools and that the relief funding the schools received is going primarily to workforce. A huge amount is going to workforce because funding in the state of Nevada shifted last legislative session into the pupil centered funding. This took away allocated funding to school mental health professionals and put it all in one funding pot. It took away almost 300 positions. So almost all the relief funding money went to pay for these positions. Schools are tasked with building up their capacity to bill Medicaid for provided services including periodic screening and testing.

Chair Major asks if there are people who help families access Medicaid and help them apply for Medicaid or is it something the family must figure out?

Ms. Binder states that she is interacting daily with parents who have no idea there is help for them. There is a huge crisis with mental health because parents are giving their children up to the state because they can't find services. There is a lack of communication in the community about any type of Medicaid or availability of programs and having a list of providers would be helpful.

Chair Major suggests that in future meetings when we talk about activities, we should seek to help families understand what is available to them.

Ms. Binder mentions that we should keep in mind that every child that has a behavioral mental health need, there is a parent that most likely suffers from it as well. Its not only about being illiterate, but its about the stigma of not wanting to openly admit that you have problem that is not always accepted or understood.

Chair suggests for the next agenda to add discussion related on how to better inform families of ways to access Medicaid and other service provisions for children and families. Board Agrees.

8. Adjournment

Chair Mavis Major. 1:52 PM