



**BEHAVIORAL HEALTH PLANNING AND ADVISORY BOARD (BHPAC)
PROMOTIONS SUBCOMMITTEE
MEETING MINUTES
Tuesday, February 8, 2022**

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

Present Members: Dr. Mavis Major (Chair), Dr. Pearl Kim, Ariana Saunders (Vice Chair), Dr. Pearl Kim.

Absent Members: Ali Jai Faison

Staff/Guests: J’Amie Webster-Fredrick, Marshal Hernandez, Kendall Holcomb, Tom Moulton, Dana Walburn, Sarah Mersereau-Ader, Anna Marie Binder, Darlene Anderson, Garrett Hade, Jennifer Conrad, Dawn Yohey

2. Public comment- No public comment

3. **Approve Minutes from Behavioral Health Planning and Advisory Council (BHPAC) Promotion Subcommittee of May 9, 2016**

Dr. Mavis Major, Chair

Mr. Hade makes motion to approve the minutes from meeting on May 9, 2016.

Ms. Walburn seconds the motion

Motion passes unanimously by subcommittee.

4. Review Historical Context and Previous Purpose of Subcommittee and Possible Vote on Ways to Expand or Update Subcommittee’s Purpose

For possible action

Dr. Mavis Major, Chair, discusses the activities that have been reviewed to define the direction the committee would like to go, and what are important activities to engage in. Chair questions the overall goal, what does the committee want people to know about the advisory committee and mental health in the state of Nevada? Does the committee want to continue with activities that were initiated, or do they want to come up with new ideas? Mr. Hade states that May is just around the corner, and would like to understand how the partnership works; is it given to other organizations, and do they create the PSAs? He points out that here’s a lot more time throughout the year that can be highlighted mental health awareness. August 31st is National Overdose Awareness Day; September 10th is Suicide Prevention Day. All of September is Recovery Month. I think it’s a good opportunity to highlight all of that. Mr. Hade continued to say when there are public promotions, they are focused on fear tactics and rarely the story of recovery. Mr. Hade says there is an opportunity to define what it looks like when somebody receives proper

mental health, substance use services, and prevention services. Mr. Hade adds that there are a lot of other organizations outside the mental health world that the committee could focus on.

Dr. Mavis Major- *Chair* shares 2022 National Mental Health Observances hand out. Chair discusses the days listed. Chair stresses the importance of removing stigma. Ms. Walburn agrees that Mental Health should be a part of overall wellness, and that will take it out of the negative fear base. Dr. Mavis Major- *Chair* questions the committee's thoughts on school-based initiatives as well as focusing on Adults. Ms. Walburn states the Department of Education has a lot of behavioral health initiatives to promote mental wellness. Ms. Walburn said that there is community-based youth mental health first aide training. Ms. Walburn agreed that part of the role as a committee, is that the public knows about trainings, and would be agreeable to submit an announcement for youth that can be shared with the committee. The Chair, asks members to consider connecting and joining these organizations that are already active, plus providing support from a state perspective. Ms. Walburn confirmed her participation in any sort of interconnective systems. Ms. Saunders said she is a big fan on integration and adds a that there are opportunities to spread promotion messages. Ms. Saunders points to the gap in this state is the geographic spread out and being able to get communications streamlined is a challenge. Ms. Saunders suggests leaning on partners at state department such as the SAPTA LISTSERV to push out information. Mr. Hernandez states he works with state agencies and that's how he finds his information from partner agencies. Dr. Mavis Major-*Chair* proposes action on work that can be done between meetings. Chair suggests sending members lists of different groups that we can begin to connect with by 2/15/22. Chair recommends sending lists through Mrs. Manning. Chair asked members their thoughts about television and PSAs. Ms. Walburn stated that social media would be more relevant. Dr. Pearl conveyed that a billboard on the freeway would be could good advertisement. Dr. Pearl agrees that social media is good, but one must think about population that is targeted. Dr. Pearl believes it would be very effective and there is a need to raise more awareness like rural areas such as Asian, and Hispanic communities. Ms. Walburn asks if the Chair has been given a budget. Chair states according to last minutes that they partnered with NAMI. Chair asks Ms. Manning if she is aware of a budget. Ms. Manning does not have that information. Dr. Pearl states that from at last meeting the Chair mentioned that committee could come up with the idea and submit it to state for approval. Mr. Hade agrees that submitting a budget after talking to partners, the committees' goal should be to get the state to allocate funds and not put more financial strain on underfunded community partners. Mr. Hade is aware of money available for these things. Dr. Kim agrees that they could help partners such as Nami who need more funding by raising awareness. Ms. Saunders confirms that the state has money aside for this. Dr. Pearl suggests a need for budget justification and a template. Dr. Pearl states that clarification of things the committee would like to focus on. Mr. Hade said that the TV idea is expensive but agrees with the Billboard idea. Mr. Hade points out that using social media will require a person who is

skilled in that. Dr. Kim proposes that when a person looks at the board information there needs to be a resource such as a website. Ms. Yohey said that as far as billboards, they have used certain companies, and many do this pro-bono. Ms. Yohey offered help committee to get set up. Ms. Yohey conveys that all funding is allocated to providers. Ms. Yohey said in regard to Mental Health Awareness, last year they worked with all the behavioral health coordinators as well as NAMI and Nami Western NV. Dr. Pearl says when she was reviewing the grants from state, I see all funding going to provider side. I think funding should be diversified. Ms. Yohey said that they have a site where all our certified providers are. There is a site where all SAPTA and Behavioral Health Wellness and Prevention providers are to be able to access treatment. Dr. Kim said that what they are trying to do in communities is look at specific communities or populations where there are cultural differences. Chair states that if social media can give you ideas on how to commit suicide or how to self-mutilate, then maybe we can advertise that if you're feeling like you want to self-harm, they can also have contact options.

5. Public Comment- this was taken out of order
(Action may not be taken on any matter brought up under this agenda item until scheduled on an agenda for a later meeting) Dr. Major, Chair recognizes Ms. Anderson. Ms. Anderson begins she is from Sacramento California and her youngest son was said to have severely mentally retarded and would not benefit from public education. Behavioral Health is a Responsibility for the State, we have to understand that behavioral health is human health. She continues with the point that behavioral health should be the first partner with the local public education system. Chair Dr. Major thanks Ms. Anderson and asks who she represents. Ms. Anderson states she represents the human race. She asks why the young leaders at the high schools are not talking about what is affecting them? She stated that PBS is not broadcasting all public meetings. That staff are making their own meetings, in private and most people don't understand how the dollars are used. She would not want to have her child in Haven as 49% of African American people have lost their children to the Haven. She says the public had to be engaged in the process and some have the inability because everybody is on a different journey. Ms. Anderson thanked the Committee.
Ms. Walburn stated that she is does a lot of youth work and has some resources. Ms. Walburn acknowledged Ms. Anderson advocacy and wondered if there were some children mental health Consortium that would love to have your public comment.
Ms. Yohey states that to comply with Public Meeting law we are going to edit back to the Chair.
Chair Major has disconnected from meeting. Committee waits for her return. Dr. Kim suggests the Vice Chair take over. There is a confusion who is Vice Chair. Quorum has been lost because Mr. Hade was not a member listed on meeting minutes. Meeting ended at 1:56 pm.

6. Discussion and Possible Vote on Subcommittee Goals and Action Plan

For Possible Action

7. Review Bylaws Pertaining to Subcommittee ***Informational***
8. 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)
9. Adjournment – Chair

On the internet – agenda and supporting materials

- **Department of Health and Human Services Website BHPAC**
[https://dpbh.nv.gov/Programs/ClinicalBHSP/Meetings/Behavioral Health Planning and Advisory Council/](https://dpbh.nv.gov/Programs/ClinicalBHSP/Meetings/Behavioral_Health_Planning_and_Advisory_Council/)
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If you need supporting documents for this meeting, please notify Joan Waldock, Bureau of Behavioral Health Wellness and Prevention, at 775-684-4095 or by email at j.manning@health.nv.gov