



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

Wednesday, March 09, 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 2:00 p.m.

Members Present

Ali Jai Faison
Denise Everett
Ginger Paulsen
Jeanette Belz
Katherine Mayhew
Mechelle Merrill
Michael McMahon
Susan Maunder

Members Absent

Alyce Thomas
Dawn Walker
Rene Norris

Staff Present

2. **Public Comment**

There was no public comment.

3. **Review and Approve Minutes from Behavioral Health Promotion Committee of February 2, 2016, and February 12, 2016**

Ms. Everett moved to accept both minutes. Ms. Maunder seconded, and the motion carried.

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

Ms. Paulsen of NAMI Northern Nevada sent samples of two public service announcements (PSAs) that were available for use to the Members of the Committee. One PSA targeted depression, and the second PSA targeted schizophrenia. She said that NAMI does not have PSAs that target both mental illness and substance use at this time. This Fall, there will be two new PSAs focused on the stigma surrounding mental illness. The PSA on depression is on the NAMI National website. Ms. Paulsen suggested it could be used in conjunction with another PSA of the Members' choosing.

Mr. McMahon asked the person responsible for the former year's PSAs to pull the recordings for the Committee to review. He said she will also verify the data points used for the Governor's Proclamation so the new one will use consistent data. Once the Proclamation is finalized and approved through the Division, it will be forwarded to the Governor's Office.

Ms. Merrill offered to discuss the possibilities running PSAs for Mental Health Month when she meets with the Nevada Broadcasters on March 15, 2016. She hopes to find out if they have information in their files about the last promotional spots they ran for us and what they cost.

Ms. Merrill expressed hope that, between the PSAs available through NAMI and previous PSAs retrieved from files, the Committee will be able to provide messages on co-occurring disorders. Ms. Paulsen added that if the PSAs are re-recorded, she could assist in finding the “authentic voices” who could speak from their experience for the recordings. She suggested it could be family members of loved ones with mental illness as well as co-occurring, or persons in recovery. The sincerity in their voices are compelling.

Ms. Merrill encouraged finding the talent and re-writing the scripts so the announcements can be recorded before May.

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

Members provided ideas on other individuals and groups to reach out: Mike Bernstein, the Enliven Group, and Join Together Northern Nevada (JTNN).

Ms. Paulsen has a connection with someone on the Board of KOLO Channel 8, who was on the Board of JTNN. She will reach out to leverage help. She added that NAMI Northern Nevada will be sponsoring an event called Walk and Talk, May 7, in Idyllwild Park. Tables will be set up and they can hand out resources.

Mr. Faison asked the Members if they had explored the use of social media. Ms. Merrill, Ms. Paulsen and Ms. Mayhew all said they have access to various types of social media and will be happy to post information.

Members can send their promotional ideas, activities and lists of community resources to Ms. Matta who will combine them into two documents: one listing the activities during the month of May, and one listing resources for the public.

Ms. Merrill suggested a meeting date after March 15, to enable her to report information from the Nevada Broadcasters back to the Committee.

The next meeting will be Friday, April 1, at 2:00 p.m.

6. **Public Comment**

Jeanette Belz with the Nevada Psychiatric Association asked where to find a list of activities. They administer their own social media and connect to Legislators. She would like to pass the information along. Mr. McMahon said once the resources are consolidated, it will be distributed to all.

7. **Adjournment**

Ms. Everett moved to adjourn, Ms. Paulsen seconded the motion, and the meeting adjourned at 2:31 p.m.