

MINUTES
of the
Mental Health Planning Advisory Council's
Behavioral Health Promotion Subcommittee
meeting on
December 13, 2012
held at
Division of Mental Health and Developmental Services (MHDS)
4126 Technology Way, Second Floor SAPTA Conference Room
Carson City, Nevada 89706

1. CALL TO ORDER, ROLL CALL, AND INTRODUCTIONS – ALYCE THOMAS

Alyce called the meeting to order at 10:03 a.m. A quorum was determined by the roll call noted below, and Diane completed the sign-in sheet.

MEMBERS PRESENT:

Alyce Thomas, MHPAC & Committee Chair – Family Member (teleconference – Las Vegas)
Judy Bousquet – Consumer (teleconference – Henderson)
Susan Maunder – Consumer (teleconference – Las Vegas)
Dave Caloiaro – MHDS
Mechelle Merrill – DETR

MEMBER ABSENT:

Rene Norris, MHPAC Vice Chair – Family Member

STAFF AND GUESTS:

Tami Jo McKnight – MHDS
Luana Ritch – MHDS
Martha Framsted – Health
Pam Graber – Health
Diane Dempsey – MHDS
Terri Ward – West Hills Hospital (teleconference)
J. Marco Perez – SNAMHS (teleconference)
Myra Schultz – SNAMHS (teleconference)

2. PUBLIC COMMENT

There was no public comment.

3. REVIEW AND APPROVE MINUTES FROM THE MHPAC BEHAVIORAL HEALTH PROMOTION COMMITTEE MEETING ON APRIL 4, 2012

MOTION: Susan motioned to accept the minutes as written. Judy seconded. The motion passed unanimously.

4. ROUNDTABLE DISCUSSION ON NEWSPAPER INSERTS AND ACTIVITIES FOR MENTAL HEALTH MONTH IN MAY

Martha began the discussion by introducing herself as the Public Information Officer for the Nevada State Health Division. Martha said the Health Division has done four inserts, the most recent one being America's Heroes, which was prepared by the Reno Gazette Journal's Custom Publishing Group. To view the 20 page insert, go to Health.nv.gov and click on the "What Is New" column on the right hand side at the top. At an approximate cost of \$16,000, there were 60,000 to 70,000 distributions, and an overrun of 10,000, which put the Division in control of sending it to their partners. Martha added that it was not date or month specific, so they can use the overruns at anytime. She recommended that the mental health insert in the south not be specific to Mental Health Month for the same reason. Martha should have a three tier cost for the mental health insert in the south by the end of the week. The cost of distribution in the south will be higher.

Tami said last year's mental health insert was specific to Mental Health Month, with the exception of Dr. Spogen's article on depression and anxiety, but agrees this year's insert should stay away from specifically mentioning Mental Health Month in order to reuse the overruns. Tami asked the group for their thoughts on the population base, such as children, adolescents, co-occurring, elderly.

Dave complimented Tami, Martha, and Pam on the nice job they did with last year's insert, adding that they will be doubling the amount of inserts from eight to 16 pages. Dave also gave kudos to Terri Ward with West Hills Hospital, thanking her and her staff for their involvement over the past several years in partnering with MHDS on the Northern Nevada NAMI Walk.

Judy asked if there was anyway to utilize the social networks, like Facebook. Mechelle said that is a good idea but someone has to maintain it.

Myra asked if we were at liberty to contact the free local papers in Las Vegas, like City Life, which is a very professional publication that has done a fair number of articles on mental health issues in Las Vegas. Alyce suggested that perhaps City Life could do an advertisement on the day we do our events for Mental Health Awareness Month. Martha

said we are targeting the Las Vegas Review Journal because of the immense readership, as well as the Reno Gazette Journal. If they find it is becoming cost prohibitive, the Las Vegas Review Journal can break it out by zip code to targeted audiences. That is where overruns are so important. You can take bundles of 200 overruns and disburse them throughout the community.

Mechelle said DETR is doing PSA's in 42 markets statewide on topics having to do with vocational rehabilitation. The one she recorded this month, which will be aired in January, is on hidden disabilities; i.e., depression. She is happy to work with this Committee to tailor the message with Mental Health Month. Luana thought that approach could tie in very well with at least part of this publication of those factors to promote mental well-being, resilience, and recovery. We know that it is important for people who are at risk for mental illness to get them to work, lessening some of those risk factors like substance abuse, depression, and isolation, in addition to covering the more in depth articles on post traumatic stress disorder and suicide and articles that promote fitness and occupational pursuits. Tami said Dr. Spogen talked in length about that – the importance of nutrition and good sleep, and she would like to see that same content promoted. She would also like to see major Resources for the north, south, and rural shown on the back of the insert like last year.

Dave recapped and the group offered additional potential topics as follows: mental health and unemployment, co-occurring disorders as they relate to correctional mental health, trauma, continuum of nature and nurture reasons that get you there and resources to help; de-stigmatizing mental illness; addictive behaviors/loss of impulse control, suicide; depression, anxiety, and stressors as a human consequence to the current economic climate and loss. Dave liked the ideas being suggested and said they should also be thinking about the subject matter experts who will be interviewed. Dave cautioned that the insert should be informative and encouraging. The message should be one of hope, not doom and gloom.

5. PUBLIC COMMENT

Myra shared that about three years ago SNAMHS did an event called the Spring Fling. This was a picnic that was held on a weekday. Agency staff manned tables, 300 people came in, and there was live music and food. They had a number of agencies who supplied informational tables, including health screenings, mental health agencies, NAMI, drug agencies, etc. They also had a client Arts & Crafts show where people could sell their work. This event was pretty popular. The clients and agencies loved it, and she would like to do it again, in collaboration with other agencies. If they had a range of agencies who could contribute their thoughts and their connections, that would be wonderful. They also had clients engaged in their planning and running events. A weekday works better than a weekend. Since southern Nevada starts getting warm in May, Myra suggested the first Friday of May might be a good day.

Alyce asked that this topic be placed on the next meeting agenda.

6. SET DATE AND TOPICS FOR FOLLOW-UP MEETING

The next meeting will be held on January 9, 2013, from 1:30 p.m. to 3:00 p.m., Topics for the follow up meeting are:

- Further discussion on the mental health insert
- Making preparations for the next Spring Fling Event at SNAMHS on May 3, 2013
- Discuss PSA message for Mental Health Awareness Month in collaboration with DETR
- Review handouts for Mental Health Awareness Month

7. ADJOURNMENT

MOTION: Dave motioned to adjourn the meeting at 11:03 a.m.

Diane Dempsey
Recording Secretary