MINUTES

of the

Mental Health Planning Advisory Council's Behavioral Health Promotion Subcommittee

meeting on

January 9, 2013

held at

Division of Mental Health and Developmental Services (MHDS)
4126 Technology Way, Second Floor, MHDS Conference Room
Carson City, Nevada 89706

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

Alyce called the meeting to order at 1:33 p.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 (teleconference)
Martha Framsted – Health
Pam Graber – Health
Diane Dempsey – MHDS
Terri Ward – West Hills Hospital (teleconference)
Jodie Gerson – SNAMHS (teleconference)
Myra Schultz – SNAMHS (teleconference)
Jo Anna Rios – SNAMHS (teleconference)

2. PUBLIC COMMENT

There was no public comment.

3. REVIEW AND APPROVE MINUTES FROM THE MHPAC BEHAVIORAL HEALTH PROMOTION COMMITTEE MEETING ON DECEMBER 13, 2012

MOTION: Judy motioned to accept the minutes as written. Dave seconded. Motion passed unanimously.

4. ADDITIONAL DISCUSSION WITH POSSIBLE ACTION ON NEWSPAPER INSERTS FOR MENTAL HEALTH MONTH IN MAY

There was lengthy discussion on the focus of the newspaper inserts that this Committee will present before the full Council, keeping in mind that there is a $25,000 budget. Tami advised that the approximate cost of a 20 page, full color insert is $41,000.

MOTION: Dave motioned that the overall theme, which will be presented to the Council, is Recovery, with the following six categories: 1) parity education (physical/behavioral); (2) co-occurring disorders; (3) children and adolescents; (4) trauma and violence; (5) workplace and mental illness; (6) economy and mental illness. Judy seconded. Motion passed unanimously.

6. DISCUSSION ON PSA MESSAGE FOR MENTAL HEALTH MONTH

Mechelle requested this agenda item be taken out of order as she had to leave early due to a business obligation.

Mechelle said Voc Rehab has contracted with the Nevada Broadcaster's Association for their PSA's. They have 42 different radio markets. Mechelle offered to do a 60 second PSA for Mental Health Month in May. Pam volunteered to work on the talking points.

Mechelle excused herself from the meeting.

5. DISCUSSION ON THE NEXT "SPRING FLING" AT SNAMHS, TENTATIVELY ON 5/3/13

Myra recapped the reasons why having an event on a weekday was better than a weekend and she would like to assign responsibilities to make the event happen. Alyce asked if Myra was requesting the Council help with the Spring Fling plans, because the Council does not usually plan events but rather attends events that are already planned. Jodie would like to see the Spring Fling event at SNAMHS held simultaneously with the events in the north. Dave stated that in the north he attends the NAMI Walk at Idlewild Park, as does Terri Ward for West Hills. Judy and Alyce agreed to meet with Jodie and others on

the Spring Fling event. There was further discussion on possible participants in the south, like Mojave Mental Health, West Care, NAMI, and Seven Hills.

Alyce thanked Jodie and Myra for their willingness to participate in Mental Health Awareness Month.

7. REVIEW AND POSSIBLE ACTION ON MENTAL HEALTH MONTH HANDOUTS

Alyce presented a flyer and example of a lapel pin and cost of the pin. Myra felt the flyer applies more to family issues and the cost for 300 pins was too much. Myra suggested someone may have a connection that might do them for free. She will also look into getting the pins for less.

Dave will work on getting the Governor's Proclamation for May is Mental Health Month.

Diane advised that the Council's brochures are running low. Diane will provide members with a brochure to see if they need to be updated before printing.

5. PUBLIC COMMENT

There was no public comment.

6. SET DATE AND TOPICS FOR FOLLOW-UP MEETING

MOTION: Dave made a motion to set the date of the next meeting on January 23, 2013, at 1:30 p.m. Judy seconded. Motion passed unanimously.

7. ADJOURNMENT

MOTION: Dave motioned to adjourn at 2:50 p.m. Susan seconded. Motion passed unanimously.

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Diane Dempsey
Recording Secretary