## **MINUTES**

of the

Behavioral Health Planning & Advisory Council Behavioral Health Promotion Subcommittee meeting on

### October 3, 2013

held at

Division of Public & Behavioral Health 4126 Technology Way, Second Floor, Conference Room 201 Carson City, Nevada 89706

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

Alyce called the meeting to order at 9:10 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 – Consumer (teleconference – Las Vegas) Rene Norris, MHPAC Vice Chair – Family Member (teleconference – Las Vegas) Dave Caloiaro – MHDS Mechelle Merrill – DETR (teleconference – Carson City)

#### MEMBER ABSENT:

Judy Bousquet – Consumer Susan Maunder – Consumer

#### STAFF AND GUESTS:

Linda Lang, Nevada Statewide Coalition Partnership Luana Ritch – DPBH Martha Framsted – DPBH Diane Dempsey – MHDS

#### 2. PUBLIC COMMENT

There was no public comment.

3. REVIEW AND VOTE TO APPROVE MINUTES FROM THE MHPAC BEHAVIORAL HEALTH PROMOTION COMMITTEE MEETING ON APRIL 11, 2013 "For Possible Action"

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

# 4. DISCUSSION ON PRELIMINARY PLANS FOR NEWSPAPER INSERTS, INTERVIEWS, EVENTS, HANDOUTS, AND PSA'S FOR BEHAVIORAL HEALTH AWARENESS MONTH IN MAY 2014 "For Possible Action"

Alyce asked Dave to lead the discussion. Dave announced that the budget for this fiscal year is \$20,000, and said Martha Framsted, the Division's Public Information Officer, would be available again in the upcoming year to help with the newspaper inserts, and he was hopeful that Mechelle would once again be able to include a mental health month message with DETR's PSA spots. Mechelle said she would be happy to do that. Martha added that they could start a month before and in June, continue with another message. Martha said he they wanted to do both the inserts and PSA, they could split the \$20,000 radio and insert to either be in the north or south, keeping in mind that \$10,000 would dictate the number of inserts and the pages would be kept to no more than eight.

Mechelle asked what the difference in price would be for a full two-page spread. Martha will find out. Mechelle said she is meeting with Bob Fisher today with Nevada Broadcasting and she would be happy to discuss with them what options are available for this Council. She believes this is good advertisement and is a great way to share the public message about mental health issues. Dave thanked Mechelle for this opportunity.

There was discussion that in 2015, we may be able to include TV, along with print and radio. Mechelle commented that Bob does the television broadcast Observations. It brings a lot of good press to any organization. Mechelle also commented that there is another program, A Conversation, that might be good, and she would be happy to help this Committee with those two programs. Mechelle said it would be great if we could get 10 second PSA's where a famous talking face says, "Did You Know?"

Dave introduced Dr. Luana Ritch, Division of Public & Behavioral Health, who will coordinate and work with Alyce and Rene on Mental Health Month. Luana commented that it was nice to know there were several people involved in this Committee who were well versed in public information.

Dave introduced Linda Lang, Director of the Statewide Coalition, who was on the phone. Linda asked the committee if some of their community partners in the rural areas could use other vehicles to get information out, with the coalitions leveraging their own money. As an example, Carson City produces quarterly inserts out of other funding sources, and they have a great partnership with the Nevada Appeal. During Mental Health Month, they could utilize the inserts and then the other coalitions could do the very same thing so there is a consistent message throughout the entire state. Dave thought that was a great idea and thanked Linda. Dave then turned the floor back to the Chair.

Alyce felt the discussion was great and asked if anyone had further suggestions. Luana added that the Committee should look at the impact and effectiveness of the campaign with Nevada Broadcasting, which has been extremely successful and probably more so than the printed material. She would recommend that members of the committee begin to think about the prime message they want to convey for this year's efforts and have that put on the agenda for the next committee meeting. Alyce agreed and asked members to send their ideas to Diane to add on the next meeting agenda.

Dave recapped that the three possible options, thanks to Linda and Mechelle, are the inserts, the radio spots, and the radio and the inserts, with the option of a third radio spot in April, the month before Mental Health Month, and in June, the month after Mental Health Month, that would be on a different or similar subject. Dave concluded by stating NAMI of Northern Nevada will continue to have their Annual Walk in Idlewild Park in Reno, and later we might want to see and participate in the events that will be taking place in the south and north.

#### 5. PUBLIC COMMENT

There was no public comment; however, Mechelle relayed a "Hello" to the members from Roger Mowbray.

# 6. SET DATE, TIME, AND TOPICS FOR THE NEXT MEETING "For Possible Action"

Diane announced that the next Behavioral Health Promotion Subcommittee meeting, previously scheduled, will be on Thursday, November 7, 2013, at 9:00 a.m.

#### 7. ADJOURNMENT

Rene motioned to adjourn at 10:50 a.m.

Diane Dempsey

Recording Secretary