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MS  
Director

**DEPARTMENT OF  
HEALTH AND HUMAN SERVICES**

 **NEVADA DIVISION of PUBLIC  
and BEHAVIORAL HEALTH**



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Bureau of Behavioral Health Wellness and Prevention (BBHWP)  
Behavioral Health Planning and Advisory Council (BHPAC)  
Meeting Minutes  
Monday, March 04, 2024  
10:00 a.m. PST until adjournment

1. Call to Order  
Ali Jai Faison, BHPAC Chair

Brianna Wesolowski took roll call.

Members Present

Anna Marie Binder  
French Dafinone  
Ali Jai Faison  
Jeannie Hua  
Lori Ann Kearse  
Dr. Pearl Kim  
Dr. Mavis Major  
DeNeese Parker  
Ariana Saunders  
Allison Wall  
Dr. Mae Worthey-Thomas

Members Absent

Sarah Dearborn  
Krista Hales  
Misty Shore  
Drew Skeen

2. Public Comment  
There were no public comments.
3. Approval of January 29th, 2024, BHPAC Meeting Minutes – For Possible Action  
Ms. Saunders made a motion to approve the minutes from January 29<sup>th</sup>, noting a typo in item 2 where “Chair” was misspelled. Ms. Kearse seconded the motion. All members voted to approve the minutes. Motion passed. Ms. Parker abstained as she was not present at that meeting.

4. Updates from Subcommittee Chairs: Update from the Promotions Subcommittee on their February 1, 2024, meeting; Update from the Legislative Subcommittee on their February 28, 2024, meeting; Update from the Rural Subcommittee on the scheduling of their initial meeting- For Possible Action  
Ali Jai Faison, BHPAC Chair

Chair Faison asked Ms. Binder for an update on the Legislative Subcommittee meeting. Ms. Binder reported the subcommittee had their first meeting last week and it was very quick and focused on overviews. She advised that they had received priorities from the governor's office and were looking to invite someone from the Legislative Counsel Bureau to the next meeting. Chair Faison asked when the next meeting was going to be held. Ms. Binder said that it hadn't been scheduled yet since they need to see what speakers are available.

Chair Faison asked about the Rural subcommittee. Ms. Wall advised that the meeting had been rescheduled and will be happening on March 13<sup>th</sup>. Ms. Binder noted that the Legislative Subcommittee had deferred rural advisory councils to the Rural Subcommittee.

Chair Faison then asked for an update regarding the Promotions Subcommittee. Dr. Major replied that they had a lively discussion. She stated Ms. Isherwood gave a presentation on the crisis line (988). She stated Ms. Isherwood would be asked back to detail specific promotional needs. Dr. Major stated the subcommittee wanted to bring back to the BHPAC a request for ideas on how they could start a branding initiative or an anti- stigma campaign. She posed the question to the BHPAC committee if this is something that the committee was interested in. Chair Faison then opened the discussion to the committee. Dr. Major discussed the idea of a logo or the use of the BHPAC website to reduce shame in those with behavioral health needs. Ms. Binder responded that she loved this idea and added that this would be great for school-aged children and their parents, including flyers. Ms. Worthey-Thomas added that they could set up a table at events to provide materials to bring attention to the council and the work of the council. Ms. Hua advised that she would be happy to help with the logo and layouts for the pamphlets. She also added that May is Mental Health Awareness month so it would be nice to have a pamphlet by then. Dr. Major and Ms. Hua said they would be in contact to get this started. Ms. Kears then stated why don't they have a contest for someone to design the logo and then they could select a winner. She also advised that she felt it would be helpful for these resources to be available to everyone and to place them in several different places for those children not in school and for seniors. Chair Faison said we would need to run the contest idea through the DAG to see if they were able to move forward with this idea. Chair Faison said he would reach out to the DAG for approval. To meet the deadline for May, Dr. Worthey-Thomas proposed that Ms. Hua still work on a logo and do an art contest to get school age children's perspective on what mental health and wellbeing looks like to them. Chair Faison agreed this was a good idea. Ms. Binder said she would ask the Superintendent in Clark County to see about moving forward with this contest. She also advised she is on the PTA for the learning academy and that the reach will not be hard to get this to the schools, it will just be about implementing the idea. Chair Faison said they will need to get approval first from the DAG before this can be sent for a motion. He stated he would do that immediately. Ms. Kears discussed her experience with working on contests and starting up programs and getting DAG approvals, which she stated was simple to do. Dr. Worthey-Thomas discussed doing art contests by grades, annually, where everyone's submission gets displayed somewhere and to use the May Mental Health month to get interest from businesses to display the art. Ms. Binder suggested using the art to compile a coloring book and to share with community members and legislatures. Ms. Kears suggested limiting the submissions to a certain number. Ms. Binder stated she has run contests where there's winners in elementary, middle, and high schools so younger kids aren't competing with older kids. Chair Faison talked about opening the submissions to a wider group of kids, so everyone had an opportunity. Chair Faison made a motion to move forward for the Promotions Subcommittee and BHPAC to create a logo and open an art contest for school-aged children and to get the DAG to get

approval for parameters for the promotions campaign. Dr Major seconded the motion. All members voted in favor. Motion passed.

5. Discussion of future agenda items – Informational Only  
Ali Jai Faison, BHPAC Chair

Chair Faison stated that they should think about setting up a possible nominations subcommittee to make sure that the people who want to join BHPAC truly understand what it is.

Ms. Wall advised they will need to have Rural subcommittee update. Ms. Binder reminded the committee that Native American concerns was agreed to be discussed in the Rural Subcommittee.

Ms. Binder wanted the Legislative Subcommittee update to be on the agenda as well.

Chair Faison asked if the committee would like to hear from juvenile justice. Ms. Kearse stated she would. Chair Faison discussed wanting to hear about their funding and if it was adequate, for possible inclusion in their recommendations for the MHBC application.

6. Public Comment

Ms. Wall said she wanted to add that in the Nevada Appeal the local paper in Carson City, US Senator Catherine Cortez-Matro had a round table with a bunch of community members about improving mental health care in Nevada. She wanted to put it on everyone's radar that she would be an advocate for the group.

Ms. Isherwood stated for the record the 988-program going forward with a new promotion committee said she will need more time to approach the Promotions committee. We do have funding going forward for a promotional push that would cover the anti-stigma campaign. She just wanted to make sure we are not doing duplicate work. She also advised that she was not sure that the 988-promotion piece would be ready by May.

Ms. Sanders also stated that Ms. Simeo sent the committee access to the block grant applications. She encouraged people to look at them so members can come with more specific questions before the application is submitted later this summer.

7. Adjournment

Ali Jai Faison, BHPAC Chair

The meeting was adjourned at 11:00 am.