

— DRAFT —

MINUTES

of the

Executive Committee to Review the Death of Children Meeting

held on

June 9, 2021

Microsoft Teams Platform

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Call-in number: 1(775) 321-6111; Extension: 603-222-633#

1. Call to Order, Roll Call, Introductions

Stephanie Herrera called the meeting to order at 10:04 AM.

Executive Committee members present:

- Megan Freeman, DCFS
- Stephanie Herrera, DPBH - Vital Records
- Vickie Ives, DPBH - MCH
- Kathie McKenna, Pioneer Territory CASA
- Misty Vaughn Allen, DPBH - Suicide Prevention
- Desiree Mattice, Department of Public Safety
- Margarita De Santos, SNHD
- Christine Eckles, Washoe County JJ
- Nick Czegledi, Elko County Sheriff's Office

Executive Committee members absent:

- Beth Handler, HHS Director's Office
- Amber Howell, Washoe County HSA
- Nancy Saitta, Retired
- Sheri McPartlin, CCSD
- Lisa Sherych, DPBH
- Sharon Benson, Office of AG
- Ross Armstrong, DCFS
- Jessica Rogers, Las Vegas Metro Police Department
- Michelle Sandoval, DPBH - Rural Clinics
- Tim Burch, Clark County DFS
- Breanna Jenkins, Renown

Staff and guests:

- Jessica Freeman, DCFS
- Dawn Davidson, NICRP
- Elizabeth Holka, NICRP
- Sydney Banks
- Jennifer Spencer, Proxy for Sharon Benson
- Kathryn Roose, DCFS

2. Initial Public Comment

No comments.

3. For Possible Action: Review and Approve Action: Review and Approve the State Fiscal Year (SFY) 2022 Public Awareness Funding

Margarita De Santos stated that the Notice for Funding was released on April 1, 2021 and that the deadline to receive applications was May 12, 2021. Seven applications were received for a total amount requested of \$419,305.07. Subcommittee Members reviewed the applications in depth and scored the applications based on a matrix designed by the Grants Management Unit (GMU). The subcommittee met with GMU to discuss scoring on June 4, 2021. Margarita stated that seven applications were received, including requests from Community Chest for \$26,716.25, Crisis Call Center for \$22,007.00, NyE Communities Coalition for \$32,289.82, Washoe County HSA for 35,000.00, Suicide Prevention Network for \$55,943.00, Nevada Medical Center for \$111,100.00, and Children’s Cabinet for \$136,249.00.

Jessica Freeman described the seven applications. The first applicant was Community Chest, Inc. (CCI) for \$26,716.25. Community Chest, Inc. has been serving children and families in rural Northern Nevada communities for over 30 years since it was founded in 1991. Community Chest serves Storey, Lyon and Mineral Counties. Community Chest provides healthy alternatives for youth and families, such as comprehensive counseling services, family advocacy, home visiting assistance, case management, food assistance, and early childhood programs. The mission of CCI is to “act as a catalyst for change and a center for resources to help people help themselves and others, as together we build strong and healthy families and communities.” This agency was a first-time applicant for funding. Their focus is on Safe Sleep and Suicide Prevention and aims to bring education, resources, and supportive services to the people in their communities. Through this proposal, CCI aims to increase protective factors in 40 children ages 5-15 years by inviting them to participate in Community Chest’s Comstock Kids program twice a week year-round. Each protective factor aids to reduce the probability of participation in risky behaviors and lessens risk factors, such as depression and suicide. All youth who participate will complete a pre- and post-Developmental Assets Profile (DAP) assessment to measure protective and risk factors; any youth identified as at-risk will be given the Brief Screen for Adolescent Depression (BSAD) and referred to the in-house mental health team. The Comstock Kids program focuses on building resiliency, strengths, and supports in youth through evidence-based curriculums of Dare to Be YOU and the Developmental Assets Framework. The classes intend to build youth participant’s self-image, identify systems, teach coping skills, increase self-responsibility, and social-emotional strengths. The Developmental Assets framework consists of a set of 40 relationship qualities, opportunities, supports, social emotional skills, personal skills, values, and self-perceptions that help youth thrive. In order to reduce the risk of child death due to unsafe sleep environments, Home Visitors will provide in-home safe sleep assessments, education, and resources to 20 rural families with children 0-12 months using the evidenced-based Cribs for Kids curriculum. Each family will have access to ongoing education and resources to create a safe sleep environment. If needed, families will be given a crib, fitted sheets, sleep sacks, and other tools to prevent unsafe sleep deaths and increase knowledge of safe sleep practices. The total funding request for \$26,716.25 breaks down to include \$24,287.50 for personnel costs, of which a portion will be used to pay 4 salaries, in addition to \$2,428.75 for indirect costs. Indirect costs represent the expenses of doing business that are not readily identified with a particular grant, contract, project function, or activity, but are necessary for the general operation of the organization and the conduct of activities it performs. This will be a percentage that cannot exceed 10% of Direct Expenses.

The sub-committee recommended that this agency be awarded the full amount requested, \$26,716, to the nearest whole dollar. Jessica asked if the Executive Committee had any additional questions and Vickie Ives stated that they did not.

Jessica Freeman stated that the next applicant was Crisis Call Center, requesting a total amount of \$22,007.00. Crisis Call Center was established as an outreach program of UNR in 1996 in response to the high rate of suicide in Nevada. Once created, the need for a 24 hour suicide prevention hotline proved to be so great that the hotline expanded to include support for any person in any type of crisis. The Crisis Call Center is a “24/7/365” crisis call center and serves the entire state of Nevada. The Crisis Call Center has continued to grow and expand their services in response to community needs. In 2009, the Crisis Call Center expanded to allow callers to text the hotline, as youth seems to prefer this means of communication and many youth may not have reached out if there had not been texting abilities. Between July 1, 2020 through June 30, 2021, 29,241 texts and calls have been received so far. Of these calls, 1,514 were from individuals under the age of 18. Additionally, 8,884 individuals that either called or texted did not disclose their age and therefore may have been under the age of 18. The Crisis Call Center’s mission is to ensure that callers “go through the right door” for local care. They create safety plans, de-escalate situations, provide appropriate referrals, reach out to parents/guardians, and dispatch law enforcement/EMS when needed. The Crisis Call Center is one of the longest continuously operating crisis intervention centers in the country and is now one of nine national call centers for the Lifeline Suicide Prevention Helpline. Being a member of the Lifeline network ensures that the state is meeting standards established by SAMHSA funded evaluation crisis centers. The evolution of this hotline shows that these centers significantly reduce emotion distress and suicidality in callers. Members are also required to be accredited and adopt industry standard practices based on research and national expert consensus. The current funding request will be used to expand and pinpoint the current texting and call line. Funding will also be used to provide a follow up call with the youth who consent to receive follow up services. This agency is a previous recipient for funding from the Executive Committee and last year was awarded \$21,989.74. The current request was broken down to include \$16,921 for personnel costs of which a portion is set aside for 11 salaries, \$195 for traveling/training costs, \$2,878 for operating costs, and \$2,013 for miscellaneous costs. The funding recommendation from the subcommittee was for the full amount requested, \$22,007. Jessica asked if there were any comments. There were none.

Jessica Freeman stated that the next applicant was NyE Communities Coalition for the amount of \$32,289.82. NyE Communities Coalition provides education, information, awareness and environmental changes through other prevention, wellness, nutrition, and fitness programs. This includes SNAP Education, Diabetes Education, and other wellness initiatives. NyE Communities Coalition serves the area of Nye, Esmeralda, and Lincoln Counties. They received funding from the Executive Committee last year in the amount of \$19,584.00. NyE Communities Coalition intends to partner with Lincoln County School District and Nye County School District, Nevada State Women Infant Children (WIC) Office, local County Health and Human Services (HHS), and local businesses to prevent deaths from unsafe sleep methods and suicide of children in Nye, Esmeralda, and Lincoln Counties. NyE Communities Coalition included two proposed goals for their funding request. The first goal is to prevent the death and injury of children, especially those under age 18 months old, from dying in their crib from unsafe-sleep methods. NyE Communities Coalition will fulfill this goal by educating parents and caregivers about safe sleep methods, including the risks associated with co-sleeping. Additionally, NyE Communities Coalition will utilize person to person education. NyE Communities Coalition plans to educate 50 expecting/new parents or parents with children less than 18 months on safe sleep methods by providing a one on one/small classroom instruction with a priority focus on engaging teen or young adult parents. NyE

Communities Coalition will further inform and educate 600 additional individuals via the distribution of brochures and brief interventions at health fairs, job fairs, car seat installation events, and other settings. Additionally, there will be 5000 community members reached via local traditional media and community newsletters and 10,000 reached via social media regarding safe sleep practices. Nye Communities Coalition's second goal is to prevent the death of youth from suicide by coordinating with Nye County School District for the delivery of Signs of Suicide (SOS) screening education to 400 students in Nye and Esmeralda Counties. Nye Communities Coalition will also educate community members about suicide prevention and mental health awareness through local TV shows and radio interviews, as well as through disseminating information on local social media to create discussion. Nye Communities Coalition will also continue to partner with Nye County School District and the suicide prevention club established in 2020 at Pahrump Valley High School. The suicide prevention club is proposed to be based on the Bring Change to Mind model and will provide training on Mental Health First Aid and Psychological First Aid. Advisors and students will be able to coordinate and conduct educational and awareness club meetings at the high school in order to build up peer support and reduce stigma. An additional goal for the suicide prevention club is to increase membership to 12 members. Moreover, Nye Communities Coalition proposes to replicate this program at other high schools in Nye and Lincoln Counties, and will recruit and contract with a school employee who will serve as club advisor in each school. Nye Communities Coalition's funding request is broken down to include \$11,946.48 of which a portion will be designated for 4 salaries, \$2,634.00 for traveling/training, \$2,046.84 for operating costs, \$8,378.00 for contractual costs, and \$4,349.06 for miscellaneous costs. The funding recommendation from the subcommittee was that the Nye Communities Coalition be awarded the full amount requested rounded to the nearest whole dollar in the amount of \$32,290. Jessica asked the Executive Committee if they had any additional comments and they did not.

Jessica Freeman stated that the next applicant was Washoe County HSA for the amount of \$35,000. The mission of Washoe County Human Services Agency (WCHSA) is to promote the health, safety, and well-being of children, adults, and seniors who are vulnerable to abuse, neglect, and exploitation. WCHSA is the result of a 2017 merger between the county's Social Services Department and Senior Services Department. Through Children's Services, WCHSA supports and educates families and the community to ensure that children's basic health and safety needs are met in their primary family or other permanent setting. WCHSA proposes to launch a multi-faceted community outreach campaign in order to decrease child deaths in Washoe County caused by unsafe sleep environments. The community outreach campaign is designed to educate the public about best practices when it comes to putting a baby safely to sleep, as well as to help connect community members to resources for additional information and support. WCHSA is a prior recipient of funding from the Executive Committee. Last year, the Executive Committee awarded WCHSA \$14,200. WCHSA used the funding to create media partnerships that offered low to no cost media options and secured a range of discounted, pro-bono services to assist with the campaign. The current request is to fund a continuation of the public awareness campaign they implemented last year. WCHSA proposed to use the funding requested for two goals. The first goal is to decrease child deaths caused by unsafe sleep environments by raising awareness about infant safe sleep practices throughout Washoe County with an emphasis on younger parents and parents-to-be, ages 18-34. WCHSA proposed to create a contract with Lamar Advertising for placement of 50 billboards in the greater Reno/Sparks area, to purchase advertising space/post boosts on social media platforms promoting safe sleep habits, and to contract with a local movie theater to run a safe sleep awareness public service announcement prior to movie trailers. WCHSA's second goal is to decrease child deaths caused by unsafe sleep environments by leveraging National Safe Sleep Awareness Month (October) to implement a concentrated month-long awareness campaign promoting infant safe sleep habits. WCHSA plans to partner with local commercial television stations and government cable channels to run a public

service announcement throughout the year with an emphasis on the month of October; promote Safe Sleep Awareness Month through news releases to local television and print media outlets, guest appearances on local television and radio stations and reporter feature stories for the morning and evening news; contract with the Regional Transportation Commission for exterior vinyl sign placement on two public buses to be displayed during October; and contract with a local radio station group to air a public service announcement promoting infant safe sleep habits throughout the month of October. WCHSA's funding request was broken down to include \$21,000 for contractual costs and \$14,000 for other costs, including \$5,000 for billboard vinyl and \$9,000 to boost social media posts. The subcommittee recommended that WCHSA be awarded the full amount of \$35,000 that they requested. Jessica asked if there were any comments from the Executive Committee; there were none.

Jessica Freeman stated that Suicide Prevention Network was the next applicant for the amount of \$55,943.00. This agency is a first-time applicant for these funds. Suicide Prevention Network provides suicide awareness, prevention, intervention, education, and support services at no cost to the communities they serve. Suicide Prevention Network provides services to Douglas County, Carson City, and surrounding areas. In addition, Suicide Prevention Network provides support resource for those considering suicide and those who have lost someone to suicide; education and training in the home, workplace, and schools for the prevention of suicide; community awareness events to promote prevention and intervention; grief support groups, PTSD support groups, teen peer support groups; and services for individuals and families as well as for law enforcement and first responders. Suicide Prevention Network will use an upstream prevention approach by focusing on the goal of prevention by reducing risk factors and increasing protective factors. Protective factors include a positive relationship with a caring and trusted adult, a sense of connection to school and community, knowing where to get help, coping skills, and positive self-esteem. Additionally, Suicide Prevention Network will develop competent communities so that the public will be able to utilize help for either themselves or someone they know. Suicide Prevention Network will provide 12 Town Hall sessions focusing on suicide awareness, prevention, intervention, mental wellness, positivity, resilience, and coping skills. The Town Hall sessions will go over the following 6 topics that will each be repeated once; A Resilient Community, aimed at all adult community members; Coping Skills, aimed at all adult community members & youth; Know the Signs, Find the words, aimed at all adult community members; Mental Wellness Begins with You, aimed at all adult community members & youth; LifeSkills Training, aimed at parents and youth; and SafeTalk Training, aimed at all adult community members and youth over age 15. The funding request was broken down to include \$17,505 for personnel costs of which a portion is designated to pay 3 salaries, \$97.20 for traveling/training costs, \$30,440 for operating costs, and \$7,901 for miscellaneous costs. The subcommittee recommended that Suicide Prevention Network be awarded a partial amount of \$35,000. This amount reduces the operating and other costs associated with rent, utilities, property insurance, and a portion of the communication costs. Jessica asked if there were any additional comments from the Executive Committee; there were none.

Jessica Freeman stated that the next applicant was Nevada Medical Center for the amount of \$111,100. Nevada Medical Center's mission is to improve Nevada's healthcare systems in addition to the health of all Nevadans and those who visit Nevada by promoting and supporting collaboration and innovation in the medical community. They also intend to improve Nevada's health systems by establishing performance metrics and health indicators to identify priorities and measure community success. Nevada Medical Center is committed to teaching teens about mental wellness, particularly about removing the stigma of talking about mental health challenges in order to eliminate teen suicide. Nevada Medical Center has partnered with over 60 other nonprofits, government agencies, and businesses statewide to commence and expand the Hope Means Nevada (HMN) initiative, which

includes the #Ask5 and monthly Awareness Month campaign. The Nevada Medical Center also hosts the Annual Rising Hope Festival in order to promote the message of suicide prevention and access to mental health care. The Hope Means Nevada initiative would like to expand their use of powerful social media platforms, such as Facebook, Instagram and Twitter to leverage the natural tendency of people to share their mental health journeys via social media with the power of the community to help. The Hope Means Nevada initiative has a large youth advisory board, with over 60 youth members and received funding from the Executive Committee last year in the amount of \$12,500. Nevada Medical Center has two goals for the funding. The first goal is to enhance awareness of community-based mental health and suicide prevention information and resources via a mass media and technology public education campaign targeting youth/teens and their families. Nevada Medical Center plans to increase the awareness of comprehensive mental health and suicide prevention information and resources accessible by youth/teens and their families. The second goal is to enhance awareness of crisis intervention, mental health therapeutic and support services, and counseling service information by disseminating mental health information and resources. The funding request was broken down to include \$38,500 for personnel costs, \$62,500 for operating costs, and \$10,100 for indirect costs. The subcommittee recommended that Nevada Medical Center be awarded a partial amount of \$66,850, reducing the personnel cost and website update cost by half.

Jessica Freeman stated that the last applicant was The Children's Cabinet for the amount of \$136,249.00. The Children's Cabinet's mission is to keep children safe and families together by offering services and resources that address unmet needs through a unique and effective cooperative effort between the private sector and public agencies in Nevada. The Children's Cabinet has two main departments, the Supporting Early Childhood & Development (SEED) department and the Family & Youth Intervention (FYI) department. A critical component of the FYI department is the behavioral health services that provide education, screening, and treatment for youth mental health issues including anxiety, depression, and suicidal thoughts through programs including Youth Mental Health First Aid, Living Ideation, Signs of Suicide, and free individual and family counseling. The Children's Cabinet has created a new approach to youth suicide prevention that assesses the living potential of respondents based upon a culturally sensitive suicide prevention and intervention model called Living Ideation, developed by Steve Nicholas, Ed.D., MFT. The Living Ideation model's Connect with Your Teen workshop topics promote stability in youth, because when stability is absent, the need for risk-based suicide assessments is present. The Children's Cabinet has provided workshops to more than 500 adults in the past two years and participant feedback has a consistent tone of hopefulness. Participants believe the program is effective at creating connections and conversations. The Children's Cabinet is a first time applicant of funding from the Executive Committee; however, Children's Cabinet has been a subcontractor of Renown, who has been funded for the past 3 years for the Living Ideation workshop and screening for youth. Last year, Renown was awarded \$40,033.00 by the Executive Committee. Renown did not apply for funding this year. The Children's Cabinet proposed a 3-part project. The first part includes pairing Living Ideation with Connect with Your Teen parent workshops with Signs of Suicide screening provided to 7th graders in Washoe County Schools. If a youth is identified as a suicide-risk, they are interviewed by a licensed therapist who evaluates immediate risk, provides follow up recommendations and talks to the parents. The parents are then referred to the workshop to give them support and education. Part two of the 3-part project includes an expansion of the Living Ideation for meaningful adults to communities outside of Washoe. The Children's Cabinet has proposed a pilot project with CCSD to develop and implement a train the facilitator process to introduce the concept of sustainability into the Living Ideation school staff workshops. The Children's Cabinet intends to develop training modalities and materials that equip staff with the knowledge to offer the workshops at one high school. Part three of the 3-part project includes an evaluation of the Living Ideation Connect with Your

Teen workshops to establish evidence-based status for this program. The intent of this research is to evaluate the effectiveness of Living Ideation Connect with Your Teen workshops by exploring the influence of the workshops on the frequency, duration, and quality of parent (guardian)-child interactions across a diverse student population. The funding request was broken down to include \$41,040.20 for personnel costs, \$11,024.00 for travel costs, \$3,286.86 for operating costs, \$65,200 for contractual costs, \$10,000 for other costs including incentives, and \$5,698.14 for indirect costs. The funding recommendation from the subcommittee was to award a partial amount of \$82,137.00, reducing the costs associated with the evaluation and personnel salaries. Jessica asked the Executive Committee if they had any comments regarding this funding proposal; no comments were raised.

Jessica Freeman summarized the total amounts requested by the applicants and the total amounts recommended by the subcommittee. Community Chest requested \$26,716.25 and the subcommittee recommended \$26,716.00; Crisis Call Center requested \$22,007.00 and the subcommittee recommended \$22,007.00; NyE Communities Coalition requested \$32,289.82 and the subcommittee recommended \$32,290.00; Washoe County HSA requested \$35,000.00 and the subcommittee recommended \$35,000.00; Suicide Prevention Network requested \$55,943.00 and the subcommittee recommended \$35,000.00; Nevada Medical Center requested \$111,100.00 and the subcommittee recommended \$66,850.00; and Children's Cabinet requested \$136,249.00 and the subcommittee recommended \$82,137.00. The total amount requested by applicants was \$419,305.07 and the subcommittee recommended a reduced total of \$300,000.00. Jessica asked the Executive Committee members for any questions or comments. Dr. Megan Freeman asked Jessica for further clarification regarding The Children's Cabinet application, specifically, whether The Children's Cabinet has an alternative for funding incentives. Jessica clarified that the Executive Committee does not necessarily dictate exactly how an applicant spends its budget and that applicants do have leeway in how it readjusts its budget based on the amount that the Executive Committee has approved. Dr. Freeman thanked Jessica. There were no additional questions or comments. Margarita De Santos requested that a motion be made to approve the funding as recommended by the subcommittee.

MOTION: Made by Margarita De Santos, seconded by Christine Eckles, to approve the funding as recommended by the subcommittee

UNANIMOUS ROLL CALL VOTE; MOTION CARRIED.

13. Final Public Comment

No comments.

14. Adjournment

It was stated by Stephanie Herrera that the next meeting for the Executive Committee will be held on August 18, 2021 at 10am.

The meeting was adjourned at 10:50 AM.