

— DRAFT —

## MINUTES

*of the*

### **Nevada Executive Committee to Review the Death of Children Public Awareness Funding Sub-Committee Agenda**

*held on*

**May 30, 2023**

via Microsoft Teams

[Meeting Link](#)

Call-in number: 1 (775) 321-6111; Extension: 883821506#

#### **1. Call to Order, Roll Call, Establish Quorum**

Melinda Rhoades called the meeting to order at 9:05 AM.

Subcommittee members present:

- Jessica Freeman, DCFS
- Sheri McPartlin, CCSD
- Misty Vaughan Allen, DPBH-Suicide Prevention
- Melinda Rhoades, SAFY
- Dawn Davidson, NICRP
- Orjola Merkaj, NICRP

#### **2. Public Comment and Discussion**

No comments.

#### **3. For Possible Action: Review and discuss the applications received for FY2024 prevention funding to determine the funding recommendations to be made to the Executive Committee**

- Public comment will be allowed during discussion of this action item before a vote is taken.

Jessica Freeman started the discussion regarding Baby's Bounty and their budget request for \$53,000.50. This program aims to assist 1,000 women and their infants who are living below 130% of the federal poverty level. Sheri McPartlin stated that she agrees with their mission, but her concern was that all of their funding for next year is pending. Jessica stated that she had hoped that they would have provided more data on how Baby's Bounty is making an impact. She stated that this program has done a great job of expanding their Diaper Bank and making an online transition. Jessica mentioned that the program has requested \$474,480 in total and the EC can only award \$125,000. Jessica stated that she wants more information regarding the expansion of the Diaper Bank in Northern Nevada.

Next, Jessica Freeman and Sheri McPartlin began the discussion on The Children's Cabinet and their budget request for \$73,730. This program will refer 500 parents and caregivers to Living Ideation workshops and schedule 24 Connect with Your Teen workshops. Depending on the demands, it would be in English and Spanish and virtual or in-person. Sheri mentioned that she likes how they offer mental health first aid courses, whether in-person or virtual. Her concern was that she was not sure how the course will be offered virtually since the American Heart Association requires it to be in person. Misty Allen stated that during COVID-19, there was an online training that required virtual work to be done prior to the in-person mental health first aid. Jessica stated that they would be scheduling up to six of these classes in English or Spanish and virtual or in-person. Sheri stated that she likes how their objectives were clear and attainable, along with asking for a reasonable funding amount. Jessica stated that she would like to see the progress made from last year and their sustainability goals. She stated that she wanted to see a long-term plan to bring it in-house and she has not seen any information regarding that. They will be providing the program in the rural areas and Clark County. Misty stated that this program probably would not be brought in-house due to it being copyrighted by Dr. Nicholas.

Next, Jessica Freeman began the discussion regarding Clark County DFS and their budget request for \$100,000. Jessica stated that they do not have targeted numbers. She stated their goal is to prevent and mitigate accidental asphyxia deaths for the 2024 state fiscal year by 10-15%. During the 2025 state fiscal year, their goal is to decrease accidental asphyxia by 25%. Clark DFS is partnering with Thrive by Five for an early prevention program. Jessica stated that their campaign will be focusing on safe sleep. The campaign will utilize more social media and TV. This is their third year with this campaign. DFS hosts a community-wide baby shower for expecting mothers. Jessica explained that she couldn't justify giving them the full amount if it was only going to be used for a media campaign.

Next, Jessica Freeman and Sheri McPartlin began the discussion regarding Community Chest and their budget request for \$20,102. Jessica stated that the program plans to target 60 new children. They are hoping to participate in the Community Comstock Kids program twice a week year-round. Education and resources for the Cribs for Kids curriculum will be available to 20 families that have children between the ages of 0-12. Their in-home visitors will help 40 families reduce child injury and use the Parents as Teachers curriculum. Sheri stated that this program focuses on safe sleep. People from this program would go into homes and collect surveys. It was previously funded and mostly covered rural areas. Jessica Freeman stated that it would have been helpful to see data regarding a decrease in unsafe sleep. She stated that it was helpful that they provided a success story of how past funding has assisted their program. She stated that they have increased protective factors in 75 individual youths between the ages of 5-15 by providing the program using the developmental asset framework screening. They completed 32 referrals for additional support of services. Their home visiting program has provided injury prevention referrals to 35 families with 76 children under the age of 6. They reported that over the last year, these programs have grown by 30%. Sheri stated that this program provides injury prevention classes, multiple youth programs, in-home cribs, and safe sleep training.

Next, Jessica Freeman began the discussion regarding the Crisis Call Center and their budget request for \$21,242.60. They are Nevada's 24/7 crisis call center and they are reachable through calls and text. They are one of nine national call centers for the suicide prevention hotline. They have expanded their services, including mental health, substance, abuse, and social services. Jessica stated that from January 1, 2022, through December 30, 2022, they received 45,000 calls and chats/texts from people in Nevada. The call center was able to directly attribute 3600 of those calls/texts to youth under the age of 18. She stated that the center received approximately 24,000 calls or texts from state residents who did not disclose their age. They are projected to help over 4,000 Nevada youth by June 30, 2023. This funding

will go directly toward a follow-up text for the youth. Jessica stated that their strengths were that the call center is accredited, they provided data, and it is a statewide resource. Sheri McPartlin stated that she liked how their funding was from secured entities. She stated that it is beneficial for the funding to go towards follow-up responses to see how effective the call center is. She stated that her concern was that only 4,000 individual youths contacted the hotline and that seemed like a low number. Misty Allen stated that it is difficult to reach the youth and that the numbers they reported may be low because the youth are utilizing the texting feature rather than the call feature.

Next, Jessica Freeman began the discussion regarding Hope Means Nevada and their budget request for \$75,000. She stated that the program helps improve Nevada's overall healthcare. Their mission is to eliminate teen suicide and empower Nevada's youth to live hopeful lives. Their initiative, along with the Ask5 campaign, is expected to benefit over 500,000 Nevadans and 200,000 households between July 2022 and June 2023. The funding for this program would help continue statewide expansion, which is designed to share digital and in-person mental health and wellness resources. Their first goal is to enhance awareness of community-based mental health and suicide prevention information and resources via mass media. Their second goal is to enhance awareness of crisis intervention, mental health therapy, and support and counseling services information. Jessica's concern was that it is hard to measure the impacts of social media. She liked that there are different methods for this program to get the message out to the right audience. Sheri McPartlin stated that their goals are not measurable towards finding out how many people/households used this program. She stated that this application was not as detailed as others. Sheri stated that she felt that their objectives/goals are not measurable and are vague.

Next, Jessica Freeman began the discussion regarding NyE Communities Coalition and their budget request for \$33,905.12. This program provides education, information, awareness, and environmental changes through prevention, wellness, nutrition, and fitness programs. They are providing resources in Nye, Esmeralda, and Lincoln Counties. NyE Communities Coalition will partner with different organizations to prevent the death of children in the listed counties from unsafe sleep methods and suicide. They will utilize person-to-person education and a locally supported marketing campaign to provide awareness about safe sleep. Their community health workers will conduct safe sleep presentations to individuals and small groups. The information will be distributed through community meetings, social media, and partnering organizations. Fifty expecting or new parents will be educated on safe sleep and crib safety, along with 600 individuals who will be educated via brochures and interventions at health fairs. They will reach approximately 5,000 people via traditional media and around 10,000 through the use of social media. Utilizing the Signs of Suicide curriculum, they will reach 400 students. Jessica stated that she would like to see data on how their program is doing and their application could have stated how their program is successful. Sheri McPartlin stated that she likes how they have staff members in the schools to support students. Melinda Rhoades stated that they have clear objectives and explain how their work will be measurable.

Next Jessica Freeman began the discussion regarding Washoe County HSA and their budget request for \$72,500. Their mission is to promote the health, safety, and well-being of children, adults, and seniors who are vulnerable to abuse, neglect, and exploitation. The agency provides emergency services with basic needs to support self-sufficiency. They are current recipients of the Public Awareness Funding. They have focused on a safe sleep campaign by using various forms of media. They plan to promote their campaign through billboards, wraps on RTC buses, movie theater ads, sports domes, and ice arenas. They want to do a campaign related to suicide prevention in September. Jessica stated that she liked how they want to develop a short training video that will go out to first responders. The training

video will be about how first responders should have conversations with families regarding safe sleep and child suicide prevention. This will educate the first responders on fatality statistics, injury tactics, and when those needs are identified during response calls. Melinda Rhoades stated that this application was full of information and was clear with what their intentions are. Misty Allen asked if they specified what they were going to train regarding child suicide prevention. Jessica stated that they were not clear on that. Jessica informed the team that billboard advertisements will be displayed throughout the county on safe sleep awareness and child suicide awareness. Dawn Davidson asked if they provided information regarding how many people they will reach. Jessica stated that their application did not state a specific number. Dawn commented that a member of the Executive Committee had mentioned previously that the application should ask the applicants about evidence-based programs. Jessica stated that they did ask for evidence-based programs and that this is something that the committee should emphasize more next year. This year it was not as detailed as it should have been. She stated that for the state fiscal 2023 application, every awarded program needs to submit an annual report to the executive committee.

Next, Jessica Freeman began the discussion regarding the Office of Suicide Prevention and their budget request for \$25,000. Misty Allen excused herself from the meeting at this time. They will use the funding towards 370 safes and 334 gun locks. They are asking for the state to directly buy these items from the vendors. There is pending legislation that would implement a safe firearm storage education campaign. Jessica stated that if it passes, the Office of Suicide Prevention would be authorized to develop and provide to local law enforcement and healthcare providers material related to the safe storage of firearms, provide owners of firearms with information related to the cost of purchasing locking devices, gun safes, or other storage containers, and use any advertising to further reach the goals of the education campaign. Dawn Davidson stated that in the beginning, Jessica mentioned that this is a state agency asking for money from another state agency. Dawn asked if that is an issue. Jessica stated that it would be an issue if the money is given out in any way besides a purchase order.

Jessica Freeman stated it is up to the team to make recommendations to present to the Executive Committee. Melinda Rhoades stated that when she was scoring the applicants, she was basing it on the construction of their application. She stated that she scored Washoe at 100%. Sheri McPartlin stated that the organizations that she recommends for funding are Community Chest, Crisis Call Center, Baby's Bounty, NyE Communities Coalition, and a portion of the funds should be allocated towards the Washoe County video. Jessica stated that Children's Cabinet has not used the full amount of funding they received for this year, so it would be okay not to give them the full amount that they requested for next year. She stated that she feels they can reduce Baby's Bounty funding along with reducing the social media funding for Clark County DFS, Hope Means Nevada, and Washoe County. Dawn stated that it would be beneficial to look at the specific components of the applications. Jessica presented three options to the subcommittee.

- First option: fully fund Community Chest, Crisis Call Center, and NyE Communities Coalition. The rest of the organizations will not be fully funded or not funded at all.
- Second option: distribute the funding evenly throughout each organization.
- Third option: cut 75% of each organization's budget request.

The team agreed to present all three options to the Executive Committee. Jessica Freeman mentioned that the funding application for next year should include a section where organizations can state their priority areas if they do not receive their full amount of funding. Sheri McPartlin asked if the grantees are required to provide progress reports to the committee. Jessica stated that they have not previously

asked for reports, but the team can decide what they feel is right for next year. Jessica stated that she will work with the numbers and submit them to the subcommittee for review.

#### **4. Final Public Comment and Discussion**

No comments.

#### **5. Adjournment**

The meeting was adjourned at 10:43 AM.