

— DRAFT —

## MINUTES

*of the*

### **Nevada Executive Committee to Review the Death of Children Public Special Meeting Agenda**

*held on*

**June 7, 2023**

via Microsoft Teams

[Meeting Link](#)

Call-in number: 1 (775) 321-6111; Extension: 629041866#

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

Melinda Rhoades called the meeting to order at 10:02 AM.

- Executive Committee members present:
  - Kathie McKenna, Pioneer Territory CASA
  - Vickie S. Ives, DPBH-MCH
  - Christine Eckles, Washoe County JJ
  - Jennifer Spencer, Office of AG
  - Cindy Pitlock, DCFS
  - Cody Phinney, DPBH
  - Jill Marano, Clark County DCFS
  - Denise Tyre, Washoe County HAS
  - Desiree Mattice, Department of Public Safety
  - Jorge Montano-Figueroa, Safe Kids
  - Kandee Mortenson, DCFS
  - Melinda Rhoades, SAFY
  - Stephanie Herrera, DPBH – Vital Records
  - Marla McDade Williams, HHS Director's Office
  - Misty Vaughan Allen, DPBH – Suicide Prevention
  - Sgt. Laura Conklin, Reno Law Enforcement
  - S. Pete Rubio, DCFS
  - Detective Jeremiah Peterson, proxy for Faye Cavender, DCFS
  - Ryan Gustafson, proxy for Amber Howell, Clark County HAS

- Executive Committee members absent:
  - Michelle Sandoval, DPBH – Rural Clinics
  - Brian Shoaf, Elko County Sheriff's Office
  - Amber Howell, Clark County HAS
  - Lisa Sherych, DPBH
  - Sheri McPartlin, CCSD
  - Meagan Soracco, DCFS
  - Faye Cavender, DCFS
  - Amanda Haboush-Deloye, Prevent Child Abuse NV
  
- Staff and guests:
  - Jessica Freeman, DCFS
  - Dawn Davidson, NICRP
  - Orjola Merkaj, NICRP
  - Beverly Brown, DCFS
  - Laurie Jackson, Washoe County Social Services
  - Dylan Nall, DCFS
  - Jimesian Sanders, DCFS
  - Maria Janos, DCFS

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

No comments.

## **3. For Possible Action: Discuss and approve the State Fiscal Year (SFY) 2024 Public Awareness Funding.**

- Review the applications received, discuss subcommittee recommendations, and decide and approve the funding amounts of submitted applications. – *Sub-Committee Members & Executive Committee Members*

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

Jessica Freeman began the meeting by stating that there was a total of nine applicants that requested a total of \$474,479.12. Only \$125,000 can be awarded. She stated that on May 30<sup>th</sup>, the subcommittee gathered and further discussed the organizations and their funding requests. The subcommittee came up with three recommendations to present to the Executive Committee. Prior to presenting the recommendations, Jessica gave a brief overview of each application.

Jessica Freeman began discussing Baby's Bounty and their request for \$53,000. They are past funding recipients. They are a Cribs for Kids distributor in Clark County. Baby's Bounty's mission is to support at-risk families by providing infant-care education and essential supplies. During COVID-19, they opened a diaper bank in Clark County and recently opened one in Northern Nevada. They offer the Baby Bundle Program, which has three components:

1. Safe Sleep and Baby Basics Course
2. Safe Travel
3. Baby Bundle

Their funding will aid in preventing death due to SIDS and severe injury from traveling without a car seat. This program has assisted over 10,000 families via its Baby Bundle Program and Safe Sleep course. The funding will help 1,000 women that are below the federal poverty level over the course of 12 months. The funding breakdown is as follows:

- Personnel: \$45,000 (a portion of 3 salaries)
- Operating: \$8,000 (12 months of rent)

Dr. Cindy Pitlock asked the group if they could state the top 3 causes of death for children in Nevada. Jessica stated that applicants were asked to focus on safe sleep education, suicide prevention, and injury prevention.

Next, Jessica Freeman began discussing Children's Cabinet and their request for \$73,730. They are past funding recipients. They offer services across Nevada, with a more substantial presence in Washoe County and nearby regions. This organization aims to keep children safe and families together by providing services and resources. They are expanding their services virtually to Clark County. Their primary focus on funding will go towards suicide prevention. The Living Ideation model is a new approach to youth suicide prevention that ensures adults can engage/connect with youth, recognize when a child is in distress, and know how to access the right resources for support. The program's Connect with Your Teen workshop promotes the stability of children. Their first goal will pair Living Ideation and Connect with Your Teen workshops across Nevada. This will refer 500 parents and caregivers to Living Ideation workshops while discussing the Signs of Suicide screening results. They will also schedule 24 Connect with Your Teen workshops. Their second goal is to provide Youth Mental Health First Aid to parents, caregivers, educators, and youth service workers across Nevada. The funding breakdown is as follows:

- Personnel: \$54,955 (a portion of 6 salaries)
- Operating: \$3,232 (program supplies, utilities, etc.)
- Contractual/Consultant: \$4,600
- Other: \$2,731 (postage to mail materials)
- Indirect: \$8,212

Next, Jessica Freeman began discussing Clark County DFS and their request for \$100,000. They are past funding recipients. Their campaign will focus on decreasing unsafe sleep by promoting education on safe sleep environments. They will do this by enhancing their media campaign around safe sleep education. They will partner with OneSeven Communications, Thrive by Five, or another vendor. The campaign will provide parents/caregivers with the appropriate training and guidance to create a safe sleep area for babies. They will use all their funding to promote the campaign via social media and various media

outlets and host a community baby shower. Desiree Mattice asked if there is a breakdown of the social media campaign and what the money will be allocated towards. Jessica stated they did not provide a breakdown, but she mentioned they would determine what vendor to use depending on how much they are awarded. Desiree asked if they stated which vendor they would use. Jessica stated that they prefer to partner with OneSeven Communications.

Next, Jessica Freeman began discussing Community Chest and their request for \$20,102. They are past funding recipients. They focus on safe sleep, mental health, suicide prevention, and injury prevention. Community Chest serves individuals in rural Carson City, Northern Nye, Churchill, Douglas, Storey, Lyon, and Mineral Counties. This proposal aims to increase protective factors in 60 children aged 4-15 by inviting them to participate in Community Chest's Comstock Kids program twice a week year-round. Youth who participate will complete a pre-and post- Developmental Assets Profile. Home Visitors will provide in-home safe sleep assessments, education, and resources to 20 rural families. Each family will have access to ongoing education and resources to create a safe sleep environment. If needed, families will receive tools to prevent unsafe sleep deaths. Home Visitors will provide 40 families with injury prevention education using the Parents as Teachers curriculum. The funding breakdown is as follows:

- Personnel: \$18,275
- Indirect: \$1,827

Next, Jessica Freeman began discussing the Crisis Call Center and their request for \$21,242.60. They are past funding recipients. They were established as an outreach program of UNR in response to the high rate of suicide in Nevada. The program eventually expanded to include support for any person in any crisis. The center is 24/7/365 for the state of Nevada through call or text. They are a member of the 988 suicide and crisis lifeline. Jessica stated that between January 1 and December 30, 2022, 45,441 calls and texts were received. Of these, 3,639 were from individuals under the age of 18. There were 23,934 calls/texts from individuals that did not disclose their age, therefore the number of individuals under 18 is likely higher than 3,639. The funding will be used for a follow-up text or call to individuals ages 0-17. According to statistics, a follow-up has the potential to save lives and has the same impact as the initial call or text. They plan to help over 4,000 Nevadan youth that need crisis intervention. The funding breakdown is as follows:

- Personnel: \$17,057 (21 salaries)
- Operating: \$2,059 (rent, accounting, IT, etc.)
- Other: \$215 (printing, copying, public awareness)
- Indirect: \$1,911.60

Denise Tyre asked to confirm whether the funding is exclusively designated for individuals under 18 who disclose their age. According to Jessica, the application was straightforward, and the funding will be used to follow-up with the youth. Kathie McKenna shared that Nevada has approved a new telecom tax that will contribute to funding the 988 suicide prevention hotline. It will be millions of dollars. She asked if the funding they requested would be of good use, considering the amount of funding coming in for the hotline. Cody Phinney stated that she could provide information on when that money will be available and what it will be used towards.

Next, Jessica Freeman began discussing Hope Means Nevada and their request for \$75,000. They are past funding recipients. Their mission is to eliminate teen suicide in Nevada. Their work is dedicated to the intervention and prevention of teen suicide by offering resources and information for teens and

parents/caring adults. They have partnered with over 60 nonprofits, government agencies, and businesses statewide to expand their program. Through social media, they are expected to benefit over 500,000 Nevadans and 200,000 households between July 2022 and June 2023. Funding for this organization would help continue the statewide expansion. Resources for mental health and wellness will be available digitally and in person. Their first goal is to raise awareness of community-based mental health and suicide prevention information via mass media. Their second goal is to raise awareness of crisis intervention, mental health therapy, and support service/counseling service information. The funding breakdown is as follows:

- Personnel: \$36,753.94 (2 salaries)
- Operating: \$25,765 (office supplies, paid media, program supplies)
- Contractual: \$3,504
- Indirect: \$6,817.06

Next, Jessica Freeman began discussing NyE Communities Coalition and their request for \$33,905.12. They are past funding recipients. They provide education, information, awareness, and environmental changes through various programs. This agency serves the area of Nye, Esmeralda, and Lincoln Counties. The coalition will continue to partner with Lincoln and Nye County School District, Nevada Women, Infants, & Children (WIC) office, local county Health and Human Services (HHS), other partners, and local businesses to prevent the death of children from unsafe sleep and suicide. They plan to do this by utilizing person-to-person education and a marketing campaign to provide awareness. They plan to conduct safe sleep presentations and distribute information through community meetings, social media, and partnering organizations. Fifty expecting/new parents will be educated regarding safe sleep methods. They will reach approximately 5,000-10,000 people through various forms of media, including social media. A portion of their funding will support afterschool clubs at Pahrump Valley H.S. and Lincoln County H.S. by leading awareness and reducing the stigma associated with mental health. The funding breakdown is as follows:

- Personnel: \$14,145 (4 salaries)
- Operating: \$3,024 (office supplies, rent, technology)
- Travel: \$3,130
- Contractual: \$9,000 (school staff to lead the prevention club)
- Equipment: \$911
- Other: \$612 (printing, copying, audit)
- Indirect: \$3,082.06

Next, Jessica Freeman began discussing the Office of Suicide Prevention and their request for \$25,000. They are past funding recipients. The mission of this organization is to reduce the rates of suicide and suicidal acts in Nevada. There is pending legislation that would require the Office of Suicide Prevention to develop and implement a safe firearm storage education campaign. The funding breakdown is as follows:

- Equipment: \$25,000
  - 370 safes for \$19,998.20
  - 334 gun locks for \$4,985.50

The organization is requesting a direct purchase of the safes and locks. Kathie McKenna wanted to clarify if this state organization is asking for money from the Executive Committee. Jessica confirmed

that this is the case. Marla McDade Williams asked if all organizations have spent their money in a reasonable timeframe. Jessica informed Marla that she could provide numbers of the organizations spending history. Marla asked Cody Phinney if there are public health initiatives that relate to gun violence. Cody stated that Misty Vaughan Allen might know more. Misty noted that the Office of Suicide Prevention has worked on implementing strategies to prevent suicide deaths and increase safety by reducing the access to lethal means since 2012. She stated that firearm suicide death is a leading cause of suicide death for all ages, especially the youth. Marla asked if gun safes are the only strategy for reducing suicide deaths. Misty stated that other ways of reducing suicide deaths include medication locks, safe storage brochures, gun locks, safe storage training, lethal means safety, conversations with families, going to gun shows, etc. One of the few prevention strategies for suicide firearm deaths is safe storage. Jessica stated that the regional teams review suicide deaths caused by unlocked firearms, so there is a high need to reduce lethal means.

Next, Jessica Freeman began discussing Washoe County Human Services Agency and their request for \$72,500. They are past funding recipients. Their mission is to promote the health, safety, and well-being of children, adults, and seniors who are vulnerable to abuse/neglect. They plan to expand their safe sleep and suicide prevention campaign and develop a training video. Their campaign will consist of macro and micro intervention strategies. The macro intervention will use advertisement, social media, and public media to bring awareness to Washoe County about child suicide and infant safe sleep. The micro intervention is a video training presentation that will educate first responders on child fatality statistics, prevention tactics, and how to engage families in conversations about suicide prevention and safe sleep. This video will also be a requirement during their onboarding training. The funding breakdown is as follows:

- Contractual: \$65,500
  - \$12,000 – TV video production
  - \$13,000 – RTC bus wraps
  - \$10,000 – theater message
  - \$3,000 – radio advertisement
  - \$10,000 – news station
  - \$8,500 – ice arena advertisement
  - \$9,000 – sports dome advertisement
- Other: \$7,000 (billboard space and social media promotion)

Jessica Freeman displayed to the Executive Committee the subcommittee's three options regarding how the funding should be distributed.

- First option: Fully fund Community Chest, Crisis Call Center, and NyE Communities Coalition and not fund or fully funded the other organizations.
- Second option: Distribute the funding evenly to all of the organizations.
- Third option: Cut 75% of each organization's budget request.

Jessica encouraged the group to give their thoughts and opinions. Dr. Cindy Pitlock asked, with regard to the Crisis Call Center, if the tax on telecom calls was passed. She stated that she is hesitant to fund them if the bill is passed. Cody Phinney stated that the bill was passed, and there will be a Request for Proposals (RFP) for a vendor to run the center. Once the RFP is enacted, the Crisis Support Services of Nevada (CSSNV) will not receive money from that tax. Dr. Pitlock also expressed that she is reluctant to fund organizations that did not spend their total funding the last time they received it. Marla McDade

Williams stated that she agrees with Dr. Pitlock. She stated that she is okay with funding those organizations that will use it for media campaigns or supplies, but not when most of the funding is for staffing. Jessica mentioned that the group could not state where they specifically want the funding to go for each of these applicants. Jessica stated that Baby's Bounty spent 65%, Children's Cabinet spent 2%, Community Chest spent 9%, NyE Communities Coalition spent 23%, and Washoe County Human Services Agency spent 57% of its awarded funding. Denise Tyre stated that the funding would help the rural populations more, but it would only help out thousands of people as opposed to millions in higher populated counties. Jessica stated that last year's awarded funding decisions were based on population. Denise stated that it would make more sense to fund organizations offering direct services rather than funding salaries. Jessica stated that the group could request a quarterly or bi-yearly report from the awarded organizations so that they can keep tabs on how the organization is utilizing its funding. Kathie McKenna stated she doesn't feel right about funding the Office of Suicide Prevention. She also stated that requesting quarterly reports would be a good idea to keep track of what the funding is spent on. Denise pointed out that child deaths occur more often in Clark and Washoe County than rural areas. Jessica stated that last year's funding leaned more towards the highest population, but everyone received something. If an organization receives partial funding and states that it cannot complete any work with that amount, then it can be distributed among other organizations.

Misty Allen withdrew her application for the Office of Suicide Prevention. Desiree Mattice asked if they could take the requested funding from the Office of Suicide Prevention and disperse it among other programs. Dr. Pitlock stated that because of the new telecom tax regarding the Crisis Call Center, she would like to see someone from their team withdraw their application. Jessica stated that the group could decide not to fund them. Desiree Mattice agreed with Dr. Pitlock. The Crisis Call Center will be receiving funding in another way. It would not make sense to award them. Denise Tyre stated that since the Children's Cabinet did not use most of their awarded funding from fiscal year 23, it would make sense to cut them off entirely or only grant them 10% of their asking. The group asked exactly how much the Children's Cabinet spent. Jessica stated that last year, they requested \$110,000. They were awarded \$37,500, and they only spent \$900. Denise suggested that the money they cut from the Children's Cabinet be allocated to Baby's Bounty. Jessica recapped and stated that the group agreed to remove the Crisis Call Center and the Office of Suicide Prevention, taking \$10,000 from Children's Cabinet and allocating it toward Baby's Bounty. Jessica recalculated the funding amounts for Option 3 based on the Executive Committee's suggestions which resulted in the following proposed distribution of funds:

- Baby's Bounty, \$23,250
- Children's Cabinet, \$8,432
- DFS, \$33,970.61
- Community Chest, \$10,025.50
- Crisis Call Center, \$0
- Hope Means NV, \$8,750
- NyE Communities, \$13,476.28
- WCHSA, \$27,095.61

She asked the Executive Committee if they were ready to take a vote regarding the funding.

MOTION: Made by Melinda Rhoades, seconded by Stephanie Herrera, to approve Option 3 as displayed on the screen.

Misty Vaughan Allen abstained.

UNANIMOUS VOTE; MOTION CARRIED.

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

No comments.

#### **5. Adjournment**

The meeting was adjourned at 11:37 AM.

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