

**Prevention, Intervention, Harm Reduction
Meeting Minutes
March 7, 2018 03:00 PM
Location Mats Facility 5901 Zuni SE Albuquerque NM 87108**

Voting Members: Barry Ore; Susan Page; Mark Clark; Rebecca Leppala; James Jones; Michele Buchanan

Absent: Barri Roberts; Mary Jo Picha; George Wallace; Heba Atwa-Kramer Regina Robertson;

Technical advisors; and others present: Michael Spanier, Andrew Vallejos; Cathy Imburgia; Maria Gomez UNM Journalism Student; David Wiggins (Public)

1. Call to Order

- a. The meeting was called to order at 3:03 pm by Chair Barry Ore

2. APPROVAL of AGENDA

- a. The agenda was moved and seconded. Susan Page noted that the suicide prevention discussion with Ane Romero be moved to the next meeting. The motion passed unanimously.

3. Approval of Minutes

- a. The minutes of Jan 2017 were moved and seconded. (The February meeting was cancelled and hence there were no minutes) Motion passed unanimously.

4. New Business

a. Steering Committee Update

- i. Chair Ore updated the committee about Steering Committee Update on SB 220 (amending the crisis triage reimbursement rate under Medicaid)
- ii. He also gave an update on Single Site Housing proposal.

b. Update on the awareness proposal.

- i. The committee discussed the new version of the “connecting to wellness” concept and also had comments from Pam Hyde on the proposal.
- ii. Generally, the committee agreed with Pam Hyde’s comments that the proposal could be shortened considerably and in particular by redacting the generalized wellness examples (e.g. San Diego example).

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- iii. The committee reiterated that the primary focus of the awareness campaign should be awareness of new and existing behavioral health programs and access to these services.
 - iv. After extensive discussion the committee agreed that the focus should be on:
 1. Message;
 2. Intended audiences;
 3. Modes of communications.
 - v. The committee felt that the message should be direct and simple to understand such as “need help?” “need to talk?” “need services”
 - vi. The committee felt that the intended audience should primarily focus on:
 1. People seeking services
 2. Family members seeking services
 3. Teachers and school personnel
 4. Health care providers awareness of other BHI services for referral.
 - vii. The committee felt that the use of communication processes could include:
 1. Billboards
 2. Phone apps
 3. Enhanced websites with mapping to services
 4. CET cards for outreach
 5. PSA Public Service Announcements;
 6. Face to face training for teachers and guidance counselors
 7. City bus advertisements;
 8. Mental health events and sponsorships for events
- 5. Public Comment**
- a. No public comment.
- 6. Next meeting**
- a. April 4, 2018 3pm ; MATS 5901 Zuni SE, Albuquerque, N.M. 87108
- 7. Adjournment**
- a. The meeting was adjourned at **04:30 PM.**