

**NEVADA OFFICE OF MINORITY HEALTH
ADVISORY COMMITTEE MEETING MINUTES**

**MARCH 10, 2009
10:00 A.M.**

**Nevada Office of Minority Health
3811 West Charleston Blvd., Suite 205
Las Vegas, NV 89102**

**AT&T Teleconference
Toll-Free 888-557-8511
Access Code 9598732**

BOARD MEMBERS PRESENT:

Dr. William Dougan (Las Vegas)
Emilia Guenechea (Las Vegas)
Dr. Debra Toney, Chair (Las Vegas)
Larry Curley, Vice-Co-Chair (Reno)
Dr. Somphool Premsrirut (Las Vegas)
Maggie Petrel, Vice-Co-Chair (Las Vegas)
Elena Brady (Reno)
Sherria Taylor (Reno)
Gerold Dermid (Reno)

BOARD MEMBERS NOT PRESENT:

HEALTH DIVISION STAFF PRESENT:

Maria Canfield, M.S., Chief, Bureau Child, Family and Community Wellness (BCFCW)
Mae E. Norris, Health Resource Analyst, Office of Minority Health (OMH)
Irene Jimenez-Muir Administrative Assistant II, Office of Minority Health (OMH)

OTHERS PRESENT:

Belinda Thompson, Executive Director, Goshen Community Development Coalition
Susan Sliwa, Office of the Attorney General
Christin Utley, UNLV Student Intern

1. Call to order and Roll Call

Dr. Debra Toney called the meeting to order at **10:10 am** and welcomed everyone to the Office of Minority Health (OMH) Advisory Committee meeting.

Roll call was conducted and a quorum was established

2. Approval of the minutes from the December 9, 2008 meeting

Dr. Toney called for a motion to approve the meeting minutes for December 9, 2008 as presented.

MOTION: Larry Curley made a motion to approve meeting minutes
SECOND: Gerold Dermid
PASSED: UNANIMOUSLY

3. SB79 Update

Maria Canfield gave an update on Senate Bill 79 (SB79). She stated SB79 proposes to make changes on how members of Advisory Committees within the Department of Health and Human Services (DHHS) are chosen. Moving from Governor Appointments to appointments by the State Board of Health (SBOH). SB79 is not making much progress, may be dead by end of the week (3/13/2009).

4. Strategic Plan Update

Mae Norris went over the updates for the recommended changes for the Strategic Plan. She added these changes are still pending Dr. June Coleman's review and confirmation on final changes.

Research: Tactical Objective 1.1 Develop and Publish a Nevada Minority Health Community Action Plan

- Conduct a service needs assessment survey to determine needs of target population--\$15,000 In-Kind Volunteers
- Hold two town hall meetings (No. & So. Nevada) to disseminate information and promote discussion and collaboration--\$1,000 In-Kind Volunteers

Outreach: Tactical Objective 2.1 Create, identify and conduct outreach activities that include different audiences

- Identify minority communities or faith based organizations to assist with outreach efforts--Staff time \$500 PM; HRA
- Offer subgrants to minority community/faith based organizations to disseminate and educate the public on matters concerning health care issues--\$25,000 Five Sub grantees
- Evaluate outreach program and cost effectiveness--Staff time \$1,000 PM; HRA

The government component was eliminated and communications was added.

Training: Tactical Objective 3.1 Educate healthcare providers and organizations on requirements issued by federal and state agencies regarding specific minority populations

- Target libraries in minority zip codes--In-Kind \$5,000 Intern
- Develop In-house resource library--In-kind \$3,000 Intern; Volunteer
- Create Database of healthcare providers--In-kind \$2,000 Intern; Volunteer
- Design an E-letter--In-kind \$1,750 Intern; Volunteer
- Contact providers in database to market resource library--In-kind \$2,500 Intern; Volunteer
- Create an E-update notification for database members with training opportunities--In-kind \$1,500 Intern; Volunteer

Training: Tactical Objective 3.2 Conduct trainings on the Nevada Minority Health Community Action Plan that considers all groups and ages

- Enter into a subgrant with an organization to provide Minority Health care trainings for Northern and Southern Nevada--Sub grant \$15,000

Elena Brady asked about the bidding process and the timeline of July & August 2010. Is everything happening prior to this timeline and OMH's process of working with the carryover funds. Ms. Norris stated an article would be placed in the newspaper announcing the opportunity and criteria for bidding on a subgrant and information on the bidding process.

Mr. Dermid asked who the training was targeting and was it to the general public. Ms. Norris responded Health Care Providers are the target

Emilia Guenechea asked how the training was going to be handled with all ethnic groups. Ms. Brady suggested adding five ethnic groups to this particular objective.

Training: Tactical Objective 3.3 Develop mentor/fellows program for minority high school students to increase diversity in Health related professions

- Collaborate with Coalition members to support mentor/fellows program--In-kind \$10,000 Students
- Establish partnerships with educational institutions--Staff time \$100 AA

Ms. Brady inquired again about the timelines on the Strategic Plan. Ms. Norris responded all timelines will be adjusted once Dr. Coleman reviews updates.

Coalition Building: Tactical Objective 4.1 Engage internal and external entities to support initiatives that address minority health issues

- Plan and administer annual meetings Of the Nevada Minority Health Conference with the purpose of information sharing--Staff time \$2,000 PM; AA

Ms. Brady asked when and how would the final Strategic Plan be submitted to the Advisory Committee. Dr. Toney stated adjustments to the Strategic Plan needed to stop and implementation needed to start.

Communications: Tactic Objective 5.1 Develop a communications plan that establishes the Office of Minority Health as the source of information regarding minority health issues

- Set mechanism to keep Advisory Committee informed and engaged on an ongoing basis--Staff time \$720 Advisory Committee

Communications: Tactical objective 5.2 Update Website

- Determine content needed for website--Staff time \$2,500 Intern; Volunteer/In-kind
- Create Web map--Staff time \$2,000 Intern/In-kind
- Develop copy according to Web map--Staff time \$2,500 Intern/In-kind

5. Update on Advisory Committee Re-Appointments

Irene Jimenez-Muir stated Jo Jo Armijo from the Governor's office left a voicemail stating she met with senior staff and still had one question pending that she needed to address regarding the re-appointments with Assemblyman Mo Dennis. Once she speaks to him she hoped to issue re-appointments by Friday 3/13/09.

6. Introduction of Student Interns

Ms. Jimenez-Muir introduced Christin Utley, Student Intern from the University of Nevada Las Vegas (UNLV) and mentioned there are 2 other student interns (Dale Ingram and Manny Manzo) from Las Vegas High School and Rico Jensen also from UNLV not present today.

Christin Utley stated she looks forward to helping the OMH staff in various projects and hopes to be on board until she graduates in December 2009.

7. HIV/AIDS Social Marketing Campaign Update

Belinda Thompson gave a brief overview of their current outreach campaign. She indicated about 300-350 minority folks have been tested during the period of 12/31/08 to present. Several activities are planned at 2 different locations until May 2009 when their grant expires. They anticipate meeting the goal of testing 2,500 people. She also indicated shooting of their commercial to address their campaign "Keep yourself Safe-Know Your Status", was complete and will be airing on Channel 8 with dates to be announced.

Dr. Dougan asked how they were able to reach the 300 to 350 people. Ms. Thompson explained their grant funded approximately 30 different Community Based Organizations (CBO's) in Las Vegas Valley; allowing them to distribute flyers door to door and have several Public Service Announcements (PSA's) out regarding "Trying to overcome barriers in Education in Communities of Color", and hosted several community events.

Dr. Dougan asked if faith based communities were being reached. Ms. Thompson responded they do have that component in place and also have diversified staff to address the needs of specific communities.

Ms. Guenechea asked about where to refer people which have been diagnosed. Ms. Thompson responded to refer to Southern Nevada Health District (SNHD). She also added they were working closely with SNHD to improve services.

Ms. Utlely inquired about incentives for testing. Ms. Thompson stated there are incentives but it depends on the partners.

8. Public Comment

Dr. Toney commented on an article in the Las Vegas Review Journal 3/9/09, Opinion Section regarding "Boards and Commissions, does the State really need them all". This is in regards to about 400+ State and Board Commissions that compete for funding. OMH was not mentioned specifically but wondered if the Committee needs to respond as to how this Committee advocates for Minorities of Nevada.

Ms. Norris gave an update on the Health Resource Analyst (HRA) position stating the item went before legislation and it was not approved to be cut. She also advised her last day with the OMH is April 17th, 2009.

Next meeting for OMH will be June 6, 2009.

Dr. Toney adjourned the meeting at **11:05 a.m.**