



**DEPARTMENT OF HEALTH AND HUMAN SERVICES  
DIVISION OF CHILD AND FAMILY SERVICES**

**4126 Technology Way – 3<sup>rd</sup> Floor  
Carson City, Nevada 89706  
(775) 684-4400**

**— NOTICE OF PUBLIC MEETING —  
EXECUTIVE COMMITTEE TO REVIEW THE DEATH OF CHILDREN  
PUBLIC AWARENESS SUBCOMMITTEE**

**DATE:** Wednesday, July 27, 2011

**TIME:** 10:00 am – 12:00 pm (or until adjourned)

**LOCATION:** RENO: Washoe County Department of Social Services (WCDSS) • Third Floor Video Conference Room • 350 S Center Street • Reno, NV 89501

**VIDEO CONFERENCE ACCESS:** LAS VEGAS: DCFS • Conference Room  
4180 S Pecos Road, Suite 150 • Las Vegas, NV 89121

**TELECONFERENCE ACCESS:** Dial this toll-free number: 1.877.810.9415  
Enter this conference code, followed by the # sign: 7275872

**AGENDA**

- The meeting will not commence until on or after the designated start time. The meeting will be adjourned after all scheduled agenda items have been addressed, which may be before or after the estimated end time.
- The meeting time frames for individual items are estimated in order to provide reasonable guidelines for public attendees who wish to hear about certain topics, but may not be able to attend the entire meeting. These times are not guaranteed unless designated as time-certain on the agenda.
- **Agenda items may be taken out of order** at the discretion of the Chair in order to accommodate persons appearing before the Executive Committee and/or to aid in the time efficiency of the meeting.
- **Items may be removed from the agenda at any time.** Also, **items may be combined for consideration** by the Executive Committee.
- If members of the public participate in the meeting, they must identify themselves when requested under agenda item one.
- **Public comment is welcomed by the Executive Committee but may be limited to five minutes per person at the discretion of the Chair.**
- Public comment is for discussion only, and action may not be taken on any matter brought up under this agenda item until scheduled on an agenda for action at a later meeting, per NRS 241.020.
- **Action items are noted by the phrase “for possible action”** and typically include review, approval, denial, and/or postponement of specific items. Certain items may be referred to a subcommittee for additional review and action.
- The Executive Committee is pleased to provide **reasonable accommodations for members of the public who are disabled** and require special arrangements or assistance at the meeting. If assistance is required, please notify Panel staff by phone or by e-mail no later than three working days prior to the meeting, as follows: Andrew Zeiser • Tel: 775.786.1328 • e-mail: [andrew@azconsulting.us](mailto:andrew@azconsulting.us)

**Estimated Time:**  
10:00 am –  
10:10 am

**Items:**  
1. \* Call to order, roll call, introductions

**Primary Speaker(s):**  
Michelle Lucier

Estimated Time:	Items:	Primary Speaker(s):
10:10 am – 10:20 am	2. <u>Initial</u> public comment	Michelle Lucier Andrew Zeiser
10:20 am – 10:30 am	3. Public awareness campaign parameters <ul style="list-style-type: none"> <li>Review projected amount available for SFY 2012</li> <li>Review leading causes of death from 2008 data report</li> <li>Review and discuss public awareness recommendations referred by Administrative Team</li> </ul>	Andrew Zeiser
10:30 am – 11:15 am	4. Presentations: Proposed public awareness and education campaigns surrounding child death prevention in Nevada <ul style="list-style-type: none"> <li>Mike Bernstein and Mary Ellen Britt: SNHD drowning prevention initiative</li> <li>Tara Phebus: Choose Your Partner Carefully initiative</li> <li>Kevin Schiller: Volunteer program to address co-sleeping</li> <li>Katie Nannini: Immunize Nevada initiative</li> <li>Misty Allen: OSP suicide prevention initiative</li> <li>Includes discussion of possible collaborations with related agencies and leveraging funds through other public awareness campaigns</li> </ul>	Michelle Lucier Mike Bernstein Mary Ellen Britt Tara Phebus Kevin Schiller Katie Nannini Misty Allen
11:15 am – 11:45 am	5. For possible action: Review, discuss, and approve plan for SFY 2012 public awareness campaign <ul style="list-style-type: none"> <li>Review and discuss public awareness campaign message content based on presentations under item four</li> <li>Review and discuss budget allocations for specific initiatives</li> </ul>	Michelle Lucier
11:45 am – 12:00 pm	6. For possible action: Set date, time, location, and topics for next Public Awareness Subcommittee meeting <ul style="list-style-type: none"> <li>An additional date will be set only if the Subcommittee determines that another meeting is required. Otherwise, future dates will be set at regularly scheduled Executive Committee meetings</li> </ul>	Michelle Lucier
	7. <u>Final</u> public comment (Discussion only: Action may not be taken on any matter brought up under this agenda item until scheduled on an agenda for action at a later meeting.)	Michelle Lucier
	8. Adjournment	Michelle Lucier

Public notices for this meeting have been posted in compliance with NRS 241.020 at the following locations:

- Bureau of Indian Affairs** 311 E Washington Street, Carson City, NV
- Children’s Cabinet** 1090 S Rock Blvd., Reno, NV
- Clark County Department of Family Services** 601 N Pecos, Las Vegas, NV
- Legislative Counsel Bureau** 401 S Carson Street, Carson City, NV
- State of Nevada – Department of Health and Human Services** 4126 Technology Way, Suite 101, Carson City, NV
- State of Nevada – Division of Child and Family Services** 4126 Technology Way, Third Floor, Carson City, NV
- State of Nevada – Division of Child and Family Services** 6171 W Charleston Blvd., Las Vegas, NV
- State of Nevada – Division of Child and Family Services – Nevada Youth Training Center (NYTC)** 100 Youth Center Drive, Elko, NV
- State of Nevada – Division of Child and Family Services – Youth Parole Bureau** 620 Belrose Street, Las Vegas, NV
- State of Nevada – Division of Child and Family Services** 1010 Ruby Vista Drive, Suite 101, Elko, NV
- State of Nevada – Division of Child and Family Services – Desert Willow Treatment Center** 6171 W Charleston Blvd., Las Vegas, NV
- United Way of Southern Nevada** 1660 E Flamingo Road, Las Vegas, NV
- Washoe County Department of Social Services** 350 S Center Street, Reno, NV
- Washoe County Library – South Valleys** 15650A Wedge Parkway Reno, NV