



## MINUTES

### EMERGENCY MEDICAL SERVICES & TRAUMA SYSTEM (EMSTS)

#### TRAUMA SYSTEM ADVOCACY COMMITTEE

**APRIL 29, 2014 - 3:00 P.M.**

#### **MEMBERS PRESENT**

Erin Breen, UNLV, Chairman  
Abby Hudema, RN, UMC  
Carl Nelson, Public  
Kim Dokken, RN, St. Rose Siena Hospital

Senator Shirley Breeden  
Melinda Case, RN, Sunrise Hospital  
Gail Yedinak, UMC

#### **MEMBERS ABSENT**

Dennis Nolan, Community Ambulance, Vice-Chairman  
Kate Osti, Nevada Disability Advocacy & Law Center

#### **SNHD STAFF PRESENT**

Mary Ellen Britt, RN, EMSTS Manager  
John Hammond, EMSTS Supervisor  
Stephanie Bethel, Public Information Officer  
Michelle Nath, Recording Secretary

Christian Young, MD, EMSTS Medical Director  
Jennifer Sizemore, PIO Manager  
Julie Hurd, Publication Specialist

#### **CALL TO ORDER – NOTICE OF POSTING**

The Trauma System Advocacy Committee convened in Conference Room 2 at Southern Nevada Health District, 330 S. Valley View Boulevard, on Tuesday, April 29, 2014. Chair Breen called the meeting to order at 3:06 p.m. and the Affidavit of Posting was noted in accordance with the Nevada Open Meeting Law.

#### **I. PUBLIC COMMENT**

Members of the public are allowed to speak on action items after the Committee's discussion and prior to their vote. Each speaker will be given five (5) minutes to address the Committee on the pending topic. No person may yield his or her time to another person. In those situations where large groups of people desire to address the Committee on the same matter, the Chair may request that those groups select only one or two speakers from the group to address the Committee on behalf of the group. Once the action item is closed, no additional public comment will be accepted. Seeing no one Chair Breen closed the Public Comment portion of the meeting.

#### **II. CONSENT AGENDA**

Chair Breen stated the Consent Agenda consisted of matters to be considered by the Trauma System Advocacy Committee (TSAC) that can be enacted by one motion. Any item may be discussed separately per Committee member request. Any exceptions to the Consent Agenda must be stated prior to approval.

Approve Minutes/Trauma System Advocacy Committee: 3/25/14

Chair Breen asked for approval of the minutes from the March 25, 2014 meeting. A motion was made by Gail Yedinak to accept the minutes as written. The motion was seconded by Melinda Case, and carried unanimously by the Committee.

### **III. REPORT/DISCUSSION/POSSIBLE ACTION**

#### **A. Discussion of Southern Nevada EMS & Trauma System Press Conference**

Increasing public awareness about the value of the trauma system is a priority goal for the committee and plans are in development for creating a marketing campaign to promote the system. A press conference to launch the trauma awareness campaign is scheduled for May 16, 2014, because May of each year is the month designated as National Trauma Awareness Month. There was much discussion about the logistics for this event, and the committee agreed to hold the conference at the Southern Nevada Health District's (SNHD) main facility. The potential speakers will include representation from the trauma centers, trauma survivors, EMS representatives, and a legislator. Last, the SNHD Public Information Office (PIO) agreed to handle the press release.

#### **B. Discussion of Outreach Efforts to Increase Awareness About Southern Nevada EMS & Trauma System**

Julie Hurd from the SNHD-PIO presented five logo concepts to the committee. The committee selected design concept #5 which depicted graphics illustrating the continuum of care. They provided feedback on the design and requested the recommendations be incorporated in the next rendition of the logo. Ms. Hurd agreed to work on the revisions and have the revised concept available in the near future. Chair Breen commented that the committee should consider asking community partners to incorporate the trauma system logo to their taglines which could assist in the efforts to increase awareness. She referenced the Zero Fatalities logo which appears in numerous taglines and the increased visibility as a result of this partnership. The committee agreed to finalize the logo selection via e-mail and it would be unveiled at the trauma system press conference.

#### **C. Discussion of Future Legislative Efforts Related to EMS & Trauma System Development in Nevada**

Chair Breen opened the discussion by reporting that she had been in communication with Senator Joyce Woodhouse and keeping her abreast of the committee meetings. The Senator expressed interest in attending future meetings when her schedule permits. The discussion of future legislative efforts related to system development began with a review of the previously proposed options to obtain a sustainable funding source. There was discussion about implementing a fee to motor vehicle and homeowners' insurance policies and Chair Breen remarked that she is awaiting feedback from the Nevada Insurance Council about this concept. Additionally, she would request that Senator Woodhouse contact the Legislative Counsel Bureau to request the number of insurance policies issued annually. The second option was to explore the possibility of assessing a fee on traffic violations. Chair Breen recommended if this is the course that will be pursued then the judicial system would need to be included in the process from the onset; further commenting that it would be important to involve them in the dialogue to minimize any potential road blocks. Another important step would be to query the respective agencies for the average number of citations issued on an annual basis in order to determine an appropriate fee amount.

The funding obtained from either fees on citations or insurance policies would produce large sums of money for the statewide EMS and Trauma System. The monies generated could be used to support the trauma registry, rural EMS programs, and injury prevention efforts. It was noted that the top two leading causes of injury are motor vehicle accidents and falls, which would justify pursuing a fee on insurance policies. Abby Hudema added 40% of the trauma registry patients admitted are as a result of falls. Ms. Britt furthered that a large number of those falls are sustained both by the elderly and young children. Shirley Breeden remarked it's important to relay statistical information to legislators as it becomes part of the educational process.

The committee agreed a strategic plan will need to be developed to illustrate how the funding will be allocated. Ms. Britt reported that she will consider the State's EMS budget, as well as the resources that are available in other states, to assist with the development of a management plan for the Office of EMS and Trauma System. She added the creation of a bill draft to support EMS and trauma system activities will need to include how the money is to be disbursed. There were concerns that Southern Nevada would not receive its adequate allocation of funds if the plan called for a statewide

initiative. Therefore, a potential solution would be to add language to the bill draft which relates to a county with a population of 700,000 or more. There was discussion that this enabling language would exclude rural communities, but Carl Nelson clarified that there are 13 rural fire stations within Clark County. Ms. Britt added there are other rural areas outside of the Clark County boundaries that would be included in these efforts too. The remaining alternative would be to establish a trauma foundation in which a neutral third party could administer the distribution of funds.

As the discussion came to a close, Chair Breen noted that there is much work to be accomplished prior to the beginning of the next legislative session. Ms. Britt commented that the Chief Health Officer is working on a legislative agenda for the Health District and he is supportive of this topic.

**III. INFORMATIONAL ITEMS/DISCUSSION ONLY**

The Committee agreed to meet immediately following the press conference on May 16, 2014 for a work session, and the next scheduled meeting will be on June 3, 2014.

**IV. PUBLIC COMMENT**

Public comment is a period devoted to comments by the general public, if any, and discussions of those comments, about matters relevant to the Committee's jurisdiction will be held. No action may be taken upon a matter raised under this item of this Agenda until the matter itself has been specifically included on an agenda as an item upon which may be taken pursuant to NRS 241.020. All comments are limited to five (5) minutes. Chair Breen asked if anyone wished to address the Committee. Seeing no one, she closed the Public Comment portion of the meeting.

**V. ADJOURNMENT**

As there was no further business on the agenda, Chair Breen called for a motion to adjourn. The motion was seconded and passed unanimously to adjourn at 4:32 p.m.