



**COMMUNITY RELATIONS & ADVOCACY COMMITTEE
WEDNESDAY, JANUARY 9, 2019
4:00 P.M.**

2012 West 25th Street, United Bank Building / 6th Floor - Ohio Room

Committee Mission Statement: To establish mental health and addiction as a permanent civic priority, enhance the public's perception of people with mental illness and addiction, increase community support and future funding opportunities, and broaden communication, cooperation and partnerships with people living with mental illness and addiction, family members, organizations, other governments and the public.

AGENDA

1. **Approval of Minutes - Harvey Snider, Committee Chair**
 - Committee of Whole Minutes from 11/14/18 to be scheduled for approval at January General Meeting
2. **Legislative Updates: - Beth Zietlow-DeJesus / Scott Osiecki**
 - Governor Elect
 - New Legislators
 - SFY 2020-2021 Biennial Budget
 - Lame Duck Session
3. **Sponsorships: (Action Required) - Beth Zietlow-DeJesus**
 - Improbable Players, Tour Dates: February through June 2019 – (\$2,000 Sponsor)
 - 6th Annual Ohio Recovery Housing 2019 Conference, Bringing Recovery Home: Impact, Influence, and Inclusion – (\$1,500 Sponsor)
4. **Adverse Childhood Experiences (ACEs) Grant: (Action Required) - Beth Zietlow-DeJesus**
5. **Cultural Competency & Personalized Behavioral Health Care Breakfast – Monday, January 28, 2019**
 - Ariel International Center, E. 40th Street; 8:30 - 11:00 a.m. - *Beth Zietlow-DeJesus*
6. **OACBHA's Opioid Conference: - Beth Zietlow-DeJesus**
 - June 10-11, 2019, Hyatt Regency in Columbus
7. **Training Institute – 2018 Year End Report – Carole Ballard**
8. **Social Media: - Beth Zietlow-DeJesus**
 - Tracking Reports
 - 2019 First Quarter Plan
9. **Media Tracking Report – Beth Zietlow-DeJesus**

Community Relations & Advocacy Committee

Harvey A. Snider, Esq., Chair; Cassi Handler, Committee Vice Chair
Members: Reginald C. Blue, Ph.D.; Elsie Caraballo
Katie Kern-Pilch, ATR-BC, LPC-S; Sharon Rosenbaum, MBA



Agenda Process Sheet
Date: January 9, 2019

- Community Relations & Advocacy Committee** **Faith-Based Outreach Committee**
 Planning & Oversight Committee **Finance & Operations Committee**
 Joint Planning & Finance Committee **General Meeting**
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Topic: Improbable Players Sponsorship, Tour Dates February – June 2019
Contractual Parties: Improbable Players
c/o Karen Snyder
23266 Sharon Drive
North Olmsted, Ohio 44070
Term: January 31, 2019 – July 31, 2019
Funding Sources: ADAMHS Board Funding
Amount: \$2,000.00

New Program **Continuing Program** **Expanding Program** **Other: Sponsorship**

Service Description: Provide employment to eight actors living in recovery from addiction, who have been sober for at least one year, and host prevention theatre performances and workshops throughout Cuyahoga County.

Background Information:

- Improbable Players uses theater performances and workshops to address addiction, and all actors are in recovery and paid for their work.
- The group’s prevention education is appropriate for 6th grade students and up and is performed at schools, conferences, treatment centers and community events across the country.
- This is the group’s first year in Cuyahoga County. Improbable Players was established 34 years ago in Boston and has been performing in New York City for over ten years.
- Messaging is recovery focused, decreases stigma and encourages help-seeking behaviors. It is not fear-based.
- The group is hosting 10 performances in February of 2019. Performances are currently scheduled for students in Brecksville/Broadview Heights, Independence and North Olmsted Schools; for the community at the Maelstrom Theater (Detroit Ave., Cleveland) on February 19 from 6-8 pm, in North Olmsted at the High School on February 20 from 7-9 pm, and at the Parma-Snow Branch of the Cuyahoga County Library on February 21 from 6-8 pm; and, there is one youth group performance at the Westshore Young Leaders Lock In on February 22 from 9-10 pm.
- The Board will support 20 shows with \$100 Partial Sponsorships for a total of \$2,000. Partial sponsorships provide the Board with:
 - Announcement of ADAMHS Board sponsorship at each show.
 - Communication of sponsorship and link to ADAMHS website in the Improbable Players newsletter for each month the shows we sponsor are in, which goes to over 4,000 individuals monthly.

- One cross-posts addressing the partnership on Facebook and Twitter to audience of 1,500+ for each show.

Number of Individuals to be Served:

- Messaging is estimated to reach approximately, 2,000 audience members, 20,000 newsletter recipients (4,000/month for 5 months) and 15,000 individuals via social media (1,500/post for 10 posts). There will be eight actors employed through the plays.

Funding Use:

- To support and defray the costs of the actors’ payment and the prevention education shows/workshops hosted by Improbable Players during the inaugural season in Cleveland.

Client & System Impact:

- An opportunity for the ADAMHS Board of Cuyahoga County to be visible on a national level, increase prevention in the community, and help to distribute good information to reduce the stigma of addiction and increase help-seeking behaviors.

Metrics (<i>How will success be measured</i>)	<ul style="list-style-type: none"> • Number of people that attend shows and workshops • Number of media and social media impressions garnered from participation
Evaluation/ Outcome Data (<i>Actual data from program</i>)	<ul style="list-style-type: none"> • No current local data since this is the first time in Cleveland. • In 2017, Improbable Players (Boston and NYC) hosted 72 shows in 7 states. • Since 1984, the group has employed more than 200 actors in recovery and reached over 1.1 million people.

Recommendation to Board of Directors from Board Staff and/or from Board Committee(s):

- Board staff requests approval of the \$2,000.00 for 20, \$100 Partial Sponsorships of the Improbable Players inaugural season in Cleveland for shows hosted from February 2019 – June 2019 at various locations throughout Cuyahoga County.



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- Community Relations & Advocacy Committee** **Faith-Based Outreach Committee**
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Topic: Sponsorship request for the 6th Annual Ohio Recovery Housing 2019 Conference, Bringing Recovery Home: Impact, Influence, and Inclusion.

Contractual Parties: Ohio Recovery Housing
35 E. Gay Street, Suite 401
Columbus, OH 43215

Term: January 31, 2019 – May 30, 2019

Funding Sources: ADAMHS Board Funding

Amount: \$1,500.00

- New Program** **Continuing Program** **Expanding Program** **Other: Sponsorship**

Service Description: Sponsor the 6th Annual Ohio Recovery Housing 2019 Conference, “Bringing Recovery Home: Impact, Influence, and Inclusion” being held April 1-3, 2019 at the Embassy Suites – Dublin.

Background Information:

- Ohio Recovery Housing (ORH), the state affiliate for Ohio for the National Alliance of Recovery Residences (NARR), offers a voluntary certification process for recovery houses across the state that meet the national standards developed by NARR.
- In Cuyahoga County, ORH has certified 33 properties serving 372 residents, making Cuyahoga County one of the largest counties of ORH associates.
- Last year’s conference was attended by more than 250 recovery housing operators, people in recovery, community leaders, policy makers and treatment providers.
- The \$1,500 Advocate Sponsorship provides:
 - 1 complimentary registration
 - Option to provide promotional items to participants
 - Exhibit space at the conference
 - Logo on the conference site and materials.

Number of Individuals to be Served:

- Messaging is estimated to reach approximately, 2,000 audience members, 20,000 newsletter recipients (4,000/month for 5 months) and 7,500 individuals via social media (1,500/post for 5 posts). There will be eight actors employed through the plays.

Funding Use:

- To support and defray the costs of the educational conference.

Client & System Impact:

- An opportunity for the ADAMHS Board of Cuyahoga County to be visible on a state level and increase the knowledge of recovery house best practices in Cuyahoga County.

Metrics (<i>How will success be measured</i>)	<ul style="list-style-type: none">• Number of people that attend the conference
Evaluation/ Outcome Data (<i>Actual data from program</i>)	<ul style="list-style-type: none">• Last year, 250 people were in attendance.

Recommendation to Board of Directors from Board Staff and/or from Board Committee(s):

- Board staff requests approval of the \$1,500.00 Advocate Sponsorship of the 6th Annual Ohio Recovery Housing 2019 Conference, “Bringing Recovery Home: Impact, Influence, and Inclusion” being held April 1-3, 2019 in Columbus, Ohio.



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- Community Relations & Advocacy Committee** **Faith-Based Outreach Committee**
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Topic: Acceptance of Adverse Childhood Experiences (ACEs) Grant Funds
Contractual Parties: Cuyahoga County Board of Health (CCBOH)
5550 Venture Drive
Parma, OH 44130
Term: December 1, 2018 – September 30, 2019
Funding Sources: Cuyahoga County Board of Health, Pass-Through Funds from the Centers for Disease Control and Prevention (CDC) through the Network of Public Health Institute (NNPHI)
Amount: \$12,500.00

- New Program** **Continuing Program** **Expanding Program** **Other: Accept ACES Grant Funds**

Service Description: Provide trauma informed care and run focus groups for targeted partners involved in the grant.

Background Information:

- According to the CDC, “Childhood experiences, both positive and negative, have a tremendous impact on future violence victimization and perpetration, and lifelong health and opportunity. As such, early experiences are an important public health issue. Much of the foundational research in this area has been referred to as Adverse Childhood Experiences (ACEs).”
- The CCBOH received a two year grant from the CDC (through the NNPHI) to expand or implement ACEs screenings.
- The CCBOH is partnering with Berea City Schools, Safe Passages Berea and OhioGuidestone as well as the ADAMHS Board to fulfill the requirements of the grant for the first year/phase of the grant.
- The Scope of Work for the ADAMHS Board includes:
 - Help build a comprehensive model to respond to and prevent ACEs, implement evidence-informed programs
 - Host a series of interconnected training modules including: ACEs, root causes, and trauma informed care
 - Identify partnership that focuses on ACEs, root causes and trauma informed care
 - Facilitate focus groups evaluating community members’ attitudes/beliefs about opioids, ACEs and root causes
 - Environmental scan of existing, evidence informed cross-sector ACEs prevention initiatives

Number of Individuals to be Served:

- This is a new grant and still in the planning phase.

Funding Use:

- To support and defray the costs of providing training and facilitating focus groups.

Client & System Impact:

- An opportunity for the ADAMHS Board of Cuyahoga County to expand partnership with Board of Health, gather data on and address the impact of adverse childhood experiences and receive funds to offset training and education.

Metrics (<i>How will success be measured</i>)	<ul style="list-style-type: none">• Number of people screened and evaluated
Evaluation/ Outcome Data (<i>Actual data from program</i>)	<ul style="list-style-type: none">• No current data, this is a new grant from the CDC/NNPHI that was received by the Cuyahoga County Board of Health

Recommendation to Board of Directors from Board Staff and/or from Board Committee(s):

- Board staff requests approval to accept \$12,500.00 from the CCBOH to meet scope of work provided above as it relates to the ACEs Grant.