

ALCOHOL, DRUG ADDICTION & MENTAL HEALTH SERVICES BOARD OF CUYAHOGA COUNTY

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE MARCH 4, 2020

Committee Members Present: Harvey A. Snider, Esq., Katie Kern-Pilch, ATR-BC, LPC-S, Reginald C. Blue, Ph.D., Gregory X. Boehm, M.D., Benjamin Gohlstin, Sr.

Absent: Erskine Cade, MBA, Elsie Caraballo, Sharon Rosenbaum, MBA, Megan Van Voorhis

Board Staff Present: Scott Osiecki, C.E.O., Madison Greenspan, Linda Lamp, Jacob Rosebrock, Beth Zietlow-DeJesus

Call to Order: Harvey Snider, Committee Chair, called the meeting to order at 4:00 p.m. in the Ohio Room. Dr. Blue read into the record the 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."*

1. Approval of Minutes

The Community Relations & Advocacy Committee minutes from the January 8, 2020 meeting were approved as submitted.

2. Legislative Update

Ms. Beth Zietlow-DeJesus, Director of External Affairs, highlighted several legislative bills itemized by the Ohio Association of County Behavioral Health Authorities (OACBHA) together with a brief description and link to the text/analysis. The document is attached to the original minutes stored in the Executive Unit.

Senate Bill (SB) 3 – SENTENCING Reform for Drug Laws / House Bill 1 – Treatment in Lieu and Expungement

Ms. Zietlow-DeJesus reported that relative to SB 3, the Senate's priority criminal justice reform bill has been under review in the Senate Judiciary Committee since this spring. The bill continues to receive a great deal of negative feedback from the judicial community. The Chief Justice of the Ohio Supreme Court has been vocal in her opposition to the proposal and the judicial associations and the prosecutors' association have both shared their opposition. Ms. Zietlow-DeJesus shared that Judge Matia, Cuyahoga County's Drug Court Judge, has forwarded written correspondence to Senators and other elected officials opposing SB 3; however, advocated for HB 1.

Ms. Zietlow-DeJesus reported that House Bill (HB) 1 – Treatment in Lieu and Expungement is the House's priority criminal justice reform bill. The bill modifies the requirements for intervention in lieu of conviction and sealing records of conviction. The Chief Justice of the Ohio Supreme Court is a strong proponent of this proposal. HB 1 passed the House with a 90-6 vote on June 19, 2019 and has since received two hearings in the Senate Judiciary Community. The last hearing was on January 22, 2020 were proponents including the Prosecuting Attorney's Association, the Chief Justice of the Supreme Court, and the Public Defender's Office shared their support for the measure. OACBHA has not moved to support or go against either of the bills at this time.

House Bill 443 – Parity and Senate Bill 254 – Mental Health Parity

Ms. Zietlow-DeJesus indicated that HB 443 is being brought forward at the recommendation of the Parity@10 Coalition, a group of advocacy organizations (including OACBHA) that have been committed to assuring that the parity regulations in Ohio are effective, understood, and enforced. This proposal provides needed updates to the parity legislation that is already included in Ohio law to align Ohio's law with the federal parity regulations, incorporating substance use disorders, and to provide clarity related to enforcement of parity regulations in Ohio. This bill was introduced in the Ohio House on December 9, 2019 and was referred to the House Health Committee where sponsor testimony was provided on January 14, 2020. No additional hearings have been scheduled yet.

SB 254 – Mental Health Parity is a companion bill to HB 443 in the Senate. The same language is currently included in both bills. This bill was introduced in the Ohio Senate on December 11, 2019 and was referred to the Senate Insurance

Community Relations & Advocacy Committee Minutes and Financial Institutions Committee. Sponsor testimony was heard in late January and a proponent hearing took place on February 12, 2020. OACBHA submitted proponent written testimony for the hearing.

March 4, 2020

House Bill 365 – Chemical Dependency Counselor II License Revisions

Ms. Zietlow-DeJesus stated that this bill is designed to change how individuals may qualify for a chemical dependence counselor II license and has been introduced in the Ohio House. Two hearings have been held in the House Health Committee to date. The bill establishes two new criteria by which an individual may qualify for a chemical dependency counselor II license. The first new option provides an expedited educational pathway to a LCDCEII license. The second opens a “grandfathering” option for individuals who have continuously held a CDCA or practiced chemical dependency counseling while under supervision since December 31, 2008.

Ms. Zietlow-DeJesus reported that OACBHA Membership approved the following statement recommended by the Governance Committee. *“We agree that we must work together to collectively develop sustainable solutions that address both workforce shortages and workforce quality. We feel that HB 365 is an incomplete solution to a complex problem. We recommend that the State, in collaboration with local Boards and other stakeholders, develop a coordinated, creative, and comprehensive strategy to improve workforce quality and address workforce shortages related to mental health and addiction services.”*

House Bill 338 – Mental Health Awareness and Violence Protection Act

Ms. Zietlow-DeJesus reported that HB 338; sponsored by Dave Greenspan, District 16, enacts the Mental Health Awareness and Community Violence Protection Act. This bill is still pending in the House Health Committee. A proponent testimony hearing took place on February 4, 2020. Representative Greenspan worked with Legal Services Corporation (LSC) to respond to several questions put forward by OACBHA.

Committee Member Input:

- Mr. Snider acknowledged that he is impressed with Representative Greenspan after observing him at the onset of his council membership approximately 10 years ago; where he was absolutely opposed to any expenditures in the mental health arena; and through the advocacy efforts of Board staff, he is now a major supporter of the mental health community.
- Mr. Snider reported that a couple of weeks prior, he forwarded email correspondence to Ms. Cheri Walter, Chief Executive Officer of OACBHA, regarding mental health as presented by the Federal government and has not received a response.

3. Presentation from Milestones Autism Resources Staff

Ms. Haley Dunn, MA, LPC, Teen / Adult Manager, Milestones Autism Resources, shared that Milestones Autism Resources’ mission statement is as follows: *“Milestones Autism Resources improve the lives of individuals on the autism spectrum by educating, coaching and connecting the autism community with evidence-based information”*. The vision statement was highlighted as: *“A community in which individuals on the autism spectrum reach their full potential as contributing members of society, recognized for their strengths and supported in their challenges”*. Milestones Autism Resources has four core services: Helpdesk, Consultation and Training, Annual Conference and Online Resources – milestones.org.

Milestones free Helpdesk serves as the local autism services guide and is usually the first point of contact that services approximately 500 calls yearly from professionals as well as family members. The Helpdesk connects individuals with the best resources to meet their needs. Anyone can use the Helpdesk to find the most appropriate services for their family, friend, other individuals or self. The staff will create a customized resource list based on the request within a week. The Helpdesk can connect individuals to: Therapists, Tutors, Assessment Doctors, Support Groups, Social Opportunities, Respite Care, Funding Resources and more.

The Helpdesk is staffed by social workers who specialized in early intervention, school-age services, transition to adulthood, older adulthood care, low-income populations and medically fragile individuals. While the free Helpdesk staff can do research for individuals and provide a list of resources, private one-on-one consultations with their autism experts give individuals the power and confidence to move forward.

Milestones Autism Resources provides Autism-specific education and evidence-based learning strategies through individual and family consultation and training that make a difference. Ms. Dunn noted that individuals do not have to do this alone and that they believe in a collaborative approach of working with consultants to help individuals meet their goals. In between sessions, individuals will take next steps with their consultants; checking on their progress and providing coaching. They also engage schools, agencies and other resources that can assist individuals. Consultation services include the introduction and the plan, which includes an assessment to discuss concerns and desires and decide on priorities, recommendations and guidance on next steps. They also provide ongoing support by assisting with problem solving to meet an individual's goals.

With a population of 1.249 million in Cuyahoga County, 21,169 individuals were diagnosed with Autism Spectrum Disorder (ASD), of which 90% experience a mental health disorder. Additionally, circles of impact include family members, therapists and doctors, community members and teachers. ASD includes Autism, Asperger Syndrome, PDD-NDS, Rett Syndrome, Childhood Disintegrative Disorder and the spectrum affects individuals to different degrees. Autism is a neurological disorder that predominately affects behavior, communication, social interaction and sensory processing; whereby the developmental characteristics begin prior to the age of 3; whether a diagnosis happens prior to age 3.

1 in 59 children in the United States is diagnosed with ASD. The increased prevalence is due to a better diagnosis and change in diagnostic guidelines. Through a better diagnosis, efforts are successful with all children being screened for ASD, better identification in females and children of color, and decreasing waiting lists for diagnosis. The change in diagnostic guidelines is inclusive of possible biological factors, increased rate due to age, weight, and heritability – ASD traits run in families.

Ms. Ilana Hoffer Skoff, MA, Executive Director of Milestones Autism Resources, reported that recent research has shown that over 90% of individuals with ASD have mental health challenges (cf. Salazar, 2015). The following shows the percent of those on the spectrum who experience specific mental health challenges: Depression and anxiety, 80%; Attention deficit disorder, 59%; and Phobias, 53%. Rates have continued to increase across the board regarding a greater risk for suicidal ideation and attempts in the ASD population; and research has shown an even higher risk for females with ASD. Due to the lack of research, it is hard to determine a prevalence rate of substance use. The numbers are currently lower than the neurotypical population and appropriate screening for substance use disorders (SUD) and treatment needs for individuals with ASD need more research.

Milestone Autism Resources puts on the yearly "Milestones National Autism Conference". They aim to improve the lives of individuals on the autism spectrum by educating, coaching and connecting the autism community with evidence-based information. Since the conference started in 2003, it has grown into a major national event attracting over 1,000 professionals, parents and individuals with ASD who come from across the country to get cutting-edge information, networking opportunities and Credit Earned Units (CEUs). The event includes over ninety presentations to choose from and offers CEUs in fifteen different disciplines. ADAMHS Board staff is recommending the \$1,700 Community Sponsorship Package, which helps send a family that has both autism and a co-occurring mental health diagnosis to the conference and provides the ADAMHS Board with the following benefits:

- An exhibit booth
- Full page ad in the conference program
- Prominent recognition at the conference and in promotional materials
- Sponsor logo and link on the conference web page
- Local and regional media exposure; and
- 2 conference registrations.

Questions from committee members were addressed. It was noted that Milestones and the ADAMHS Board's missions align through enhancing the quality of life, maintaining a person-centered approach, the network of community supports, accessibility to all and a seamless integrated system of care. (A copy of the PowerPoint presentation distributed is attached to the original minutes in the Executive Unit.)

- Rev. Gohlstin inquired with Milestones' presenters as to the number of African Americans that are employed by their organization. Ms. Hoffer Skoff responded that Milestones presently employs 3 African Americans.

Motion to recommend sponsorship for the two-day Milestones Autism Conference, taking place on June 11-12, 2020, in the amount of \$1,700 to the Finance & Operations Committee. MOTION: K. Kern-Pilch / SECOND: G. Boehm / AYES: R. Blue, G. Boehm, B. Gohlstin, Sr., K. Kern-Pilch, H. Snider / NAYS: None / **Motion passed.**

4. **LifeAct Requests**

- **Suicide Prevention Materials**

Ms. Zietlow-DeJesus reported that LifeAct, a member of the Board's Suicide Prevention Task Force, has requested that the ADAMHS Board of Cuyahoga County provide \$11,880 to cover the cost of leave-behind items for 16,500 students in 115 schools in Cuyahoga County that are projected to participate in the *Recognizing Teen Depression and Preventing Suicide* program in the upcoming 2020/2021 school year. Materials include wallet crisis cards with the ADAMHS Board logo, student handouts and pens. The program's goal is to cause at-risk students to seek and receive treatment from a mental health professional, as treatment is life-altering and often lifesaving.

In Calendar Years 2015, 2016, 2017, 2018, and 2019 in recognition of the good work of LifeAct and its program, the ADAMHS Board provided \$5,500 in 2015 and \$6,500 each following year in funding to defray the costs associated with the program's leave-behind items.

To defray the \$11,880 costs of producing the wallet crisis cards, student handouts and pens for Cuyahoga County's students that participate in the program, Board staff are recommending a contribution of \$6,500. The ADAMHS Board logo will continue to appear on the wallet crisis cards and will be added to the student handouts to illustrate the Board's support.

- **16th Annual Into the Light Walk**

Ms. Zietlow-DeJesus reported LifeAct has requested that the ADAMHS Board of Cuyahoga County once again support its 16th Annual *Into the Light Walk*. The event will be held on Sunday evening, April 26, 2020, from 6:30 p.m. – 8:30 p.m., at the Cleveland Metroparks Zoo. The *Into the Light Walk* strives to "shine the light" on depression and suicide prevention, provide an opportunity for survivors of suicide to experience healing in a safe, anonymous way, and bring together everyone affected by suicide to raise awareness of suicide prevention.

Over 1,000 participants are expected to participate in the 2020 *Into the Light Walk* and can experience healing and remember loved ones. Also, LifeAct's proven prevention education program, *Recognizing Teen Depression and Preventing Suicide*, has helped over 270,000 teens since 2000. Last school year, nearly 30,000 students received programming and 1,650 students sought help as a result.

Staff is recommending the \$1,000 Beacon Sponsorship again this year, which provides the ADAMHS Board with the following sponsorship benefits:

- Sponsorship acknowledgement on banner at Walk
- ADAMHS Board name and logo displayed on Walk website; and
- Three complementary walk registrations.

Motion to recommend that the ADAMHS Board of Cuyahoga County defray the costs associated with the production of wallet crisis cards, student handouts and pens for LifeAct's Suicide Prevention Program in the amount of \$6,500 and the ADAMHS Board of Cuyahoga County sponsorship of LifeAct's 16th Annual Into the Light Walk on Sunday Evening, April 26, 2020 in the amount of \$1,000 to the Finance & Operations Committee. MOTION: G. Boehm / SECOND: R. Blue / AYES: R. Blue, G. Boehm, B. Gohlstin, Sr., K. Kern-Pilch, H. Snider / NAYS: None / **Motion passed.**

5. Presentation of the *Aligning Efforts to Support a Recovery Community Report*

Ms. Zietlow-DeJesus referenced the *Addiction Recovery Advocacy Meetings, Aligning Efforts to Support a Recovery Community* handout and reported that the ADAMHS Board of Cuyahoga County began hosting Addiction Recovery Advocacy meetings in 2017. These meetings bring together individuals in recovery, family members who have lost a loved one to addiction, individuals with a loved one struggling with addiction, professional, and family support groups to unite powerful voices and create change through action.

In 2019, the Addiction Recovery Advocacy meeting group strategized how Cuyahoga County can align its efforts with RecoveryOhio Governor DeWine's statewide initiative to address mental health and substance use disorders. During the Addiction Recovery Advocacy meeting held on June 24, 2019, Tia Marcel Moretti, Deputy Director of RecoveryOhio, spoke about RecoveryOhio's efforts. After her presentation, attendees brainstormed ideas, organized those ideas into categories and priorities the ideas based upon achievability. The brainstorming session focused on four of RecoveryOhio's eight focus areas: 1.) Stigma & Education, 2.) Workforce Development, 3.) Prevention and 4.) Treatment & Recovery Supports.

Ms. Zietlow-DeJesus reported that staff are requesting Board members review this report and provide feedback, which will be shared with RecoveryOhio.

6. First Responder Appreciation Week Update

Ms. Madison Greenspan, External Affairs Officer, reported on the Board's efforts relative to First Responder Appreciation Week, which is at the beginning of May. In previous years, the Board has delivered care packages, meals and other items, including cards to show our appreciation for First Responders in Cuyahoga County. However, Board staff were determined to come up with a more creative means to reach more First Responders; and based upon First Responders responses regarding outcomes related to their efforts, staff put out a request for photographs and thank you notes and messages from individuals in recovery who would like to thank First Responders for having saved their life. She noted that the response has been tremendous and that they almost have enough photos to create a calendar for distribution to First Responders to be displayed in their Fire House and/or station. Thank you, cards will be included with the calendars, for distribution as well. Ms. Greenspan noted that a copy of the calendar will be ready for viewing at the next scheduled committee meeting.

Ms. Zietlow-DeJesus reported that the Board has received a \$1,000 donation from OACHBA; and \$1,000 from the American Medical Education Foundation (AMEF) to support these efforts.

Committee Member Input:

- Mr. Snider updated committee members of previous efforts on behalf of the National Alliance on Mental Illness Ohio (NAMI Ohio) to provide food to First Responders in Springfield, Ohio. In appreciation, the First Responders forwarded a blanket with the National Association of Firefighters insignia and their local on it.

7. Issue 33 – Cuyahoga County Health and Human Services Levy Update

Ms. Zietlow-DeJesus briefed committee members on the Cuyahoga County Health and Human Services Levy scheduled for the March 17, 2020 primary ballot by the Cuyahoga County Council. She noted that Mr. Scott Osiecki, Ms. Greenspan and she have had the opportunity to present to various groups and organizations throughout Cuyahoga County to promote the Issue 33 – Cuyahoga County Health and Human Services Levy. Mr. Osiecki will be presenting at two forums for the League of Women Voters; one on Thursday, March 5, 2020, 7:00 p.m. at the Shaker Heights Library and the other is on Tuesday, March 10, 2020, 7:00 p.m. at the Rocky River Library. Mr. Osiecki will also be recording a presentation for Channel 3's *We the People* on Wednesday, March 11, 2020, which will air on Friday, March 13, 2020. This presentation will include, but not be limited to opioids, the Health and Human Services Levy and possibly the settlement. The ADAMHS Board has also facilitated a sound truck to play Health and Human Services Levy announcements in the three days prior to the election; and, to date, have organized 6 phone banks at the Board's provider agencies. Rev. Gohlstin has additionally been publicizing the levy on his radio show, which is every Thursday at 11:30 a.m. on WOJU 95.9 FM and WOJU.org. Ms. Zietlow-DeJesus also highlighted that a presentation occurred on Voicelt Radio.

8. Sponsorships

Ms. Zietlow-DeJesus highlighted the five Sponsorships recommended by Board staff to the CR&A Committee and referenced the details provided in the individual agenda process sheets for:

- Cleveland International Film Festival, March 25-April 5, 2020 – (\$2,000 Sponsor)
 - Ms. Zietlow-DeJesus reported that there is an error on the agenda process sheet and noted that the opening date of the Cleveland International Film Festival is Wednesday, March 25, 2020. This will be corrected on the document going forward. This year, the ADAMHS Board has chosen the film *Murmur* for sponsorship. This film features the story of a woman who suffers from alcoholism and is ordered to perform community service in an animal shelter after being arrested for drunk driving. When she adopts an older dog from the shelter to save him from being put down, she finds new meaning and purpose in her life but becomes obsessed with saving animals to the detriment of her own well-being. This film highlights the woman's gradual awareness of her mental health needs. Board staff is recommending the \$2,000 Film Sponsorship again this year.
- Intensive 2020 Mental Health and Ministry Conference, May 1, 2020 – (\$1,000 Sponsor)
 - Ms. Zietlow-DeJesus reported that the Intensive 2020 Mental Health and Ministry Conference will be held at the Cleveland Clinic South Pointe Hospital on Friday, May 1, 2020; and noted that this conference is hosted by Kingdom Fellowship International and City of God. The Conference will kick off Mental Health Awareness month and will provide empowerment and assistance to the spiritual, mental and physical health of the pastor/faith leader. This event is expected to draw 75 – 100 pastors from the Greater Cleveland area and will provide medical, mental health and substance use screenings for clergy members and will refer anyone in need of services to sources for help.
 - Ms. Zietlow-DeJesus noted that staff is recommending the \$1,000 Sponsorship provides the ADAMHS Board with the following benefits:
 - ❖ An exhibit table
 - ❖ Half Page, 4-color ad in conference program
 - ❖ Logo on conference signage, event promotions, event materials and event website; and
 - ❖ Organization profile included in pre-event social media promotions
- Women's Recovery Center *Miracles of Recovery* Breakfast on May 7, 2020, and *Run, Jane, Run* event on Saturday, July 24, 2020 – (\$1,500 Sponsor)
 - Ms. Zietlow-DeJesus reported that the Women's Recovery Center, a contract provider of the Board, will hold its *Miracles of Recovery Breakfast* on May 7, 2020, at Windows on the River and its annual *run, jane, run* Sports Festival on July 24, 2020.
 - The Women's Recovery Center provides comprehensive addiction treatment, prevention and education programs that are client-centered, family-based and recovery-focused, to as many women and their families as possible. In 2019, 115 women received treatment from Women's Recovery Center and 17 families were reunited.
 - Sponsorship helps The Women's Recovery Center defray costs of the events and raise funds for the continuation of programs while creating awareness and reducing the stigma associated with addiction. Proceeds from these events will be used to continue addiction treatment, prevention and education programs. Ms. Zietlow-DeJesus noted that staff is recommending the \$1,500 Community Sponsorship Package, which provides the ADAMHS Board with the following benefits:
 - ❖ ADAMHS Board logo on both events' signage and website
 - ❖ Logo on participant t-shirts (*run, jane, run*)
 - ❖ Quarter page ad in both event program books; and
 - ❖ Table for 10 at *Miracles of Recovery Breakfast*

- Northeast Ohio Black Health Coalition's 6th Annual State of African American Family Disparities Conference, August 14-15, 2020 – (\$1,000.00 Sponsor)
 - Ms. Zietlow-DeJesus reported that the 6th Annual State of African American Family Disparities Conference: *Community Empowerment Through Policy Change*, will be held August 14-15, 2020 at the DoubleTree in Beachwood. The Northeast Ohio Black Health Coalition is the first coalition in the state of Ohio dedicated to addressing African American disparities in education, employment, housing and health by working to educate, advocate for and empower communities.
 - The goal of the conference is to examine how political and social policies have impacted health disparities, including behavioral health, in the African American community. The \$1,000 Bronze Sponsorship provides:
 - ❖ Logo on program book and marketing materials; and
 - ❖ Session presenter
- Greater Cleveland NAMIWalks, September 19, 2020 – (\$2,500 Sponsor)
 - Ms. Zietlow-DeJesus reported that NAMI Greater Cleveland's NAMIWalks will celebrate its 18th anniversary in Greater Cleveland on Saturday, September 19, 2020, at Edgewater Park (Kite Field). Over the past 18 years, NAMIWalks has raised funds for NAMI Greater Cleveland to continue and expand educational, advocacy and support programs for individuals living with mental illness and their families. In addition, NAMIWalks raises the public's awareness of mental illnesses and helps to eliminate stigma.
 - Ms. Zietlow-DeJesus noted that staff is recommending the \$2,500 Silver Sponsor, which provides the ADAMHS Board with the following benefits:
 - ❖ Logo printed on Walk brochures
 - ❖ Logo displayed on website
 - ❖ Logo printed on Walk t-shirts
 - ❖ Logo on event posters; and
 - ❖ Display table

Motion to approve the sponsorships (listed above) to the Finance & Operations Committee. MOTION: R. Blue / SECOND: K. Kern-Pilch / AYES: R. Blue, G. Boehm, B. Gohlstin, Sr., K. Kern-Pilch, H. Snider / NAYS: None / **Motion passed.**

9. Conference Proposals Update:

Ms. Zietlow-DeJesus indicated that Board staff have and/or will be submitting conference/workshop proposals for multiple conferences that will be transpiring this year and are as follows:

- **10th Annual Cuyahoga County Conference on Social Welfare**, March 13, 2020, Tinkham Veale University Center, Case Western Reserve University:
 - *Cleveland Crisis Intervention Team Program: The Past and Present*, presented by Carole Ballard, Director of Education and Training
 - *The Opioid Epidemic: Where are we going* by Beth Zietlow-DeJesus, Director of External Affairs
- **OACBHA's Opioid Conference**, June 11-12, 2020, Hyatt Regency in Columbus:
 - *Fentanyl Test Strips: A Grassroots Harm Reduction Strategy*, presented by Beth Zietlow-DeJesus, Director of External Affairs, Madison Greenspan, External Affairs Officer and Jake Rosebrock, AmeriCorps VISTA
- **2020 Ohio Prevention Conference**, June 29-July 1, 2020, The Ohio State University, Columbus:
 - *Prevention for the Resilient: Effective Strategies for Communities Experiencing Trauma*, Presented by Charde Hollins, Behavioral Health Prevention Specialist
- **Bureau of Justice Assistance's Comprehensive Opioid Abuse Program National**

Forum, March 10-12, 2020, Hyatt Regency Crystal City, (Washington, DC area)

- o *Investing in Innovative Peer Support Programming: From the Emergency Room to the Farm*, presented by Larry Smith, Jr., Director of Programs

Ms. Zietlow-DeJesus reported that on Monday, March 2, 2020, Ms. Greenspan and she traveled to Erie, PA to present to a Drug and Alcohol Coalition about the Fentanyl Test Strip program. She noted that it is illegal to do harm reduction in Pennsylvania; however, it is not illegal to use urine test strips for harm reduction.

10. Social Media Tracking Reports

- Ms. Greenspan also provided committee members with an overview of the social media statistics since the last Community Relations & Advocacy Committee meeting. We have added 142 new followers with total of 4,011 fans now on Twitter, Facebook and Instagram. Total impressions for the time period (11/08/20 through 03/03/20) were seen 63,600 times.

11. Media Tracking Reports

- Media/Press Tracking Report from 1/07/20 through 03/03/20 indicated that the ADAMHS Board had a total of 38 media mentions; 32 were positive, 6 neutral and 0 negative. The total for calendar year 2020 is 39 mentions; 33 were positive and 7 neutral 0 negative.
- Ms. Zietlow-DeJesus reported that Mr. Osiecki was interviewed by a FOX 8 News reporter, Adrienne DiPiazza, about the opioid settlement dollars; particularly why programs were chosen. She further met with a peer supporter from THRIVE Behavioral Health; in addition to, an individual that was helped by this program and is in recovery. This story is set to air in April.
- Mr. Snider stated that WKYC Channel 3 senior health reporter, Ms. Monica Robins, who has been a staunch supporter of the ADAMHS Board, has revealed a brain tumor diagnosis; and requested staff to forward words of encouragement for a speedy recovery. Rev. Gohlstin concurred.

12. New Business - None

There being no further business, the meeting adjourned at 5:06 p.m.

Submitted by: *Linda Lamp, Executive Assistant*

Approved by: *Harvey A. Snider, Esq., Community Relations & Advocacy Committee Chair*