

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE

MARCH 6, 2019

Committee Members Present: Harvey A. Snider, Esq., Elsie Caraballo, Katie Kern-Pilch, ATR-BC, LPC-S, Sharon Rosenbaum, MBA / **Absent:** Reginald C. Blue, Ph.D., Erskine Cade, MBA, Eugenia Kirkland, LSW, MSSA, CDCA

Board Staff Present: Scott Osiecki, C.E.O., Carole Ballard, Carmen Gandarilla, Bob Garrity, Felicia Harrison, Carol Krajewski, Regina Spicer, Beth Zietlow-DeJesus

Call to Order: Harvey Snider, Committee Chair, called the meeting to order at 4:00 p.m.

1. Approval of Minutes

The Community Relations & Advocacy Committee of 1/09/19 were approved as submitted.

2. Sponsorships

Beth Zietlow-DeJesus, Director of External Affairs, 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 Fest, March 27 – April 7 – (\$2,000); the film is “Princess of the Row”. There will be an opportunity for an ADAMHS Board representative to speak about the Board prior to the film screening.
- Life Act’s 15th Annual “Into the Light” Suicide Prevention Walk, May 9 – (\$1,000) at the Cleveland Metroparks Zoo from 6-9 p.m.
- LGBTQ+ Center of Greater Cleveland’s “Pride in the CLE” Festival on Saturday, June 1 – (\$1,000) is an all-day event at Cleveland’s Public Square.
- City Club Presentation on Monday, June 24 (\$1,000) will feature Columbia University Professor Madelyn Gould, who studies the epidemiology of suicide; other sponsors are Woodruff Foundation & Peg’s Foundation.
- NAMI of Greater Cleveland’s 17th Annual NAMIWalks Cleveland will take place on Saturday, Sept. 14, 2019 – (\$2,500) at the Edgewater Park’s Upper Pavilion.

Motion to approve the sponsorships (listed above) to the Finance & Operations Committee.

MOTION: E. Caraballo / SECOND: S. Rosenbaum / AYES: E. Caraballo, K. Kern-Pilch, H. Snider, S. Rosenbaum
NAYS: None / **Motion passed.**

3. OACBHA Mini-Grants

Ms. Zietlow-DeJesus stated that the Board recently learned it will receive two mini-grants, each for \$1,000, from the Ohio Association of County Behavioral Health Authorities (OACBHA). One grant is for promoting the Crisis Text Line; the other is for acknowledging First Responder Appreciation Week (April 29 - May 5, 2019). The Board’s local activities will involve delivering thank you packages to first responders across Cuyahoga County and creating thank you messages on social media.

Ms. Rosenbaum expressed an interest in the use of information graphics and digital art. Ms. Kern-Pilch suggested acknowledging the students for their collaborative efforts.

4. Meet Your Legislator Series

Ms. Zietlow-DeJesus shared information about the ***Meet Your Legislator Series*** being hosted at the Board. The first meeting took place on Monday, 3/25/19, at the Board offices with Representative Terrence Upchurch who met with clients, family members, staff, providers and other community members. The next meeting in the Legislator Series is scheduled for Monday, April 15, 2019 with Representative Stephanie Howse from Ohio House District 11.

5. Annual Meeting Update

This year's Annual Meeting will be held on Monday, May 13, 2019 from 9:00 a.m. to Noon at the Cleveland Marriott East in Warrensville Heights. The ADAMHS Board of Cuyahoga County will celebrate its 10th anniversary at the annual meeting and a few surprises are being planned to make the event extra special this year. Josh Ruminski, who started the Happy Thoughts Candle Company, will be the keynote speaker with a message to help change the stigma surrounding mental health and suicide.

6. OACBHA'S Opioid Conference

The Ohio Association of County Behavioral Health Authorities (OACBHA) will hold its 2019 Opioid and Other Drug Conference at the Hyatt Regency in Columbus on June 10-11, 2019. Ms. Zietlow-DeJesus reported that the Board's presentation has been accepted on the topic, "Using the Arts to Reduce Stigma, Heal Trauma & Sustain Recovery." Registration information will be forthcoming.

7. Advertisements Update

Ms. Zietlow-DeJesus highlighted several advertisements purchased by the Board ranging from \$50 - \$250 to promote the ADAMHS Board, the crisis and referral hotline, etc. given that they are relatively inexpensive and provide good exposure. Ms. Caraballo learned while attending a recent gambling conference in Columbus that one particular agency chose to advertise its service by arranging to have stickers placed on pizza delivery boxes to spread information about its available services.

8. Fentanyl Test Strip Awareness Campaign Update

Ms. Zietlow-DeJesus reported that the Board is working with several partners on this project. Two concepts were presented to the group regarding the pros and cons of using fentanyl test strips. A meeting is scheduled for 3/8/19 to share the developed concept. The next step will be a focus group with prevention specialists and people in recovery. She noted that Cuyahoga County intends to provide \$15,000.00 to purchase test strips for distribution. Circle Health will distribute through their syringe exchange program and clinics, and Care Alliance intends to distribute its test strips through its outreach teams and at their clinics. Ms. Rosenbaum added that the Jewish Family Service Association is also planning to provide education on fentanyl test strips to various Jewish organizations the second week of March.

9. Training Update

Carole Ballard, Director of Education & Training, distributed the new hot-spot cards for the Spring Training Schedule and elaborated on the variety of topics offered; this information will also be available on the Board's website. The Winter Series went fairly well and the goal is to expand.

Ms. Ballard noted that some additional training will be done with staff. QPR (Question, Persuade, Respond) Training will be offered throughout the year in an evening session format from 4:00-6:00 PM. It was noted that the sessions for the Winter, Spring and Summer Series have been booked. An Ethics Training session by a representative of the Ohio Ethics Commission has been scheduled for ADAMHS Board staff on 3/20/19 from 9:30 am – 11:30 a.m. All interested Board members are welcome to attend.

The Board will be posting Disability Rights for the State of Ohio is an all-day presentation with 3 distinct groups: Clients Rights & Supervisors and other workers in the morning, a separate section for clients during the Brown Bag Luncheon, and a 2-hour block with our Residential Treatment Operators. Another series is planned for April 11th for Mandated Recording regarding Elder Abuse. We anticipate approximately 75 participants in the Ohio Room. Two CEU's will be available for Disability Rights as well as Mandated Elder Abuse Training.

The Board was contacted to be a sponsor with Lutheran Metropolitan Ministry for their Fair Housing Symposium; almost 80 people are expected to attend. We are also going to be a co-sponsor for the upcoming Hoarding Conference on 4/26/19 at the Embassy Suites in Independence where 125-150 people are expected. CEU's will also be offered.

The ADAMHS Board's 2019 Roads to Recovery Conference is scheduled for Monday, October 21, 2019. Efforts are underway to concentrate on making the conference more holistic to have topics for youth, adults, elderly, supported employment as well as peer support.

Committee members input:

- Committee Chair, Harvey Snider, commended staff on the new hot spot cards and suggested sharing cards with all Board of Directors at the upcoming General Meeting. Ms. Ballard credited Carmen Gandarilla, Regina Spicer and Madison Scagnetti for developing these cards.
- Mr. Snider recommended contacting NAMI Greater Cleveland to inform the organization directly about the session on May 17th entitled Mental Health and the Role of Friends and Family.
- Ms. Kern-Pilch stated that she has attended many classes offered by the Board and that all have been excellent and well attended.

10. Social Media and Media Tracking Reports

- Tracking Reports - Ms. Zietlow-DeJesus provided committee members with an overview of the social media statistics since the last CR&A Committee meeting. We have total of 3,207 fans now on Twitter, Facebook and Instagram. The posts for this monitoring period (1/09/15 through 3/05/19) were seen 132,854 times.
- The Media/Press Clipping Report from 1/09/19 through 3/05/19 indicated that the ADAMHS Board had a total of 52 media mentions, 48 were positive, 4 neutral and 0 negative. The majority of the articles were related to the preliminary overdose death results from the press conference in January and from the Medical Examiner's warning about the resurgence of Carfentanil in Cuyahoga County.
- Ms. Zietlow-DeJesus shared that Scott Osiecki participated on the Sound of Ideas earlier in the day to respond to Governor DeWine's State of the State Address and did an excellent job praising the Governor's commitment to local funding and making mental health and addictions a priority.

11. Old/New Business

- Mr. Snider was pleased to announce that a former staff member, Rosalina Fini, J.D., Cleveland MetroParks Law Director, was elected on Friday, 3/01/19, as President Elect of the Cleveland Bar Association. Ms. Rosenbaum suggested that we send a congratulatory card or letter on this achievement.
- Mr. Snider was recently invited by the Mental Health & Awareness Committee of the Cleveland Metropolitan Bar Association to participate on a panel at the Case Western Reserve University School of Law. On 2/27/19, he spoke along with 3 other participants; the panel discussion was attended by well over 120 students while being streamed live to other classrooms. Panelists shared stories and explored issues regarding professional development as it relates to mental health, other addictions and wellness. Mr. Snider found this to be a very moving experience and encouraged other Board members to volunteer to speak on behalf of the Board should the occasion arise.

There being no further business, the meeting adjourned at 4:50 p.m.

Submitted by: Carol Krajewski, Executive Specialist

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