

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

## COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE JANUARY 8, 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., Patricia James-Stewart, M.Ed., LSW, Megan Van Voorhis

**Absent:** Erskine Cade, MBA, Elsie Caraballo, Sharon Rosenbaum, MBA

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

**Call to Order:** Harvey Snider, Committee Chair, called the meeting to order at 4:00 p.m. and welcomed new Board members in attendance.

### **1. Approval of Minutes**

The Community Relations & Advocacy Committee minutes from the November 6, 2019 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 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) 221 - STRONG Ohio**

Ms. Zietlow-DeJesus reported that STRONG Ohio, also called Senate Bill (SB) 221, is sponsored by Senator Matt Dolan (R-Chagrin Falls) as part of Governor DeWine's broader STRONG Ohio Violence prevention plan that was developed after the Dayton, Ohio shooting on August 4, 2019. This bill is pending in the Senate Government, Oversight and Reform Committee. They are anticipating a sub-bill in January/February because multiple amendments were submitted to senate related to the bill.

#### **SB 58: Misdemeanor Competency Restoration**

Ms. Zietlow-DeJesus indicated that Substitute SB 58; sponsored by Theresa Gavarone, District 2, deals with restoring competency to misdemeanor offenders without an in-person assessment at a state hospital. The bill allows for assessments to be completed via electronic means and considers the person's needs for housing and access to services in the community to which they would be returning. This bill is pending in the House Health Committee and has not had further movement.

#### **SB 123: School Security and Youth Suicide Education**

Ms. Zietlow-DeJesus stated that this bill involves suicide prevention education and will require every Ohio Public School to provide 1 hour or 1 class period of Evidence-Based Suicide Prevention Education to every 6<sup>th</sup> through 12<sup>th</sup> grader yearly. This bill has passed the House and is currently being heard in the Senate Education Committee. This bill is supported by the Ohio Suicide Prevention Coalition and Nationwide Children's Hospital. This bill passed the House, but is still in the Senate Education Committee.

#### **House Bill (HB) 1: Intervention in Lieu of Conviction**

Ms. Zietlow-DeJesus reported that HB 1 is sponsored by Representatives Phil Plummer, District 40, and Paula Hicks Hudson, District 44. This bill is to modify the requirements for intervention in lieu of conviction and for sealing records of conviction. This bill passed the House in June, 2019 and has had one committee hearing in the Senate Judiciary on September 25, 2019.

HB 1 is very similar to SB 3 Drug Sentencing. Ms. Zietlow-DeJesus noted that SB 3 is sponsored by Senator John Eklund, District 18, and Senator Sean O'Brien, District 32. This bill is to express the intent of the General Assembly to develop and enact legislation to reform Ohio's drug sentencing laws. Ms. Zietlow-DeJesus highlighted that this bill has

had two committee hearings in the last two months and will be back in the Senate Judiciary in January. This bill has taken major amendments and considered a priority by the Senate leadership. According to the Ohio Association of Community Behavioral Health Authorities (OACBHA), out of all the bills we are likely to see the most movement on this one.

*[P. James-Stewart arrived.]*

#### HB 338: Mental Health Awareness and Community 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; and as of the present, there has not been any movement.

#### House Bill (HB) 354: Makes changes to weapons under disability statute and civil commitments

Ms. Zietlow-DeJesus indicated that HB 354 is sponsored by Representatives Phil Plummer, District 40, and D. J. Swearingen, District 89.

The summary of the bill is as follows:

- Expand the offense of having weapons under disability to include additional disabling offenses and classifications;
- Requires the Director of Public Safety to create the Weapons Disability Data Portal to allow for the collection and distribution of data relevant to state and federal firearms disability status;
- Requires law enforcement agencies, courts, and other entities to submit information to the Weapons Disability Portal or to face sanctions for noncompliance;
- Extends the date on which a juvenile court must expunge all records sealed under the continuing Juvenile Sealing Law to require the expungement upon the 28<sup>th</sup> birthday of the person who is the subject of the sealing order;
- Specifies that a "mental illness" for purposes of law governing involuntary commitment of the mentally ill includes a moderate or severe substance use disorder.

Ms. Zietlow-DeJesus noted that this bill is pending in the House Finance Committee and has been identified as a priority bill for the speaker. It is expected that a revision and a sub-bill based on amendments will be submitted in January/February.

#### Committee Input:

- Ms. Katie Kern-Pilch noted that she will research HB 443; the incorporation of mental health instruction into health education.
- Ms. Kern-Pilch also reported that upon viewing the news, she was informed that individuals may dial 988 for suicide prevention. This three-digit suicide prevention hotline number will soon make seeking emergency mental health help more like calling 911.

### **3. Cuyahoga County Health and Human Services Levy**

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 the passage of the levy will maintain a critical safety net for persons living with mental illness and substance use disorders as well as children and family services, services to seniors and critical emergency services to the citizens of Cuyahoga County. The proposed replacement of 3.9 mill of an existing Health and Human Services levy and an increase of 0.8 mill for the purpose of supplementing general fund appropriations for health and human or social services, for a period of eight years.

Ms. Zietlow-DeJesus stated that the proposed 0.8 mill increase would go into effect in 2021 and would add about \$35 million more to Health and Human Services, of which \$9 million is slated for new programs and \$26 million would be used to maintain or expand existing services.

With the passage of this levy the County has agreed to provide the ADAMHS Board with \$5.1 million dollars (\$2 million for crisis services and \$3.1 million for the Residential Assistance Program), which provides housing for adults with severe mental illness. This funding is vital to sustaining crisis services, a continuum of care for persons living with severe mental illness and to provide prevention, treatment and recovery support services for the residents of Cuyahoga County.

Mr. Osiecki, Chief Executive Officer, noted that by the end of January, Cuyahoga County's Steering committee will be launching a 6 week campaign to endorse the Health and Human Services Levy. He noted that the County has already contacted the ADAMHS Board's provider agencies to request donations for this campaign. Mr. Osiecki also reported that presently this campaign does not have an assigned issue number; however, once the issue number has been assigned by the Board of Elections, documentation will be updated as such.

**Motion to recommend endorsement of the Health and Human Services Levy to the Planning & Oversight Committee.** MOTION: R. Blue / SECOND: K. Kern-Pilch / AYES: R. Blue, G. Boehm, P. James-Stewart, K. Kern-Pilch, H. Snider, M. Van Voorhis / NAYS: None / **Motion passed.**

#### **4. Training Institute CY2019 Wrap-Up**

Ms. Carole Ballard, Director of Education and Training, provided an update regarding the activities within the Alcohol, Drug Addiction and Mental Health Services (ADAMHS) Board of Cuyahoga County's Training Unit from January, 2019 to December, 2019. This report was inclusive of the following activities:

- The Training Institute facilitated 33 community education/trainings as requested by groups in the community under Training Institute Workshops. These workshops reached 556 individuals; which was an increase from Calendar Year (CY) 2018 and was due to the variety of courses offered.
- The Training Institute facilitated 52 Question, Persuade, and Refer (QPR) trainings that have reached 857 participants; which is an increase from CY2018 and was due to September QPR-A-Thon along with ongoing concern in the community regarding public awareness.
- The Training Institute sponsored 12 training events. The ADAMHS Board provided Continuing Education Credits to these events. These sponsorships reached 740 individuals; which was an increase from CY2018 and was due to mandated reporting for Older Adults, Fair Housing training and Disability Rights training.
- The Training Institute facilitated/coordinated 25 trainings for local law enforcement/public safety. These trainings reached 340 individuals; which was an increase from CY2018 and was due to the increase in CIT Advance training, Dispatch-Regional training and specialized courses. This does not include the facilitation and implementation of the Cleveland Division of Police In-Service training; which is separate and apart from this discussion.
- The Training Institute facilitated 27 community education/trainings as requested by groups in the community under community education. These community education/trainings reached 703 individuals; which was an increase from CY2018 and was due to the increase with requests for Mental Health, Substance Abuse and De Escalation training from the public.

#### **Committee Input:**

- Mr. Snider provided accolades to Ms. Ballard regarding the thoroughness of the Training Institute's activities during CY2019 and requested that a presentation transpire for Board members at the General Meeting.
- Mr. Osiecki indicated that this report was not inclusive of the Roads to Recovery Conference; as a result, edits will be made to this report to include these statistics for the Board members at the General Meeting.
- Mr. Snider inquired as to whether a presentation could be provided to the Ohio Association of County Behavioral Health Authorities (OACBHA) to encourage implementation throughout the State of Ohio.

Mr. Osiecki reported that the ADAMHS Board is very proud of Ms. Ballard for being appointed to the Crisis Intervention Team (CIT) International Board. Ms. Ballard noted that the CIT International Board is less than 20 years old and provides the governance and monitoring for CIT programs and initiatives across the county. She is only the second person from Ohio ever appointed to this Board and stated that this appointment is a very important distinction; particularly for this Board and for Ohio and indicated that she is happy to participate on this 18 member board.

## 5. Sponsorships

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

- Improbable Players, Tour Dates: February through June 2020 – (\$2,500.00 Sponsor)
  - Ms. Zietlow-DeJesus reported that this is the second year that the Board would be sponsoring Improbable Players and noted that they have changed their sponsor structure; which would work a little differently this year. The Board is requested to purchase the Actor's Circle Sponsorship, in the amount of \$2,500.00, which would provide the Board with:
    - ❖ Announcement of ADAMHS Board as a sponsor and thank you at sponsored show; which will be held at a community meeting on the East Side.
    - ❖ ADAMHS Board listed as sponsor on the Improbable Players materials.
  - Ms. Zietlow-DeJesus highlighted that Improbable Players provides 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. The Cleveland Chapter of Improbable Players provided 46 programs (plays and workshops) from March – December, 2019, and reached over 5,400 individuals in the Cleveland Area.
- 7<sup>th</sup> Annual Ohio Recovery Housing 2020 Conference, March 30 – April 1, 2020 – (\$1,000.00 Sponsor)
  - Ms. Zietlow-DeJesus reported that the 7<sup>th</sup> Annual Ohio Recovery Housing Conference will be held on March 30 – April 1, 2020 at the Embassy Suites in Dublin, Ohio; and noted that the Ohio Recovery Housing (ORH), which is the state affiliate in 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 311 residents, making Cuyahoga County one of the largest counties of ORH associates.
  - Ms. Zietlow-DeJesus noted that last year's conference was attended by more than 250 recovery housing operators, people in recovery, community leaders, policy makers and treatment providers. The \$1,000.00 Advocate Sponsorship would provide the following:
    - ❖ Option to provide promotional items to participants.
    - ❖ Name recognition on printed materials.
    - ❖ Direct marketing opportunities (email campaign and social media).
- Milestones National Autism Conference, June 11-23, 2020 – (\$1,700.00 Sponsor)
  - Ms. Zietlow-DeJesus reported that Milestones Autism Resources puts on the yearly "Milestones National Autism Conference", which will be held June 11-23, 2020 at the Cleveland I-X Center. Milestones aims to improve the lives of individuals on the autism spectrum by educating, coaching and connecting the autism community with evidence-based information.
  - Ms. Zietlow-DeJesus noted that staff is recommending the \$1,700.00 Community Sponsorship Package, which provides the ADAMHS Board with the following benefits:
    - ❖ Helping provide financial assistance to families and professionals who would otherwise be unable to attend.
    - ❖ 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.
    - ❖ 2 conference registrations.

- Mr. Snider shared that he is in favor of the Milestones National Autism Conference and stated that this is a very effective conference, which provides those in need with a meaningful opportunity to discuss Autism issues. However, discussion occurred and concerns were noted regarding the ADAMHS Board's mission relative to this sponsorship; as a result, committee members concurred that this sponsorship be tabled until a representative of Milestones Autism Resources provide a presentation to committee members in order to gain a better understanding of Autism relative to the Board's mission.

**Motion to approve two of the three sponsorships (Improbable Players and 7<sup>th</sup> Annual Ohio Recovery Housing 2020 Conference) to the Finance & Operations Committee.** MOTION: M. Van Voorhis / SECOND: P. James-Stewart / AYES: R. Blue, G. Boehm, P. James-Stewart, K. Kern-Pilch, H. Snider, M. Van Voorhis / NAYS: None / **Motion passed.**

#### **6. Ohio Overdose Prevention Network \$6,000.00 Grant**

Ms. Zietlow-DeJesus reported that the ADAMHS Board is a sitting member of the Overdose Fatality Review Committee with the Medical Examiner's office and noted that upon review of the cases it became clear that some individuals were involved in the justice system but not offered at Drug Court. Based upon a recommendation of the Overdose Fatality Review Committee, the Board applied for a grant from the Ohio Overdose Prevention Network for \$6,000.00; which will allow the Board to train local defense attorneys, prosecutors, judges, and others involved in the Justice system on the process for referral to Drug Court. Lessons learned from speaking with judges and individuals involved is that there is inequitable referrals for persons of color; it is often easier for an attorney to plead down a charge than it is to offer help through Drug Court. The National Association of Drug Court Professionals found that this a nationwide problem and wrote a toolkit to ensure equitable inclusion and referral in special dockets like Drug Court.

Ms. Zietlow-DeJesus stated that the Board would like to host three trainings on the toolkit with these funds; and are still in the planning process due to the timeframe involved with the receipt of the grant's award notice, but hope to bring in a national speaker for the first training, if not all three, or to train the trainer. Also, the ADAMHS Board has agreed to provide the food to match with this grant. Ms. Zietlow-DeJesus highlighted that the Cleveland Metropolitan Bar Association has offered to provide free Continuing Legal Education (CLE), also known as Minimum Continuing Legal Education (MCLE), and the Board's Training Department will provide the Continuing Education Units (CEUs) for these trainings. Additionally, support has been obtained from the local Drug Court judges.

#### **7. Ohio Association of County Behavioral Health Authorities (OACBHA) Crisis Text \$1,000.00 Mini-Grant**

For the third year in a row, the ADAMHS Board has received a \$1,000.00 mini grant from OACBHA to promote a crisis text line; tentative plans are to use the funds in the following manner:

1. Request students from local school districts, i.e. Cleveland School of the Arts, to provide video and infographics to promote the crisis text line, which was the same manner as in previous years;
2. \$750.00 to promote the videos and images on social media; and
3. \$250.00 to promote the crisis text line in the Call & Post, a print medium that reaches 28,000 individuals.

#### **8. Fentanyl Campaign Update**

Ms. Zietlow-DeJesus reported that Cuyahoga County continues to experience the devastating effects of the opioid crisis and the deadly impact of the synthetic opioids, fentanyl and carfentanil. Fentanyl and carfentanil are the leading cause of drug overdose deaths in Cuyahoga County and are now being seen in drugs other than heroin, including powdered and crack cocaine, methamphetamines and illicit pills. The result of fentanyl and carfentanil in other drugs is shifting the death rate for African Americans, particularly males in Cleveland and the inner ring east side suburbs. So far in 2019, 28.28% of fentanyl overdose deaths (121) have involved African Americans, many related to fentanyl and carfentanil in cocaine. As a result of the resurgence of carfentanil in all drugs, the ADAMHS Board is expanding the reach of this campaign by adding iHeart Media to help reach an even broader population.

The ADAMHS board of Cuyahoga County's fentanyl awareness campaign will target African American and Caucasian Males ages 18-64 in Cleveland and suburbs of Cuyahoga County. This target demographic is based on drug overdose death data from the Cuyahoga County Medical Examiner's office:

- In November, 2019 there were at least 50 overdose deaths in Cuyahoga County, 37 were Caucasian (one Hispanic), 12 were African American and 1 was Asian Indian.

- 30 residents were from Cleveland, 16 from suburbs of Cleveland and the rest were from outside Cuyahoga County
- As many as 37 cocaine related deaths occurred in October, 2019 with as many as 19 being mixed with fentanyl, heroin or both.
- Based on current trends, the medical Examiner estimates that 126 African American males will die as the result of a fentanyl cocaine mix by the end of 2019; mostly due to a lack of awareness that fentanyl is in the drugs being consumed.

Internet and terrestrial radio messages will be combined with targeted social media posts. There will also be a grassroots distribution of print collateral materials in the hardest hit areas and for high risk populations. These collateral materials will be delivered with 60,000 Fentanyl Test Strips, purchased with funding from Cuyahoga County and the ADAMHS Board. Information about Naloxone and Project Dawn is handed out with test strips.

The Fentanyl Awareness Campaign will run from December, 2019 through January, 2020 and include contracts with the following organizations:

- Brothers Printing for collateral materials in the amount of \$1,875.00;
- Radio One Cleveland for radio buy in the amount of \$5,025.00;
- La Mega Media for radio buy (in Spanish) in the amount of \$2,500.00;
- Voice It Radio for radio, web, and social media buy in the amount of \$2,000.00;
- The WAVE for radio buy in the amount of \$2,000.00;
- iHeart Media for radio buy in the amount of \$7,050.00.

**Motion to recommend ratification of contracts as listed above for the Fentanyl Awareness Campaign: December, 2019 and January, 2020 to the Finance & Operations Committee.** MOTION: R. Blue / SECOND: G. Boehm / AYES: R. Blue, G. Boehm, P. James-Stewart, K. Kern-Pilch, H. Snider, M. Van Voorhis / NAYS: None / **Motion passed.**

Committee Input:

- Mr. Snider reported that an overdose occurred in a group home where a close family member resides; and that he was not aware of grief counseling being provided for the residents. He inquired as to how the ADAMHS Board is notified of an overdose that has occurred in adult care homes and whether there is follow up regarding counseling for the residents.
- Mr. Osiecki indicated that the Board has a mechanism in place for reporting circumstances of this nature; and since he was not aware of this matter, would inquire and follow up with all involved.

**9. Racial Disparity, Social Justice and the Opioid Epidemic Summit**

Ms. Zietlow-DeJesus reported that Stephen Lewis, Ph.D., Professor, Department of Pediatrics, School of Medicine, Case Western Reserve University (CWRU); who is researching pharmacological intervention for opioid use disorder, held an opioid meeting last year to bring individuals together to gain an understanding of the complexity with the challenges. As a result of this meeting, racial disparity, social justice and opioids were prominent topics of discussion. Therefore, CRWU decided to host the *Racial Disparity, Social Justice and the Opioid Epidemic Summit* and have requested the Board to assist by acting as the fiscal agent and sponsorship coordinator of this two day event. This summit is scheduled to transpire in April with National and local speakers, including Mr. Osiecki. Ms. Zietlow-DeJesus stated that additional information regarding this summit will be forthcoming once details are finalized.

**10. Conference Proposals:**

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:

- **OACBHA's Opioid Conference – Beth Zietlow-DeJesus**
  - June 11-12, 2020, Hyatt Regency in Columbus
- **National Organization of Black Law Enforcement Executive (NOBLE)**
  - July 24-29, 2020, Huntington Convention Center, Cleveland

- **2020 Ohio Prevention Conference**
  - June 29- July 1, 2020, The Ohio State University, Columbus
- **Bureau of Justice Assistance's Comprehensive Opioid Abuse Program National Forum**
  - March 10-12, 2020, Hyatt Regency Crystal City, (Washington, DC area)

### **11. Social Media**

- Ms. Greenspan provided committee members with an overview of the social media statistics from January 1, 2019 to December 31, 2019. We have added 686 new followers with total of 3,856 fans now on Twitter, Facebook and Instagram. Total impressions, or the times posts were seen, for the time period (1/01/19 through 12/31/19) was 1.9 million; 32,000 people engaged with the ADAMHS Board posts by liking, commenting or sharing the information.
- 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 203 new followers with total of 3,869 fans now on Twitter, Facebook and Instagram. Total impressions for the time period (11/06/19 through 1/07/20) were seen 82,700 times.

### **12. Media Tracking Reports**

- Media/Press Tracking Report from 11/06/19 through 01/07/20 indicated that the ADAMHS Board had a total of 42 media mentions; 40 were positive, 2 neutral and 0 negative. The total for calendar year 2019 is 381 mentions; 364 were positive and 17 neutral 0 negative.

### **13. New Business**

- Mr. Osiecki reported that staff met with the leadership team of the Alcohol, Drug and Mental Health (ADAMH) Board of Franklin County on Monday, January 6, 2020; and highlighted that with five staff in the ADAMH Board of Franklin County's External Affairs department, there is no comparison with the number of media hits that the ADAMHS Board has received.

***There being no further business, the meeting adjourned at 5:05 p.m.***

***Submitted by: Linda Lamp, Executive Assistant***

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