

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE

MAY 2, 2018

**Committee Members Present:** Harvey A. Snider, Esq., Elsie Caraballo, Cassi Handler, Katie Kern-Pilch, ATR-BC, LPC-S; Eugenia Kirkland, LSW, MSSA, CDCA, Sharon Rosenbaum, MBA / **Absent:** Dr. Reginald Blue

**Board Staff Present:** Scott S. Osiecki, C.E.O., Carole Ballard, John Garrity, Felicia Harrison, Carol Krajewski, Vicki Roemer, Maggie Tolbert, Beth Zietlow-DeJesus

1. **Call to Order** - Harvey Snider, Committee Chair, called the meeting to order at 4:00 p.m. Mr. Osiecki introduced the ADAMHS Board's new Chief Financial Officer, Ms. Felicia Harrison, to committee members.

2. **Approval of Minutes** - The CR&A Committee minutes of March 1, 2018 were approved as submitted.

3. **Legislative Update**

**HB 427: Monthly Drug Overdose Death Report/Faith-based Initiatives**

This bill requires the Department of Health to publish monthly overdose death information for each county. Additionally, it authorizes the Ohio Department of Mental Health & Addiction Services (OhioMHAS) to create grant programs to support faith-based substance abuse programs. This bill is still at the committee level.

**HB 508: OhioCorps Program Mentoring Program for Youth Impacted by Parental Opioid Use**

This bill is designed to establish a mentoring program to provide support for young people whose lives have been impacted by their parent's opioid use. This bill is currently in the House Finance Committee.

**HB 535: Overdose Reporting & Naloxone Tracked on OARRS**

When hospital staff needs to revive someone with Naloxone, this bill will require the action to be recorded as well as any prescription written for Naloxone as a way to track its use. EMS and Firefighters will also have to submit monthly reports. The Ohio Department of Public Safety Health must submit monthly reports and will include the following input: the date of Naloxone administration, the name of the organization administering it and whether the person was taken to the hospital or not. This bill is in the House Committee on Community & Family Advancement.

**HB 585: Firearms Control including Suicide Risk**

This bill was introduced as a result of school violence. If a person shows signs of being suicidal, any person can make a referral to have the firearms taken away from the residence. This legislative is in a preliminary stage and seems to be quite controversial.

Ms. Handler inquired about the status of the family advocacy group meetings. Mr. Osiecki referenced a meeting that he recently attended along with Ms. Rosenbaum by a family who lost an adult child from an opiate overdose. After that meeting, they discussed the concept of the ADAMHS Board organizing and providing focus for the various groups. Ms. Handler volunteered to work on this effort. Mr. Osiecki added that the former Youth Advocacy Council is now being coordinated through the Board's Children's Unit and is now called, "Youth Move." This group is currently working on a video for Mental Health Awareness Month.

4. **Priority Discussion – Q: "What kind of recovery support services are needed to complement treatment?"**

Dr. Garrity sought input from committee and audience members on the priority question posed, "What kind of recovery support services are needed to complement treatment?" Board staff Carole Ballard, Vicki Roemer and Jessica Torres recorded the feedback received.

## 5. Sponsorships

### • **Pride in the CLE march and festival, Saturday, June 2, 2018**

Beth Zietlow-DeJesus, Director of External Affairs, highlighted specifics regarding the proposed co-sponsorship of the Pride in the Cle march and festival. The purpose of the event is to provide education and information about mental health and substance use to the LGBT community that has a higher rate of suicide (in teens) and increased issues with substance use including alcohol and other drugs. The recommended sponsorship amount is \$1,000 for the Blue Level Small Business Sponsorship.

**Motion to recommend approval of co-sponsorship of the Pride in the CLE march and festival to the LGBT Community Center of Greater Cleveland to the Finance & Operations Committee.** MOTION: E. Caraballo  
SECOND: C. Handler / AYES: E. Caraballo, C. Handler, K. Kern-Pilch, E. Kirkland, S. Rosenbaum / NAYS: None  
**Motion passed.**

## 6. Upcoming Events Participation

- **The Women's Recovery Center Breakfast:** Thursday, May 3, 2018, is being held at the Cleveland MetroParks Zoo at Stillwater Place. The ADAMHS Board is being honored at this event that starts at 8:00 a.m.
- **NAMI Greater Cleveland Annual Meeting:** Thurs., May 10th from 11:30 – 1:30 - Holiday Inn Independence.
- **EDEN's Annual Fundraising Gala: A Rent Party** takes place on Saturday, June 2 from 6-10 pm. \
- **Shatterproof: Rise up against addiction 5K run/walk** on Sunday, June 3<sup>rd</sup>; program begins at 7:30 am and the walk/run begins at 8 am. We are a co-sponsor and the Board has a team with an unlimited amount of walkers. Committee members were invited to participate.
- **A City Club Forum on Friday, June 29<sup>th</sup> from noon-1:30 p.m. sponsored by the ADAMHS Board; the topic is The State of Behavioral Health in Ohio.** Keynote speaker is Barbara Sears; her talk is entitled: Ohio's Next Step to Modernize Medicaid: the Behavioral Health Redesign; she will be joined by OhioMAS Director, Tracy Plouck.
- **Stand Up Together Ohio:** Thursday, July 21<sup>st</sup> from 4:00 p.m. to midnight at Lakewood Civic Auditorium is a fundraiser for the Ohio Suicide Prevention Foundation and the ADAMHS Board of Cuyahoga County's Suicide Prevention Coalition. The event is an evening of comedy to honor fellow comedian, Nick Ramsey, who sadly took his own life. Placards were distributed and everyone was encouraged to attend.

## 7. Annual Meeting Update

To date, 314 people have made reservations for the May 14<sup>th</sup> Annual Meeting with 15 Art Show Contestants. There will be 11 honorees (10 Helping Hands Awards and 1 Lifetime Achievement). Ms. Zietlow-DeJesus shared with committee members the names of the individuals selected for awards.

## 8. Art Mural Program Update

Ms. Zietlow-DeJesus reported that finding a location to host the art mural on the west side has proven more difficult than expected. Artist, Rickey Lewis, is waiting on a response from Drug Mart at the corner of Puritas and Rocky River Drive. He is also actively pursuing other locations if necessary.

## 9. First Responder Appreciation Week Update

To extend appreciation to our County's First Responders, Ms. Zietlow-DeJesus noted that efforts were made to pack and deliver nearly 600 thank-you bags to almost every city in Cuyahoga County; people living in recovery and their families assisted this effort. Bags contained: 1) Lifesavers, "because they are"; 2) Take 5 or Kit-Kat, "because they need a break"; 3) Payday or 100 Grand, "because they don't do it for the money"; and 4) a thank-you card, pen, coffee, water and popcorn.

Several live videos were produced for Facebook with different first responders. Social Media push: 35 tweets; 12 FB posts (seen by about 9.2 K – no advertising) and press release. The final event was the Heroin to Hope in Lakewood which featured Project SOAR (City of Lakewood, Lakewood ED, Fire, police and rescue, peer support from Woodrow Foundation). Scott Osiecki took a Project DAWN Education seminar and received a naloxone kit

**10. Social Media & Media Tracking Reports**

Beth Zietlow-DeJesus, External Affairs Officer, highlighted and distributed a social media update for the time period of 3/08/18 through 5/01/18.

- Impressions (people who saw the posts): 78, 631 (32,951 TW, 45680 FB)
- Engagements (people who liked/reacted, shared/retweeted, commented): 2,267 (1.028 on Twitter (up 148.9%); 1208 on FB (down 8.6%, 31 on IG (up 100%))
- Clicked on the links in the post: 510
- Gained 98 new fans (36 on Twitter, 51 on Facebook and 11 on Instagram)
- Total Fans FB: 1300 | Twitter: 1228 | IG: 170
- Total of 110 posts: (81 tweets/retweets, 27 on Facebook and 2 on Instagram) Up by 39.2%

Media Report: The number of media mentions for the last reporting period (3/08/18 through 5/01/18) was: 26 mentions – all considered positive. Total media mentions for Calendar Year 2018 = 69 mentions. Of this number, 64 were positive, 5 neutral & 0 negative.

**11. Old/New Business - None**

*There being no further business, the meeting adjourned at 5:15 p.m.*

**Submitted by: Carol Krajewski, Executive Specialist**

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