

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE

JULY 11, 2018

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

Board Staff Present: Scott S. Osiecki, C.E.O., Carole Ballard, Felicia Harrison, Carol Krajewski, Starlette Sizemore-Rice, Lavedia Smith, 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 CR&A Committee minutes of March 1, 2018 were approved as written.

2. **Legislative Update**

Mr. Osiecki addressed the Ohio General Assembly Legislative Activity Report dated 7/5/18 distributed and noted that in anticipation of a long summer recess, the General Assembly recently considered and/or acted upon several pieces of legislation impacting community behavioral health. The summary of the 13 House and Senate bills was reviewed and is attached to the original minutes in the Executive Unit.

Both Beth Zietlow-DeJesus, Director of External Affairs, and Mr. Osiecki serve on the Governance Committee of the Ohio Association of County Behavioral Health Authorities (OACBHA). This committee discusses the various legislation pieces and refers specific issues to the larger OACBHA membership.

3. **Art Mural Update**

The West side Art Mural is now up and displayed at 16200 Puritas Avenue. A press conference at this location is scheduled for Tuesday, July 17th at 10:00 a.m.

4. **2018 Annual Meeting Wrap-Up**

The 2018 Annual Meeting held on May 14, 2018 at the LaCentre Conference Center, Westlake was a big success. There were 391 attendees; 334 paid tickets, 12 client tickets at \$5/each and 45 award winners, Board members and Staff had free tickets. Regarding revenues and costs for the Annual Meeting: \$13,473.35 was paid to La Centre, \$1,356.87 went for awards totaling \$14,830.22. Given that \$10,688.37 was received through ticket sales (\$11,235.00 minus \$546.63 Event Brite fee for processing), the total cost to the Board was \$4,141.85.

5. **Sponsorships**

Ms. Zietlow-DeJesus highlighted the specifics regarding the proposed sponsorships listed below:

- Edna House Race to the Lake, Sept. 14, 2018 (\$1,000)
- 6th Annual Celebrating Recovery Walk: Sept. 16, 2018 (\$1,500)
- NE Ohio Recovery Residence Network Recovery Housing Symposium: Sept. 19, 2018 (\$1,500)

Motion to recommend approval of sponsoring the events listed above to the Joint Planning & Finance Committee. MOTION: R. Blue / SECOND: K. Kern-Pilch / AYES: R. Blue, K. Kern-Pilch, S. Rosenbaum, H. Snider
NAYS: None / **Motion passed.**

6. **Inter-Faith Breakfast**

Ms. Sizemore Rice, Director of Special Projects, highlighted the Inter-Faith Breakfast being proposed by the Faith-based Outreach Committee. The purpose of the event is to reach out to leaders of all faiths and show how the Faith-based Outreach Initiative Program can assist with behavioral health/addiction issues in their organizations.

Motion to recommend approval of holding an Inter-Faith Breakfast on Monday, September 17, 2018 and enter into a contract with the Ariel International Center in an amount not to exceed \$5,000.00 to the Joint Planning & Finance Committee. MOTION: R. Blue / SECOND: S. Rosenbaum / AYES: R. Blue, K. Kern-Pilch, S. Rosenbaum, H. Snider / NAYS: None / **Motion passed.**

7. Recovery / Anti-Stigma Campaign

Ms. Zietlow-DeJesus reported on a proposed billboard campaign focusing on promoting recovery and help-seeking behaviors. The proposal is to commission 14 billboards—7 focused on mental health recovery and 7 on addiction recovery. The cost is \$4,900.00 which includes the design fee.

Board staff recommends the approval of development and placement of a 14-count billboard campaign to run during the month of September, National Recovery Month, focused on reducing stigma of mental illness and addiction to promote help-seeking behaviors, and entering into a contract with Lamar Outdoor Advertising in the amount of \$4,900.

Motion to recommend approval of developing and placing a 14-count billboard campaign to run during National Recovery Month with Lamar Outdoor Advertising in the amount of \$4,900.00 to the Joint Planning & Finance Committee. MOTION: K. Kern-Pilch / SECOND: S. Rosenbaum / AYES: R. Blue, K. Kern-Pilch, S. Rosenbaum, H. Snider / NAYS: None / **Motion passed.**

8. External Affairs Update

Ms. Zietlow-DeJesus highlighted several upcoming conferences & events. Details to be shared with Board members via email. Arrangements have been made for the ADAMHS Board to staff Resource Tables that will display the Board's banner/Crisis Text large sign and provide ADAMHS Board information and resources at the following events:

- Free Lunch at Free Stamp (June 7)
- Cleveland Pizza Fest – (Jun2 22-24)
- Liberty Rocks, Crocker Park (July 1)
- Free Lunch, Public Square (July 12)

9. Training Update

Carole Ballard, Director of Education & Training, highlighted the Six-Month Training Report. She noted that as of April 2018, the ADAMHS Board consolidated all training related activities within the Training Institute in order to coordinate, facilitate and monitor training across the Behavioral Health System of Care and community.

The goals of the ADAMHS Board Training Unit are to:

- Merge and consolidate all training related activities that the Board serves as a participant and/or organizer.
- Identify opportunities to improve and facilitate workforce development areas of support, including providing workshops through the existing Training Institute.
- Identify opportunities to facilitate system-wide training such as Question, Persuade and Refer (QPR), Mental Health First Aid and other related training.
- Continue to promote and provide a broad variety of training opportunities to law enforcement officers throughout the community, including Crisis Intervention Team Training.

Ms. Ballard is also looking into offering webinar sponsored projects and/or podcasts as alternative ways of educating people and utilizing technology to reduce costs.

Mr. Osiecki introduced Lavedia Smith, RN, the Board's new Utilization Review Specialist who has been on staff for the past 3 weeks.

10. Social Media & Media Tracking Reports

Beth Zietlow-DeJesus, External Affairs Officer, highlighted and distributed a social media update for the time period of 5/02/18 through 7/10/18.

- Impressions (people who saw the posts): 64,000
- 1,458 engagements (people who shared, liked or commented)
- 102 link clicks to see more details (web, mental health screenings, event sales)
- Top Facebook post was Scott's thank-you video to the community for passing the levy.
- Top Twitter post was the Job Fair

Media Report:

The number of media mentions for the last reporting period (5/02/18 through 7/10/18) was: 55 mentions; 54 were positive and 1 was neutral. Total media mentions for Calendar Year 2018 = 124 mentions. Of this number, 118 were positive, 6 neutral & 0 negative.

Committee Chair, Harvey Snider, announced that he was appointed by the Board's new Chairperson, Rev. Gohlstin, to continue on as Community Relations & Advocacy Committee Chair.

There being no further business, the meeting adjourned at 4:55 p.m.

Submitted by: Carol Krajewski, Executive Specialist

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