

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

**COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE
SEPTEMBER 5, 2018**

Committee Members Present: Harvey A. Snider, Esq., Cassi Handler, Katie Kern-Pilch, ATR-BC, LPC-S

Other Board members Present: Rev. Benjamin F. Gohlstin, Sr., Eugenia Kirkland, LSW, MSSA, CDCA

Absent: Reginald C. Blue, Ph.D., Elsie Caraballo, Sharon Rosenbaum, MBA

Board Staff Present: Scott S. Osiecki, C.E.O., Carole Ballard, Bob Garrity, Felicia Harrison, Carol Krajewski, Natalie Schrimph, Madison Scagnetti, Beth Zietlow-DeJesus

Call to Order: Cassi Handler, Committee Vice Chair, called the meeting to order at 4:00 p.m.

1. **Approval of Minutes** - The CR&A Committee minutes of July 11, 2018 were approved as submitted.

2. **Staff Introductions**

Mr. Osiecki introduced several new staff members:

- a) New to the External Affairs Department supervised by Beth Zietlow-DeJesus:
 - Natalie Schrimph, the new External Affairs Officer.
 - Madison Scagnetti, a VISTA worker who will work with the ADAMHS Board for a year. This arrangement is the result of a grant awarded to OACBHA (Ohio Association of County Behavioral Healthcare Authorities) to host VISTA workers throughout Ohio to focus on the opioid crisis.
- b) New to the Training & Education Department supervised by Carole Ballard:
 - Carmen Gandarilla, LSW, Training Officer
 - Regina Spicer, LSW, LICDC-CS, Training Officer
- c) Bob Garrity, LISW, LICDC-CS, Director of Risk Management.

3. **The Neighborhood Safety, Drug Treatment & Rehabilitation Constitutional Amendment**

Handouts were distributed that identified the differing positions on the Issue 1 amendment. Rev. Gohlstin provided background information regarding the initiation of this effort by a cross section of the community to reverse the attitudes toward the possession of small amounts of marijuana and to reduce the charge from a felony to misdemeanor, etc. The required number of signatures were obtained to put the issue onto the ballot. Mr. Osiecki noted that OACBHA (Ohio Association of County Behavioral Healthcare Authorities) has not yet taken a stance on this issue and will review it further at its September meeting.

Mr. Snider advocated for the full Board to take a position on Issue 1 prior to the November ballot and suggested that this topic be addressed at the September Joint Planning & Finance Committee Meeting. The Board Chair concurred with this suggestion.

4. **Sponsorship Policy**

Bob Garrity, Director of Risk Management, presented the Sponsorship Policy up for renewal. He noted that there were no major changes; the only revisions needed were to update the information about the current Board Chair and C.E.O.

Motion to recommend renewal of the Sponsorship Policy to the full Board. MOTION: H. Snider / SECOND: K. Kern-Pilch / AYES: C. Handler, K. Kern-Pilch, H. Snider / NAYS: None / **Motion passed.**

5. **On-Line Screening Renewal**

Ms. Zietlow-DeJesus reported that the ADAMHS Board has been utilizing online screenings since 2014. Last year, more than 1,200 people took the online screenings in the following categories: depression, anxiety, bipolar disorder, PTSD, Alcohol/Drugs, Eating Disorders and Adolescent Depression. This year the cost of the online screening tool has been increased to \$1,000.00. Board staff recommends continuing the use of the screening tool at this higher amount.

Motion to recommend approval to fund On-Line Screening at the amount of \$1,000.00 to the Joint Planning & Finance Committee. MOTION: K. Kern-Pilch / SECOND: H. Snider / AYES: C. Handler, K. Kern-Pilch, H. Snider / NAYS: None / **Motion passed.**

6. Sponsorships

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

- Epilepsy Association Race to the River: September 16 – (\$850 Supporter Sponsor)
- Center for Community Solutions 2018 Celebration of Human Services: October 26 (\$500 Sponsor)
- Remembering our Babies event on October 15, 2018 (\$500 Sponsor)

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

7. Billboard Advertising Campaign

Ms. Zietlow-DeJesus reported on the September Recovery Month Billboard campaign designed to celebrate National Recovery Month. The campaign's purpose is to encourage others to seek treatment if they are struggling with mental illness, addictions or suicidal thoughts and to reduce stigma. Each billboard has the photo of someone from Cuyahoga County who is living a better life because they sought help for their addictions and/or mental illness or after a suicide attempt. The billboards were unveiled at the August 27th Addiction Recovery Advocacy meeting. Ms. Zietlow-DeJesus thanked Ms. Schrimph and Ms. Scagnetti for beautifully turning the concept into reality.

Ms. Kern-Pilch suggested that the brief video about the Recovery Month Billboard campaign and the persons who shared their stories be shared with the full Board at the General Meeting; Rev. Gohlstin agreed with this suggestion.

8. Roads to Recovery Conference

The Roads to Recovery Conference will be a coordinated effort between Training & Education and the External Affairs. Board staff recommends that the conference be held once again at the Cleveland Airport Marriott on W. 150th Street noting that the hotel is willing to hold its prices the same for the 2019 conference. The proposed date is Monday, October 21, 2019. The request for funding is not to exceed \$38,000.00 for food, beverage, service charge, conference room rental, audio/visual rental and guest rooms. Since the cost of the conference is also supported by registration fees, sponsorships, display table sales and net revenue from the Training Institute, it was noted that the cost to the Board for the last conference was \$11,789.00.

Motion to recommend approval of the Roads to Recovery Conference to the Joint Planning & Finance Committee. MOTION: H. Snider / SECOND: K. Kern-Pilch / AYES: C. Handler, K. Kern-Pilch, H. Snider / NAYS: None / **Motion passed.**

9. Social Media & Media Tracking Reports

Beth Zietlow-DeJesus, External Affairs Officer, highlighted and distributed a social media update for the time period of 7/12/18 through 9/04/18; media and social media tracking reports were shared. Year-to-date, there have been a total of 153 mentions about the ADAMHS Board. Of those 144 were positive, nine neutral and none negative. Social media posts were seen by 77,300 people from July 12 through September 5, 2018.

10. Old/New Business

- Update on Stand Up Together Suicide Prevention Fundraiser

Unfortunately, the Stand Up Together event did not raise any funds for suicide prevention nor did it break even. As the Ohio Suicide Prevention Foundation provided the financial backing for the event and entered into a contract with the venue, it holds a contract with Mr. McManamy for repayment. The ADAMHS Board has no financial obligation to the event, as we declined from the onset to provide monetary assistance.

Although no funds were raised, Ms. Zietlow-DeJesus reported that there were many commercials about the event that included the suicide prevention hotline number, approximately 300 people attended the event and thousands of people received information on suicide prevention from the events we attended with Mr. McManamy as well as on social media.

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 & Cassi Handler, Community Relations & Advocacy Vice Chair