

**ALCOHOL, DRUG ADDICTION AND MENTAL HEALTH SERVICES BOARD OF CUYAHOGA COUNTY  
COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE  
JANUARY 4, 2017**

**Committee Members Present:** Harvey A. Snider, Esq., Elsie Caraballo, Cassi Handler

**Absent:** David E. Biegel, Ph.D., Reginald C. Blue, Ph.D., J. Richard Romaniuk, Ph.D.

**Board Staff Present:** William M. Denihan, C.E.O., Scott Osiecki, Katie Boland, Valeria Harper, Carol Krajewski

**1. Call to Order & Audience Input**

Harvey Snider, Committee Chair, called the meeting to order at 4:10 p.m.

**2. Approval of Minutes**

The Community Relations & Advocacy Committee minutes from September 7, 2016 were approved as submitted.

**3. Legislation Update**

• **21<sup>st</sup> Century Federal CURES Act**

The 21<sup>st</sup> Century Cures Act, a bipartisan bill, signed into law by President Obama on 12/13/17, is a biomedical research funding bill that includes a range of health policy issues. This Act is largely a reauthorization bill, not an appropriations bill, and will require significant future advocacy followed by Congressional action to be fully funded. However, \$1 billion over 2 years has been allocated for opiate treatment to provide states with funds designed to increase access to treatment, reduce unmet treatment needs and reduce opioid-related overdose deaths.

Passage puts SAMHSA's (Substance Abuse and Mental Health Services Administration's) future on more stable footing, since the agency's authorization means that it will no longer be dependent on each year's federal appropriation bill. However, the Act changes SAMHSA's administrative structure, it:

- Establishes an Assistant Secretary for Mental Health & Substance Use within the Department of Health & Human Services who will have the authority to lead SAMHSA.
- Establishes a Chief Medical Officer (CMO) position within SAMHSA & requires the CMO to have real-world clinical experience.
- Requires SAMHSA to develop a Strategic Plan every four years.
- Requires SAMHSA to provide a biennial report to Congress.

The primary behavioral health reforms fall into 4 areas: (1) Supporting Integrated Care (2) SAMHSA and reauthorization of its current block grants and other programs of regional & national significance (3) Law Enforcement and (4) Behavioral Health Workforce.

• **SB 319 – State Opiate Mid-budget Review**

Governor Kasich just signed SB 319, the Opiate Mid-Biennium Review. The bill includes additional reforms to strengthen oversight by the Ohio Board of Pharmacy, encourage responsible treatment and prevent overdoses. Noteworthy elements of the bill:

- Expands access to Naloxone to include facilities that regularly interact with high-risk individuals such as homeless shelters, halfway houses, schools and treatment centers.
- Allocate up to \$500,000 for county health departments to expand naloxone among local law enforcement, emergency personnel and first responders through Project Dawn.
- Provides common sense regulation for Methadone Clinics
- Includes Continuum of Care requirement waiver language that is particularly important to ADAMHS Boards.

**4. Advocacy Action Agenda**

CEO Denihan and Scott Osiecki, Chief of External Affairs, reviewed with committee members the 2016 Advocacy Action Agenda, items completed in 2016 and those that are on-going. Mr. Snider congratulated Board staff on the progress made in accomplishing the established advocacy goals.

The 2017 Advocacy Action Agenda was developed with the over-arching goal of promoting recovery of individuals living with mental illness and addictions by adopting/acting on the five Recovery Oriented System of Care principles:

1. Focusing on Clients and Families
2. Ensuring Timely Access to Care
3. Promoting Healthy, Safe, and Drug-Free Communities
4. Prioritizing Accountable and Outcome-Driven Financing
5. Locally Managing Systems of Care

The new advocacy efforts for 2017 System of Care Goals and Funding Goals were reviewed by committee members. The draft document is attached to the original minutes stored in the Executive Unit.

**Motion to recommend approval of the CY2017 Advocacy Action Agenda to the full Board.** MOTION: E. Caraballo

SECOND: C. Handler / AYES: E. Caraballo, C. Handler, H. Snider / NAYS: None / **Motion passed.**

### **5. Art Mural Program Vendor Recommendation**

Katie Boland, External Affairs Officer, reported that the goal of the Public Art Mural program is to promote prevention and education about the dangers of heroin and other drugs, reducing the stigma of seeking treatment and celebrating recovery through public art. Upon receiving approval from the full Board to issue a Request for Information (RFI) to identify a consultant to work collaboratively with the ADAMHS Board and manage the implementation of a public art mural promoting and celebrating recovery from mental illness and addiction in an amount not to exceed \$35,000, a Request for Information was released. Six (6) responses were received by the ADAMHS Board by October 28, 2016. Five responses were local and one was from a firm in Chicago.

An RFI review team comprised of a client artist and staff members selected **Lewis Art**, a local minority owned and operated business, to organize and facilitate a unique community mural project using interactive discussions that will result in the development of one public art mural:

- This interactive mural communication project is called: *I care about my life....I care about your life.*
- Young people and prevention/treatment/health/law enforcement participants will discuss and help frame the design for the mural.
- Lewis Art will open a special communication portal to sustain conversations about addiction for the future.
- This project will also address some civic needs of young people by facilitating an evidence based curriculum adapted to provide prevention strategies to help stop the use and/or onset of substance use.
- The combination of interactive discussions combined with a curriculum will have a holistic approach to specific issues relating to young people.
- The visual artistic piece will be enhanced by the infrastructure of committed participation of young people.

This decision was based on the experience of Lewis Art in facilitating public mural projects with a civic message in East Cleveland and Cleveland Heights, in addition to Ricky Lewis' talent and credentials in prevention and treatment.

**Motion to recommend approval to award a contract for \$35,000.00 to Lewis Art for the ADAMHS Board Public Mural Art Project to the Finance & Operations Committee.** MOTION: C. Handler / SECOND: E. Caraballo  
AYES: E. Caraballo, C. Handler, H. Snider / NAYS: None / **Motion passed.**

### **6. Opioid/Heroin/Fentanyl Prevention Awareness Training Update**

Ms. Boland reported that the training session is currently being developed. The Board is slightly behind schedule due to Aaron accepting a new job and the transition involved. He has submitted a draft of the training content. Efforts will begin to fine-tune it and promote the training to our target audiences.

### **7. Youth Advisory Council (YAC) Update** - Ms. Boland reiterated the YAC's purpose to:

- Gain insight to new perspectives from the youth on what mental health and addictions issues are the most important to them and their community.
- Understand questions youth have about addiction, mental illness and recovery,
- Learn new ideas to improve services, programs and communications tools, and

- Help to reduce the stigma that is too often associated with mental illness and addiction.

To date, the Board received applications from 31 youth; follow-up letters and consent forms will be sent this week. The YAC's first meeting is scheduled to take place on Monday, January 30, 2017 from 4:00 p.m. to 5:30 p.m. in the Ohio Room of the ADAMHS Board offices.

Based upon a suggestion of an ADAMHS Board of Director, the YAC will consider the concepts of offering transportation and incentives such as a letter of recommendation and/or working with local businesses for punch cards. The agenda for this initial meeting will also address the rules, goals, interests of participants and next steps.

### **8. Addiction Recovery Advocacy Meetings Update**

Mr. Denihan reported that next Addiction Recovery Advocacy Meeting scheduled for Monday, January 23, at 5:30 PM at the Tri-C Jerry Sue Thornton Center will be the 3<sup>rd</sup> community session hosted to include and learn from: families who have lost a loved one to addiction, individuals with a loved one struggling with addiction, individuals in recovery, advocacy and professionals. The one element seeming to be the most significant is the need for additional education and prevention efforts. Committee members were encouraged to attend one of these valuable community meetings.

### **9. OHIO ASSOCIATION OF COUNTY BEHAVIORAL HEALTH AUTHORITIES (OACBHA)**

Mr. Denihan and Mr. Osiecki explained that each year OACBHA develops either a State Biennial or Mid-Biennium Budget Review Platform and presents it to its membership for adoption so that all members are speaking the same language with legislative members. The State Fiscal Year 18/19 Biennial Budget Platform, adopted by the OACBHA membership, is a request for \$21 million to \$24 million in new funding that is specifically for the purpose of expanding crisis services and detox/acute addiction services:

- 1. *Crisis Services:*** Funding for 6 collaborative 16-bed centers at \$1,000,000 per year for expanded capacity for a total of **\$6,000,000: (One to be located in Cuyahoga County)**
  - To become Medicaid eligible.
  - Both pre and post hospitalization.
  - Both pre and post jail incarceration.
  - To be free standing utilizing an existing facility (not a jail).
  - Money and planning to be managed by the Board hospital collaboratives.
- 2. *Residential Detox:*** Funding for 6 to 9 collaborative 16-bed centers at \$1,000,000 per year for expanded capacity for a total of **\$6,000,000 - \$9,000,000:**
  - To become Medicaid eligible.
  - Both pre and post ER/Hospitalization.
  - Both pre and post jail incarceration.
  - To be free standing utilizing an existing facility (not a jail).
  - Money and planning to be managed by the Board hospital collaboratives.
- 3. *Local Detox/Acute Addiction Services:*** Funding for individual Board areas to be utilized for withdrawal management and acute treatment addiction services, to expand access and capacity, and to meet continuum of care requirements for a total of **\$9,000,000:**
  - Funding to be allocated on a modified per-capita based on population and overdose deaths.
- 4. *Language Proposal:***
  - All allocations to the community behavioral health system, for community based mental health and/or addiction prevention, services, and supports go through Boards.
  - Clarification of the Continuum of Care language regarding locations of services in adjoining counties and possibility of OhioMHAS taking funding away from Boards that do not meet the requirements.
  - Support OhioMHAS request for opioid prevention funding.

**Motion to recommend approval of the OACBHA SFY 18/19 Biennial Budget Platform to the full Board.**

MOTION: E. Caraballo / SECOND: C. Handler / AYES: E. Caraballo, C. Handler, H. Snider / NAYS: None

**Motion passed.**

**OACBHA 2017 Legislative Day** - Committee members were encouraged to attend OACBHA's 2017 Legislative Day in Columbus scheduled for Tuesday, January 31, 2017. It was noted that appropriate statistics regarding our county will be provided for those participating Board members to discuss with state legislators.

**10. Media and Social Media Tracking Reports**

**Media:** Since August, the ADAMHS Board has had a total of 60 media hits--all considered positive. The total number of media mentions for calendar year 2016 is 128, all considered positive. It was noted that the goal on the dashboard for 2016 was 100 media hits. Last year's total was 115.

**Social Media:** To date, we currently have 883 likes on Facebook, an increase of 103. There is ongoing Facebook Advertising right now. We have spent \$300.00 and have reached 42,000 people. For Twitter, we have 970 followers, larger following than Facebook. Our most popular tweets were about the Addiction Recovery Advocacy groups that reached more than 1,000 people. Ms. Boland also created an Instagram Account that received 70 followers during its first month. Mr. Snider commended the CEO Denihan and External Affairs Unit staff for the positive communication and advocacy promoted through the Social Media outlets.

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

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

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