

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE MARCH 1, 2017

Committee Members Present: David E. Biegel, Ph.D., Reginald C. Blue, Ph.D., J. Richard Romaniuk, Ph.D., Harvey A. Snider, Esq. / **Absent:** Elsie Caraballo, Cassi Handler

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

1. **Call to Order** - Committee Chair, Harvey Snider, called the meeting to order at 4:00 p.m.

2. **Approval of Minutes**

The CR&A Committee minutes from January 4, 2017 were approved as submitted.

3. **Legislation Update**

▪ **HB 49: FY18/19 State Budget**

The overall Budget Appropriation of \$71.5 billion in SFY 2018 represents a 4.4% increase over estimated SFY 2017 spending. Medicaid Expansion is continued within this proposal and Medicaid spending still represents the single-largest program in the state budget with recommended all funds appropriations of \$28.1 billion in SFY 2018. The House Finance Committee has begun hearing testimony from department directors.

Department of Mental Health and Addiction Services:

- FY 16 Actual: \$378,322,569
- FY 17 Estimated: \$396,852,090
- FY 18 Proposed: \$400,576,744 (about \$3.7 million or a 0.9% increase from FY17)
- FY 19 Proposed: \$410,224,008 (a 2.4% increase from 2018)

The community line items for mental health and addiction services were largely flat-funded for the next biennium; they are on par with the current bulk amount definition for heroin.

▪ **HB 4: Cocaine Drug Trafficking**

Ohio House of Representatives recently passed HB 4, a bill designed to modify wording in current law regarding how cocaine is accounted for in sentencing for drug convictions. The bill provides that the amount of cocaine involved in a drug trafficking or possession offense include any compound, mixture, preparation, or substance containing cocaine—not just the cocaine as previously written. The bill has been passed to the Senate for review.

• **SB1: Fentanyl Dealers**

SB1 is a bill that aims to crack down on fentanyl dealers and increases the penalties for drug trafficking, drug possession, and aggravated funding of drug trafficking convictions when the drug involved is a fentanyl-related compound. Additional mandatory prison terms are for 3, 4, 5, 6, 7, or 8 years, depending on the quantity.

• **SB40: SMI Death Penalty Exemption**

SB40 specifies that a person convicted of aggravated murder who shows that the person had a serious mental illness at the time of the offense may not be sentenced to death for the offense and instead requires that the person be sentenced to life imprisonment. It requires the resentencing of a person previously sentenced to death who proves that the person had a serious mental illness at the time of the offense to life imprisonment and provides a mechanism for resentencing.

• **Federal Affordable Care Act Repeal Update**

In mid-February Congressional Republicans shared a policy document that outlines their vision for moving forward efforts to repeal and replace the Affordable Care Act. The proposed plan would roll back Medicaid expansion and restructure Medicaid into a state block grant system based on population. The policy outline also highlights: change &

expand health savings accounts; provide increased tax credits for coverage, continue to utilize state innovation grants. The replacement plan ensures more choices, lower costs, and greater control over health care.

Specifically, it:

- Moves health care decisions away from Washington and to patients, their families, and their doctors.
- Provides coverage protections and peace of mind for all Americans—regardless of age, income, medical conditions, or circumstances.
- Gives patients tools, like Health Savings Accounts, to make their health insurance more portable, affordable.
- Allows those who don't receive insurance from an employer/government program access to quality coverage.
- Modernizes and strengthens Medicaid to protect the most vulnerable.
- Protects patients with pre-existing conditions.
- Ensures dependents up to age 26 can stay on their parents' insurance.
- Eliminates individual and employer mandate penalties for not having insurance.
- Decreases costs and increases choices by promoting competition in the insurance market.
- Increases flexibility for employers to offer affordable, quality health care options to their employees.
- Allows individuals and families to purchase insurance across state lines.

Modernize Medicaid includes:

- Empowering states to design plans to best meet their needs & put Medicaid on sustainable financial footing.
- Returning the focus of the Medicaid program back to helping those most in need.

Utilize State Innovation Grants includes:

- Providing funding for state innovation programs— whether it is high-risk pools, cutting out-of-pocket costs like premiums and deductibles, or promoting access to health care services—states can gain resources to best take care of their unique patient populations.
- Providing Portable, Monthly Tax Credits: Access to a portable, monthly tax credit that they can use to buy a health insurance plan that's right for them. Based on age, so as individuals' health needs evolve over time, so will their monthly, portable tax credit. It can travel with them from job to job, state to state, home to start a business or raise a family, and even into retirement.

4. Facebook Advertising Campaign

Katie Boland, External Affairs Officer, reported that Social Media Advertising continues to expand the Board's presence in the community and connect with county residents, businesses and partnering agencies. Currently, Facebook has 982 followers, Twitter: 1,002 followers and Instagram: 99 followers. Board staff recommends continuation of advertising campaigns on Facebook, Instagram and Twitter that focus on Heroin Prevention, Suicide Prevention including the 24/7 Crisis Hotline, Online Screenings and other special ADAMHS Board sponsored events.

Motion to recommend approval of the Social Media Campaign for the time period of April 1, 2017 through December 31, 2017 for an amount not to exceed \$10,000.00 to the Joint Planning & Finance Committee.

MOTION: D. Biegel / SECOND: R. Romaniuk / AYES: D. Biegel, R. Blue, R. Romaniuk / NAYS: None / ABSTAIN: None / **Motion passed.**

5. Art Mural Program Update

Ms. Boland noted that the Public Art Mural program's goal 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. Board staff met with artist, Ricky Lewis, to discuss the timeline for the community art mural project. By next week, Mr. Lewis will have confirmation of 10-15 participants in the evidenced-based curriculum. He is also working with MetroHealth Medical Center, the Opiate Task Force, the Cuyahoga County Department of Health and the Medical Examiner's Office.

Mr. Lewis is motivated about this project and was receptive to the concept of creating two murals. He is working to determine recommended locations for the murals. Ms. Boland noted that Board staff will have input into the final design prior to completion.

6. Opioid/Heroin/Fentanyl Prevention Awareness Training Update

Ms. Boland is working with Aaron Marks who has been in recovery from heroin addiction for over 12 years. He is active in the state Opiate Task Force and wishes to reach out to medical professionals and providers through educational workshops regarding the connection between the abuse of prescription opioids and how that can lead to heroin addiction. A power point and script has been prepared. Efforts are underway to collaborate with the Academy of Medicine of Cleveland and Northern Ohio as well as the Medical Examiner's Office. Things are moving along, and we are excited to bring this out to the community.

Dr. Romaniuk wondered if there could be an open Facebook page that could serve as a "go-to" resource for the addiction and recovery community. Ms. Boland thanked Dr. Romaniuk for the idea and noted that she would investigate to see if there might be a resource that our ADAMHS Board Facebook page could connect to. With regard to the utilization of Facebook, Dr. Biegel advocated for thinking about reaching out to members of the community who may not have Facebook access.

7. Addiction Recovery Advocacy Meetings Update

Mr. Denihan reported that the next Addiction Recovery Advocacy meeting will be held on Monday, April 24, 2017 at the Tri-C Jerry Sue Thornton Center from 5:30 p.m. to 7:30 p.m. The draft agenda under construction will include a "working advocacy activity." Participants will break into small groups to write letters to legislators regarding IMD Exclusion and the State Budget/Lack of Funding for Mental Health, Addiction & Recovery Services.

Board staff is scheduled to meet with four recovery advocates on March 14 to discuss "Recovery Coordinator" positions. The advocates selected will be paid for their time to increase attendance of individuals in recovery at these meetings. Per the request of attendees, we are increasing communication with this group by sending weekly email updates. The most recent email message had information about the next meeting and shared several videos.

Mr. Osiecki previewed for committee members the promotional videos: (1) a feature story regarding the Advocacy Meeting filmed during January and (2) four videos of recovery advocates sharing their story and celebrating recovery. All videos shown are posted on the ADAMHS Board's website. Committee members recommended that the videos be shared with all Board members at the next General Meeting.

8. Mental Health Response Advisory Committee (MHRAC) Update

In accordance with the Memorandum of Understanding (MOU) between the City of Cleveland and the ADAMHS Board of Cuyahoga County, we officially submitted the Mental Health Response Advisory Committee (MHRAC) 2016 Annual Report to the City of Cleveland and the ADAMHS Board of Cuyahoga County on January 31, 2017.

The full report can be viewed on our Board website: www.adamhsc.org. Major highlights of the report include: completion of policies with public input; development of a draft 8-Hour crisis intervention training for all CDP officers; and an analysis of data from CIT Stat Sheets. MHRAC met on February 13, 2017 and we held a brainstorming session regarding the committee's direction in 2017.

Some ideas generated were:

- Look at the continuum of care throughout the mental health system
- Follow-up with people who are in need of treatment
- Look at opportunities to close gaps within the system of care
- Look at the funding of the mental health system
- Consider wellness of police officers
- Expand training of police related to secondary trauma
- Enhance visibility of CIT officers
- Expand the Co-Responder Team Project in other districts
- Provide community education about crisis and working with police

- Train the community on assisting with crisis events
- Consider community ministry advocates who want to work with police to address crisis situations in their communities
- Extend the continuum of care to include grassroots organizations

9. Youth Advisory Council (YAC) Update

Ms. Boland reported that of the thirty students who applied and were appointed to the Youth Advisory Council, eighteen youth attended the first meeting held on Monday, February 27, 2017. Youth participants determined that meetings going forward will be held in the ADAMHS Board Ohio Room from 4:30-6:30 p.m. The agenda included review of the Heroin billboard messages. From the participating youth's perspective, they agreed that their age group would be impacted more by scare tactics around heroin use. They favored focusing on consequences and using visuals. Everyone contributed plenty of ideas and all were excited about going to Columbus for the purpose of advocacy. Ms. Boland noted that she was very impressed with the participants' commitment and enthusiasm to become involved.

10. Sponsorships (Action Requested)

Mr. Osiecki highlighted the sponsorships listed below:

- Minority Health Alliance Professional Education Conference on Behavioral Health on Sat., March 25, 2017
- LifeAct's 13th Annual Into the Light Walk on Sunday, April 23, 2017
- Vikran Patel at the City Club Forum on Mental Health Issues in Cleveland and Around the World, Wednesday, May 31, 2017
- Women's Recovery Center of Greater Cleveland's Annual run, jane, run Sports Festival:
 - Great Obstacle Challenge, Sunday, July 30, 2017
 - Golf Tournament, August 4, 2017
- Recovery Resources 5th Annual 2017 Run for Recovery, Saturday, August 19, 2017
- Edna House 5th Annual "The Next Step" Race to Recovery, Sunday, August 20, 2017
- NAMI Greater Cleveland NAMIWalks, Saturday, September 16, 2017
- 5th Annual Celebrating Recovery Walk, Saturday, September 23, 2017
- Epilepsy Association erace, Sunday, October 1, 2017

Motion to recommend approval of the Sponsorships (as listed above) to the Joint Planning & Finance Committee. MOTION: R. Blue / SECOND: R. Romaniuk / AYES: D. Biegel, R. Blue, R. Romaniuk / NAYS: None ABSTAIN: None / **Motion passed.**

11. Recovery Oriented System of Care (ROSC) Implementation Plan Update

Mr. Osiecki updated the committee on the progress being on our ROSC Implementation Plan, as well as some timelines that need to be changed:

- Development and promotion of a Provider Network Employment page on our Website
 - Website page introduced to ADAMHS Board Agency Human Resource Committee
 - Website page is up; not fully running.
 - Notices will be sent soon to provider agencies on how to participate.
- Collaboration with Managed Care Organizations:
 - Collaborative meetings have been scheduled with managed care organizations to assist with service integration; meetings to begin next week.
- Clients Right Policy and a fully staffed unit:
 - Will need to revise timelines as a result of not yet finding a candidate for the ½ time position and also due to the resignation of Judy Jackson-Winston who accepted a court position.
 - Results of our Board Needs Assessment shared with community.

- Firm hired to do the Needs Assessment is not yet complete.
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- Prevention Campaigns:
 - Heroin Prevention held and ended on target
 - Participation in County campaign with televised WVIZ phone bank
 - Question, Persuade, and Refer (QPR) Training is ongoing.
 - Engagement in local coalitions
- Youth Advisory Council is up and running as reported by Ms. Boland.
- Provider Network Directory:
 - 2017 Chart was updated and distributed.
 - 2017 Service Provider Directory is almost complete.

Mr. Denihan noted that County Executive Budish's administration is working on a media campaign where all TV stations will conduct a media blitz on the Heroin Campaign. Currently, efforts are underway to hold a phone bank at Idea Stream manned by clinicians on a volunteer basis for that particular event.

12. Media and Social Media Tracking Reports

Media: Since January, the ADAMHS Board has had a total of 166 media mentions--all considered positive. This number was impacted by national coverage of Cleveland Submitting New Policy Crisis Intervention Policy by two news outlets—ABC and the Associated Press. Several other media reports covered the announcement of CEO Denihan's retirement after decades of public service.

Social Media:

- Facebook - To date, we have 984 followers on Facebook, an increase of 59 & have reached 29,601 users.
- Twitter - We have 1,004 followers, an increase of 34; averaging one click or tweet per day.
- Instagram - We have 98 followers, an increase of 28 followers with 865 impressions.

There being no further business, the meeting adjourned at 5:20 p.m.

Submitted by: Carol Krajewski, Executive Specialist

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