

**ALCOHOL, DRUG ADDICTION AND MENTAL HEALTH SERVICES BOARD OF CUYAHOGA COUNTY
COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE
SEPTEMBER 6, 2017**

Committee Members Present: Elsie Caraballo, Cassi Handler, Harvey A. Snider, Esq. / Absent: Dr. Reginald Blue,

Board Staff Present: Valeria A. Harper, C.E.O., Bill Hebble, Carol Krajewski, Scott Osiecki, Maggie Spellman, Linda Torbert, Beth Zietlow-DeJesus

1. **Call to Order** - Harvey Snider, Committee Chair, called the meeting to order at 4:00 p.m. and acknowledged that this committee meeting marks the first one convened under the leadership of the ADAMHS Board's new CEO.

2. **Approval of Minutes**

The Community Relations & Advocacy Committee minutes from March 1, 2017 were approved as submitted. Ms. Harper and Mr. Osiecki introduced new staff members present—Beth Zietlow-DeJesus, External Affairs Officer, and Bill Hebble, Clients Rights Officer.

3. **Legislation Update**

▪ **ORC Language: County Hub Program to Combat Opioid Addiction**

Mr. Osiecki updated committee members on a change in the Ohio Revised Code that was an element of the state's biennial budget bill. The bill creates County Hubs to Combat Opioid Addiction. It was noted that the Board will submit a report on the activities of the Hub to OhioMHAS by January 1, 2020. A handout illustrating Sec. 340.30 was distributed and is attached to the original minutes in the Executive Unit.) Committee members suggested that copies of the handout should also be provided for all Board members.

The purposes of the program are to:

- Strengthen county and community efforts to prevent and treat opioid addiction;
- Educate youth and adults about the dangers of opioid addiction and the negative effects it has on society;
- Promote family building and workforce development as ways of combatting opioid addiction in communities;

Regarding workforce development, Ms. Harper reported that she recently met with John Carroll University staff to discuss the possibility of developing a designated curriculum that would prepare a license for LIDCC. The university is interested in partnering with the ADAMHS Board.

▪ **Issue 2: Proposed Statute on State Drug Purchasing In Ohio**

Mr. Osiecki presented the pros and cons of Issue 2: Proposed Statute on State Drug Purchasing in Ohio that will appear on the November 7th ballot. The agenda process sheet presents comprehensive information from both proponents and opponents of the proposed statute. It was noted that the Ohio Association of County Behavioral Healthcare Authorities adopted a position statement in opposition of Issue 2. For the committee's consideration, Mr. Osiecki read into the record a similar position statement from the ADAMHS Board of Cuyahoga County:

***ADAMHS Board of Cuyahoga County
Statement on Proposed Statute (Issue 2) on State Drug Purchasing in Ohio***

The ADAMHS Board of Cuyahoga County supports ideas to decrease the cost of prescription medication for the citizens of Ohio, especially for individuals relying on medication to obtain and maintain recovery from mental illness and/or addictions. However, the Board believes that the proposed statute on state drug purchasing in Ohio is not a viable solution and if passed would not benefit the citizens of Ohio, but rather could produce fiscal and legal challenges. Since the statute does not include clear definitions or guidelines, implementation would be nearly impossible and potentially detrimental to clients trying to access critical, life-saving medications. This decision is consistent with the Board's efforts to educate the public, maintain costs and ensure treatment and recovery services for individuals living with mental illness and/or addictions.

Motion to recommend approval to draft a Policy Statement regarding the proposed Statute on State Drug Purchasing in Ohio to the full Board. MOTION: E. Caraballo / SECOND: C. Handler / AYES: E. Caraballo, C. Handler, H. Snider / NAYS: None / ABSTAIN: None / **Motion passed.**

4. Art Mural Program Update

Mr. Osiecki reported that the Public Art Mural is nearly complete at 1981 East 55th Street and will soon be ready for a public unveiling. The mural for the West side is nearly complete and has been painted on panels to be installed once a final location is selected.

5. ADAMHS Board YouthMOVE (Motivate Others through Voices of Experience)

Linda Torbert, Children's Project Administrator, and Maggie Spellman, Children's Behavioral Health Specialist, noted that the Board's former Youth Advisory Council has transitioned into a YouthMOVE chapter. Ms. Spellman outlined the criteria for membership and the process taken to notify the original Youth Advisory Council members of the transition and to encourage new members to join the effort.

The YouthMOVE criteria requires that members be involved in behavioral health or other systems that serve youth—including juvenile justice, foster care, homelessness, developmental disabilities and co-occurring disorders. Several members of the previous youth council have joined the YouthMOVE Chapter; the ages range from 14-21 years of age.

6. Roads to Recovery Conference Update

An email blast about the 2017 Roads to Recovery Conference was recently sent and featured the various workshop sessions offered. Reservations for display tables are being received, and 59 people have registered so far for the conference scheduled for Monday, October 23rd at the Cleveland Marriott Hotel.

7. 2017 Annual Meeting Wrap-Up

The Annual Meeting held on May 15, 2017, had 519 attendees. Of this number, there were 415 paid tickets and 15 client tickets at \$5.00. The balance of attendees were the 89 award winners, Board and staff free tickets. Regarding revenues and costs for the Annual Meeting: \$16,969.20 was paid to Landerhaven, \$2,304.37 went for awards totaling \$19,273.57. Given that \$11,373.00 was received through ticket sales, the total cost to the Board was \$7,900.57.

8. Sponsorships (Action Requested)

Mr. Osiecki requested ratification of the two sponsorships listed below:

- Ratification of OACBHA Recovery Conference: September 11 & 12, 2017
- Mental Health & Addiction Advocacy (MHAC) Coalition Public Officials Reception, Friday, October 6, 2017

Motion to recommend approval of the Sponsorships, as listed above, to the Joint Planning & Finance Committee. MOTION: C. Handler / SECOND: E. Caraballo / AYES: E. Caraballo, C. Handler, H. Snider / NAYS: None / ABSTAIN: None / **Motion passed.**

9. Social Media and Media Tracking Reports

Beth Zietlow-DeJesus, External Affairs Officer, highlighted the impressive social media update listed below:

Social Media:

- Facebook – expanded our reach on Facebook by 20,195% - or 3,450 people. .
- Twitter - We made over 18,000 Twitter impressions—an 806.9% increase.

Additionally, Social Media terms were explained for the benefit of committee members. Ms. Handler suggested that all Board members receive a copy of the handout as well.

Media: Since March 2 to September 5th, the Board received 59 media mentions – all positive from the Board's perspective. This brings the 2017 total to 226 mentions – all positive.

10. Old/New Business

- CEO Harper referenced the efforts of the Greater Cleveland Congregations (GCC), listed on page 1 of the Media Tracking Report, to impact the Quicken Loans Arena upgrade proposal. With regard to the attention given to the need for crisis diversion centers on the East and West side, details are unclear whether the funding referenced would be coming through the ADAMHS Board. Ms. Harper intends to reference this issue during the budget presentation to the County Council unless further information is learned before that time.

There being no further business, the meeting adjourned at 5:10 p.m.

Submitted by: Carol Krajewski, Executive Specialist

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