

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

JOINT FAITH-BASED OUTREACH & COMMUNITY RELATIONS & ADVOCACY COMMITTEE NOVEMBER 1, 2017

Committee Members Present: Rev. Benjamin F. Gohlstin, Sr., Cassi Handler, Katie Kern-Pilch, ATR-BC, LPC-S, Sharon Rosenbaum, MBA, Harvey A. Snider, Esq. / **Absent:** Reginald C. Blue, Ph.D., Elsie Caraballo, Gwen Howard, Eugenia Kirkland, LSW, MSSA, CDCA, Rev. Max Rodas, Rev. Brenda Ware-Abrams

Board Staff Present: Valeria A. Harper, C.E.O., Bill Hebble, Carol Krajewski, Scott Osiecki, Starlette Sizemore-Rice, Tom Williams, Leshia Yarbrough-Franklin, Beth Zietlow-DeJesus

1. **Call to Order** – Rev. Benjamin F. Gohlstin, Sr., Faith-based Outreach Interim Committee Chair, called the meeting to order at 4:00 p.m. and stated that the approval of the July 12th minutes would be considered at a later date.

2. **Provider Progress Report**

Starlette Sizemore-Rice, Public Benefits Administrator, noted the Provider Progress Report reflects that a total of 1,273 individuals served as of September 30, 2017. A summary of findings are shown below:

- Majority of individuals served were female totaling 772 persons or 75%.
- Age category with the highest percentage served was 45-64 years (328 persons or 31%).
- Majority of individuals served were African American (927 persons or 82%).
- Majority of individuals identified themselves as Christian (908 persons or 84%).

Ms. Sizemore-Rice highlighted accomplishments of the Faith-based Providers as of 11/1/17. She noted that Life Recovery Ministries did not submit a report. Rev. Karell McDaniel explained that his personal hospitalization unfortunately impacted the program activities for the prior reporting period. The summary report provided to committee members is also attached to the original minutes stored in the Executive Unit. Rev. Gohlstin noted his interest in receiving a copy of the comprehensive report.

3. **Visit to Franklin County Faith-Based Program** - *Dr. Kevin Dixon, VP of the Community and Cultural Engagement*

Ms. Sizemore-Rice noted that previously it was suggested that committee members may wish to revisit the Faith-Based Program in Franklin County. Rev. Gohlstin expressed his interest in meeting with the Franklin County Faith-based Program representatives in order to share information and initiatives.

Rev. Gohlstin noted that the one of the committee's goals is to reach other faith communities so that recovery principles reach these populations. Mr. Snider stated that both he and newly appointed Board member, Sharon Rosenbaum, have discussed this issue and intend to take on the challenge of reaching out to those in the Jewish community. Rev. Gohlstin invited Ms. Rosenbaum to consider joining the Faith-based Outreach Committee.

4. **Faith-based Future Radio/TV Taping**

Resulting from previous committee discussions, the committee talked further about getting its faith-based message out to the community. To date, the committee's message was communicated through a public information radio show and on an Access TV show.

Mr. Osiecki noted that in 2017 the Board contracted with VoiceItRadio. Although the contract is over, the Board has some availability to be featured on their show. This vendor does have time on Saturdays for shows related to faith. Consequently, the committee could possibly book a time slot with them given some advance notice. Since the facility is rather small, the taping would probably accommodate 4 individuals--the Committee Chair, CEO Harper, a provider representative and another committee member. Rev. Gohlstin offered to share information about other contacts he has with other individuals who have radio shows.

5. **Old Business**

- **SHARES Religious Affiliation Information** – Ms. Sizemore-Rice reported back that the Board does have an option of capturing religious affiliation information via the SHARES system.
- **Faith-based Outreach Brochures** – Ms. Sizemore-Rice confirmed that the Faith-based Outreach brochures have been printed. Providers have picked up their copies. The brochures have been posted on our website, are available in our lobby and available for distribution at future community events.
- **Plain Dealer Suggested Article** – When following up on a suggestion made by the committee's previous Chairperson, Mr. Osiecki learned from Terri Pluto, the religious column reporter for the Cleveland Plain Dealer, that he would take a pass on the information submitted for consideration. He offered to forward the information on to another editor for consideration; no response has been received to date.
- **Sponsorship Update: Naaleh (Rise Together) & Yesh Tikvah (There is Hope) Better Together Mental Health Event** – CEO Harper and Ms. Sizemore-Rice attended the event held on Sunday, 10/22/17, along with Marsha Blanks, NAMI Greater Cleveland, Robin DeFleice, ADAMHS Board's receptionist and Board member, Katie Kern-Pilch. The topic was mental health awareness and unity, empowering individuals to be a source of strength and support for people close to them who are facing mental and emotional challenges. It was very impressive that over 650 people attended this awareness event.

6. New Business

- **Artwork presentation: Trinity Outreach Ministries** – Dr. Deborah Watson-Daniels, Program Operations Manager, was pleased to present to the ADAMHS Board a painting from the end-of-the-summer program that showcased the positive messages from its participants and built on the courage needed to refuse negative influences and peer pressure. The art piece presented to the Board is an expression of appreciation for support of the Trinity Outreach Ministries early intervention and prevention services. Ms. Harper thanked Dr. Watson-Daniels for the remarkable painting and asked her to express the Board's gratitude to the children involved.

Rev. Gohlstin turned the gavel over to Harvey A. Snider, Esq., Committee Chair, who presided over the remainder of the Joint Committee Meeting focusing on Community Relations & Advocacy topics.

7. **Approval of Minutes** – The minutes of the September 6, 2017 Community Relations & Advocacy Committee were approved as submitted.

8. Legislative Update

- **National Public Health Emergency Declaration** - CEO Harper noted that President Trump declared the Opiate Epidemic as a national Public Health Emergency and referred to his statement that he was going to revoke the Institute for Mental Disease (IMD) Rule so that more individuals can receive in-patient AoD treatment as they are suffering with substance use disorders. The current IMD Rule limits the number of treatment beds to 16 in order to bill Medicaid for those services. If this rule is revoked, the impact would be substantial--additional clients could be treated with treatment costs covered by Medicaid. The Board would only be responsible for the room & board portion and other dollars could be moved to other areas of our service continuum. President Trump was also quoted as saying that funding would be coming directly to states and that evidenced based practices would be encouraged.
 - **Recovery Ohio Plan** - The Ohio Attorney General Mike DeWine just announced Ohio's a set of 12 new initiatives to combat the opioid crisis entitled, "Recovery Ohio". Ms. Harper intends to get a hard copy of the full report in order to learn about potential available resources. She read into the record the 12 proposed initiatives listed below.
1. Pass legislation to give the Governor the ability to declare a public health emergency statewide or in specific areas, which would allow for the distribution of money and other resources to local entities that are facing unexpected

emergency conditions like overdose spikes, and creating an accelerated process for state licenses or approvals in critical professions such as the medical or social work fields as well as expedited licensing reciprocity with other states.

2. Create a 21st century law enforcement data infrastructure that allows real-time, statewide data sharing and brings state-of-the-art data analytics and crime prediction to every Ohio law enforcement agency.
3. Expand proven drug task force models that specifically target and disrupt the flow of money and drugs from Mexican drug cartels.
4. Create at least 60 more specialized drug courts.
5. Double the substance use treatment capacity in Ohio.
6. Expand workforce of critical specialists.
7. Empower employers to help employees with substance use disorder to seek treatment while remaining employed.
8. Help business owners hire employees in recovery by offering employers incentives and reducing risks.
9. Create a special position reporting directly to the Governor with Cabinet-level authority, who works every day with the single-minded focus of fighting the opioid epidemic.
10. Implement proven Kindergarten-12th grade drug prevention education in all Ohio schools.
11. Roll out a statewide drug prevention media campaign
12. Expand early intervention programs that target Ohio families and children in foster care.

• **Update on Senate Bill 71**

Mr. Osiecki reported that SB71 would allow Directors of ADAMHS Boards to execute contracts without the approval of the Board. The Ohio Senate unanimously passed an amended version of SB71 that the Board may establish a rule, operating procedure, standard or bylaw to allow the Executive Director of the Board to execute contracts in prescribed circumstances on behalf of the Board without the Board's prior approval. The amendment lowered the limit of the Board's delegating authority on contracts to \$25,000.00 and requires that Boards define the scope of the contracts including clarity as to whether the contracts are for emergency clinical services or standard non-clinical service contracts.

Mr. Osiecki noted that this bill was developed for Boards for instance in rural communities when Board members might not be able to meet together quickly or achieve a quorum in order not to be a barrier for urgent matters. This bill has passed from the Senate and is in the House; on October 10th it was referred to the State and Local Government Committee. In response to the Committee Chair's inquiry, Mr. Osiecki noted that the Ohio Association of County Behavioral Healthcare Authorities (OACBHA) is in favor of this bill.

9. Advocacy Action Agenda – 2017 Review

Mr. Osiecki assisted committee members in reviewing each of the goals for the 2017 Advocacy Action Agenda. All items were completed and are on-going with the exception of the very last funding goal to "support efforts for the utilization of standardized provider performance measures to establish funding priorities". It was noted that the next time the committee sees the report it will be re-formatted to illustrate the committee's review and conclusions.

Mr. Osiecki explained the steps involved in formulating the 2018 Action Advocacy Agenda. The staff Executive Council will take an initial look at potential 2018 goals. The recommended goals will be brought first before the Community Relations & Advocacy Committee for feedback and suggestions. It will then go on to the Planning & Oversight Committee for its input and then to the full Board for consideration and approval. The approved 2018 Advocacy Action Agenda will be posted on our website and shared with Legislators.

Ms. Harper added that staff intends to work on a list of priorities based on program summaries from agencies in order to determine community needs and identify service gaps.

10. Clients Rights Report: July 1, 2015 through December 31, 2016

Mr. Bill Hebble, Clients Rights Officer, utilized a power point presentation to present the Clients Rights Data for Calendar Year 2016 that represents an 18-month report for the time period of July 1, 2015 and ending December 31,

2016 as the Board shifted from a fiscal year to calendar year funding. Two staff members, Tom Williams and Jessica Torres, were recognized for their assistance in compiling the data. Mr. Hebble noted that the complete report will soon be posted on the Board's website. (A copy of the report presented is attached to the original minutes stored in the Executive Unit.)

Challenges Collecting Client Rights Data & Remedies

Not all agencies submitted annual clients rights reports; however, all major agencies submitted reports. To correct this challenge, the Client Rights Division will:

- Update the list of agency Client Rights Officers (CROs).
- Hold monthly meetings with agency CROs.
- Continue with the new agency CROs Orientation to ensure each agency is aware of the expectations of the CRO.
- All of the larger agencies (those with the greatest number of clients served) provided reports for CY16. It was noted that of the agencies not submitting reports, some have not submitted reports in previous reporting cycles. Additionally, CROs can change within an agency so the Board will update the list often to ensure that each agency has an active CRO represented.
- 38 AoD and Mental Health agencies were represented in the report.

It is extremely difficult to determine from the annual Client Rights Reports received how many of the complaints and grievances were also filed with ADAMHS Board.

- ADAMHS Board CRO will determine previous client actions to resolve issue. The CRO would also like to include on the annual report, a portion to complete for each agency regarding how many client reports were sent to the Board or were investigated collaboratively.

Potential clarification needed by agencies when completing their Clients Rights Annual Report.

- Revision of report to provide a more accurate representation of client rights data.
- Board staff will provide training in completing report to agency CROs in November.

Method needed to track Adult Care Facility (ACF) complaints through the agency Client Rights Report.

- Revision of report to include ACF complaints provided to each agency.
- CRO and CAO working together to ensure accurate Calendar Year '17 clients rights data.

It was suggested that the full Board should be informed about accessing the 2017 Clients Rights Report on the Board's website at the General Meeting. Committee members were very impressed with the report and presentation. Mr. Osiecki stated that both Bill Hebble and Leshia Yarbrough-Franklin, Clients Affairs Officer, are very compassionate when talking with clients. Mr. Osiecki added that for several months the Board was without a Client Rights Officer. As Leshia was handling all of the calls, most of the calls referenced in this report were received and skillfully handled by Ms. Yarbrough-Franklin.

11. 2018 Annual Meeting

The External Affairs Unit is currently looking for a venue for next year's Annual Meeting. Mr. Osiecki mentioned possibilities being considered and noted that parking is a major consideration for attendees. Currently, among the choices being considered, staff is leaning towards recommending Windows on the River with the date of 5/07/18. Rev. Gohlstin suggested looking into booking Covenant Baptist Church at 260th & Euclid. Mr. Osiecki took note of the suggestion and will report back to the committee at its meeting in January.

12. Art Mural Program Update

Ms. Zietlow-DeJesus, recently spoke with artist, Ricky Lewis, who has identified a building in the Gordon Square area located at West 72nd and Lorain for the second Art Mural installation; we are awaiting confirmation from the building

owner. The kick-off for the Eastside Art Mural on East 55th and Euclid went very well. It was live-streamed on our Facebook page and the video was shared afterwards.

13. 2017 Roads to Recovery Conference Wrap-up

Mr. Osiecki reported that 366 individuals attended the 2017 Recovery Conference including 25 staff and presenters. The total expenditures for the 2017 Conference were \$36,963.66. The revenue generated from individual registration fees and display table sponsorships totaled \$25,174.64; consequently, the total cost to the ADAMHS Board for the conference was \$11,789.02. Registration fees collected by earned through the Training Institute throughout the year will cover the balance of the conference cost. Mr. Osiecki and Board staff were commended for the excellent conference experience.

14. Social Media Tracking Reports

Beth Zietlow-DeJesus, External Affairs Officer, reported that our Board recently “was verified” by Facebook. The handout distributed explained that Facebook uses an algorithm to see if a business is legitimate. Facebook decides that based on our posts and our Board was given a gray verification check next to our page name. You cannot purchase these as they must be earned. Our goal is to get “blue check verified” which is Facebook’s top mark.

- Facebook – expanded our total reach on Facebook to 27,546 (from 3,450 people).
- Twitter - We were down to 14,500 Twitter impressions (down from 18,000). Although we had less tweets, more people engaged with the tweets.

15. Media Tracking Report

Mr. Osiecki reported that from September 6, 2017 through October 31, 2017, the Board received 26 media mentions; 24 are considered positive with 2 neutral and 0 negative. This brings the 2017 year-to-date total to 252 mentions, 250 positive, 2 neutral and 0 negative.

There being no further business, the meeting adjourned at 5:40 p.m.

Submitted by: Carol Krajewski, Executive Specialist

**Approved by: Rev. Benjamin F. Gohlstin, Sr., Faith-based Outreach Committee Interim Chair
Harvey A. Snider, Esq., Community Relations & Advocacy Committee Chair**