

**ALCOHOL, DRUG ADDICTION AND MENTAL HEALTH SERVICES BOARD OF CUYAHOGA COUNTY  
COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE  
JANUARY 6, 2016**

**Committee Members Present:** Harvey A. Snider, Esq., David E. Biegel, Ph.D., Reginald C. Blue, Ph.D., Eugenia Cash, LSW, MSSA, CDCA, Cassi Handler, Robert Fowler, Ph.D., Richard Romaniuk, Ph.D., Eileen Saffran, LISW-S  
**Absent:** Elsie Caraballo

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

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

Committee Chair, Harvey A. Snider, Esq., called the meeting to order at 4:00 p.m. Mr. Osiecki, Chief of External Affairs, was pleased to introduce his mentee, Rasheedah Najieb, a Cleveland State University senior. Ms. Najieb noted that she is majoring in Organizational Leadership in a Communications Tract with a minor in Sociology; she noted her excitement to have the opportunity to observe the activities of this particular committee.

**2. Approval of Minutes**

The Community Relations & Advocacy Committee minutes from September 9, 2015 were approved as submitted.

**3. Legislation/Advocacy**

Mr. Denihan reported that Mr. Osiecki submitted a written report updating the committee on Federal and State legislation and advocacy efforts focusing on mental health and addiction issues--15 in total. (The written summary is attached to the original minutes stored in the Executive Unit.)

Mr. Denihan offered a resolution supporting President Obama's recent Executive Action to reduce gun violence and help make safer communities. Part of President Obama's action plan is to invest \$500,000 to increase access to mental health treatment and to expand mental health services. The proposed resolution describes the rationale for supporting this decision that also encourages support of Rep. Tim Murphy's Helping Families in Mental Health Crisis Act.

**Motion to recommend support of President Obama's Executive Action Plan to invest \$500 million to improve mental health treatment in America.** MOTION: R. Blue / SECOND: R. Romaniuk / AYES: D. Biegel, R. Blue, E. Cash, C. Handler, R. Romaniuk, E. Saffran / NAYS: None / ABSTAIN: None / **Motion passed.**

**4. OACBHA Legislative Day & Reception**

The Board Association shall hold its annual Legislative Day and Reception at the Statehouse in Columbus on Tuesday, 1/26/16. The event starts early in the day to gather Boards for a meeting; then participants will be able to meet with legislators or their aides through personal visits in the afternoon and again in a group session during the evening reception. Board staff is in the process of inviting legislators and arranging appointments with our Representatives and Senators. An email will be sent soon inviting all Board Members with specifics.

**5. Health & Human Services Levy**

Cuyahoga County Council has placed a 4.8 mill renewal Health and Human Services Levy on the March 15, 2016 ballot to generate \$133 million a year for health and human services. The major difference with this renewal is that it is for eight years, instead of the usual 4. This decision was made so that the number of times the levy was brought before the voters would decrease. It was noted that the ADAMHS Board does the majority of the work in getting this levy passed, including raising funds for the campaign from our providers. Mr. Osiecki represents the ADAMHS Board on the levy steering committee and is responsible for the phone banks to be hosted here once again at the Board offices. Phone banks will begin about one month before Election Day to coincide with Vote by Mail option.

**Motion to recommend endorsement of Health & Human Services Levy to the full Board.** MOTION: R. Blue  
SECOND: E. Saffran / AYES: D. Biegel, R. Blue, E. Cash, C. Handler, R. Romaniuk, E. Saffran / NAYS: None  
ABSTAIN: None / **Motion passed.**

[Ms. Cash excused herself from the meeting.]

#### **6. Dedicated Mental Health/Addiction Levy**

Although the ADAMHS Board receives funding from the two Cuyahoga County Health and Human Services levies and the Ohio Department of Mental Health and Addiction Services, the amount of funding continues to fluctuate. In the past few years we came very close to having our own dedicated levy.

Mr. Denihan suggested that the Board renew its support for a dedicated Mental Health and Addiction Services Levy since the people of Cuyahoga County would benefit by having a consistent flow of county funding to the Board to pay for support and treatment services not covered by Medicaid. Mr. Denihan also expressed his interest in being reauthorized to pursue the possibility of placing a dedicated levy on an upcoming Cuyahoga County ballot.

**Motion to recommend renewal of support for a Dedicated Mental Health & Addiction Services Levy to the full Board.** MOTION: R. Blue / SECOND: D. Biegel / AYES: D. Biegel, R. Blue, C. Handler, R. Romaniuk, E. Saffran  
NAYS: None / ABSTAIN: None / **Motion passed.**

#### **7. Advocacy Action Agenda Review**

Mr. Denihan explained that each year the Board develops an Advocacy Action Agenda to guide its advocacy efforts. Each agenda item from the 2015 Advocacy Action Agenda was reviewed internally. Mr. Osiecki reported on the outcome of the review and shared with committee members those goals that were accomplished and/or on-going.

Board staff also discussed the proposed 2016 agenda and made recommendations based on current situations. It was noted further that the Board also collaborates with other groups, such as the Mental Health Advocacy and Addiction Coalition, NAMI and OACBHA in promoting other advocacy efforts. The draft 2016 Advocacy Action Agenda was reviewed by committee members. A wording change was proposed for the 4<sup>th</sup> bullet point on page 2. The item should read, "Educate the public on the dangers of marijuana and synthetic marijuana, ***as well as issues pertaining to the*** legalization in the State of Ohio."

**Motion to recommend the 2016 Advocacy Action Agenda, as amended, to the full Board.** MOTION: R. Blue  
SECOND: C. Handler / AYES: D. Biegel, R. Blue, C. Handler, R. Romaniuk, E. Saffran / NAYS: None / ABSTAIN:  
None / **Motion passed.**

#### **8. Pete Earley City Club Forum Co-Sponsorship**

The Woodruff Foundation, in partnership with the Margaret Clark Morgan Foundation, is sponsoring a City Club Friday Forum featuring Pete Earley on Friday, 5/27/16, and is requesting \$1,000 from the Board to offset the overall \$7,500 cost of bringing Mr. Earley to Cleveland. Pete Early is a journalist, author and mental health advocate who has written 17 books including four New York Times bestsellers, including *Crazy* which was written when his life changed by his son's mental illness prompting him to join the National Alliance on Mental Illness to advocate for strong mental health reform on the public stage.

Mr. Earley delivers speeches to rally against the troubled mental health systems and for the mentally ill. It was noted that Mr. Earley at a smaller group event, either before or following his appearance at the City Club, will meet with a small group of invited foundation trustees, ADAMHS Board members and other local stakeholders.

**Motion to recommend sponsorship of the Pete Earley City Club Friday Forum on 5/27/16 to the Finance & Operations Committee.** MOTION: R. Blue SECOND: C. Handler / AYES: D. Biegel, R. Blue, C. Handler,  
R. Romaniuk, E. Saffran / NAYS: None / ABSTAIN: None / **Motion passed.**

#### **9. VoiceltRadio.com Campaign Update and Renewal**

VoiceltRadio.com is a minority-owned and operated Internet radio station that offers 24 hours of up-to-date sports, community, and entertainment news in a talk radio format. It was noted that the Board had a 3-month contract with

VoiceltRadio from 8/1/15 through 10/31/15 for an educational/awareness campaign focused on our Online Screenings, Heroin Prevention, Suicide Prevention and Gambling Prevention that delivered a variety of messages regarding mental health and addictions.

As VoiceltRadio exceeded the deliverables of that contract, Board staff recommends that we enter into a 6-month contract from 3/01/16 through 9/30/16, with VoiceltRadio to continue our efforts.

**Motion to recommend entering into a 6-month contract for an education/awareness campaign for a total amount of \$9,300.00 to the Finance & Operations Committee.** / MOTION: E. Saffran / SECOND: R. Blue  
AYES: D. Biegel, R. Blue, C. Handler, R. Romaniuk, E. Saffran / NAYS: None / ABSTAIN: None / **Motion passed.**

#### **10. 2015 Social Media Advertising Update & Continuation**

Katie Boland, External Affairs Officer, reported that the Board previously approved Twitter advertising up to \$1,000 per month and Facebook advertising for \$3,000 per month for the term 2/01/15 – 4/30/15 (for a total of \$9,000 for three months) to promote heroin prevention, suicide prevention and online screenings. Because social media only charges per click, we did not spend the entire \$9,000, so we continued to advertise past our proposed 3-month initiative. To date, we have spent a total of \$6,985. Our Twitter advertising was launched in December 2015, due to a learning curve.

Our objectives to promote our Twitter account, online screenings and 24-hour crisis hotline for suicide prevention and mental health and addiction crisis was met. To date, the Board has 778 Twitter followers with 338 of them from the advertising campaign and a total of 641 Facebook likes. From Facebook, a total of 21,906 people clicked from the ad to the Board's website.

- 188,491 Twitter Followers have seen the ads
- 651,591 Facebook Users Reached (# of people the ad was shown to)
- 2,096,961 Facebook Impressions (# of times ad entered the screen for the 1st time; 1 user may have seen the ad multiple times)

Due to success, Board staff recommends continuing our social media campaign for a total of \$20,000 for Calendar Year 2016.

**Motion to recommend authorizing the development of a Social Media Advertising Campaign on Facebook and Twitter for the period of 1/28/16 through 12/30/16 in the amount of \$20,000.00 to the Finance & Operations Committee.** MOTION: C. Handler / SECOND: R. Blue / AYES: D. Biegel, R. Blue, C. Handler, R. Romaniuk, E. Saffran NAYS: None / ABSTAIN: None / **Motion passed.**

#### **11. 2016 Annual Meeting Brunch/Award Ceremony**

Board staff recommends hosting our Annual Meeting/Award Ceremony on Monday, May 16, 2016. The recommended venue for the 2016 Annual Meeting is LaCentre on Detroit Road in Westlake. This recommendation is based on considerable research for various downtown, east side and west side locations to host the meeting over the past few years, in addition to the expected increase in attendance for the 2016 Annual Meeting. Last year, 370 people were present; however, some people were unable to attend because the room at the Cleveland Marriott Hotel reached its maximum capacity. We also recommend LaCentre because of the Board's requirement for free, self-parking and easy highway and bus access (#26 to #46). Discussion followed; committee members requested consideration of choosing an East side location for the 2017 Annual Meeting.

**Motion to recommend approval of holding the 2016 Annual Meeting Brunch and Award Ceremony on Monday, 5/16/16, and to enter into an Operational contract with LaCentre Conference Facility to the Finance & Operations Committee.** MOTION: C. Handler / SECOND: E. Saffran / AYES: D. Biegel, R. Blue, C. Handler, R. Romaniuk, E. Saffran / NAYS: None / ABSTAIN: None / **Motion passed.**

#### **12. 2015 Training Institute End of Year Report**

Training Officer, Tonya Birney, reported that the ADAMHS Board held 74 training events in 2015 with a total of 2,011 participants attending. The Board awarded 9,748.5 continuing education credits. We raised \$18,785.00, and after the presenter fees and Eventbrite processing fees were paid, our net revenue generated from the Training Institute was \$3,833.48. (The Training Institute Summary for 2015 is attached to the original minutes stored in the Executive Unit.)

**13. Mental Health Response Advisory Committee Update**

Mr. Denihan reported that the Mental Health Response Advisory Committee (MHRAC) continues to meet monthly since September 2015. The next meeting is scheduled for Monday, 1/11/16 at the Life Exchange Center. The five sub-committees also continue to meet and work sometimes more than once per month. On Friday, 1/08/16, the chairs and co-chairs of the 5 committees (Community Involvement/Engagement, Data, Diversion, Policy Review and Training) will meet to ensure that goals and tasks are aligned in order to avoid any duplication of efforts.

MHRAC has been working with the consent decree monitors and just received a draft of the Monitoring Plan for the first year. The plan contains some goals/deadlines that the MHRAC is to reach, such as performing a CIT Needs Assessment and work plan in partnership with the Cleveland police, and CIT Training Plan. The MHRAC is scheduled to meet with the monitor to go over the draft plan on 1/11/16.

**14. Recovery Oriented System of Care (ROSC) Update**

Mr. Osiecki updated progress made on the development and implementation of our ROSC. The timeline indicates that we have met our deadlines through September 30th. In October, the Ohio Association of County Behavioral Healthcare Authorities (OACBHA) announced that many Boards did not have a chance to complete the self-assessment; therefore, it was adjusting the deadlines.

Our timelines have been adjusted accordingly. The Board will develop and distribute an ROSC report to the community in February 2016 and will update the Board on the final data analysis during the March meeting cycle. The Board will develop an ROSC Implementation Plan intended also for the March Board Meeting Cycle.

**15. September 21, 2015 Roads to Recovery Conference Wrap-Up**

Mr. Osiecki presented the Estimated Budget Comparison of the ADAMHS Board's 2015 Roads to Recovery Conference. The actual total expenditures for the 2015 Conference were \$43,843.86 (that includes printing/publicity, Hotel expenses, Speaker costs). The revenue generated from individual registration fees, display table sponsorships and Training Institute Fees/Offset, totaled \$43,843.86; consequently, the total cost to the ADAMHS Board for the conference was \$0.00. Mr. Osiecki and Board staff were commended for the excellent conference experience. (The Estimated Budget Comparison chart is attached to the original minutes stored in the Executive Unit.)

**16. Tracking Reports**

Media: Mr. Osiecki reported that for the time period of 9/09/15 through 12/31/15, we had 48 media mentions all considered positive. The total number of media hits for calendar year 2015 is 114 – all considered positive.

Social Media: Katie Boland, External Affairs Specialist, reported on 79 Facebook posts that reflect an increase of 103 Facebook likes for a total of 641 who like our page. For Twitter, we had 92 Tweets, an increase of 466 twitter followers, for a total of 785 followers. (All tracking reports are attached to the original minutes stored in the Executive Unit.)

**17. Old/New Business**

Audience member, Jeremy Koosed, Owner of Plant Kingdom Bakery & Snackery, shared information with committee members on progress made to promote the areas of nutrition and wellness.

***There being no further business, the meeting adjourned at 5:30 p.m.***

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

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