

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE

JULY 6, 2016

Committee Members Present: Harvey A. Snider, Esq., Richard Romaniuk, Ph.D., Cassi Handler

Absent: David E. Biegel, Ph.D., Reginald C. Blue, Ph.D., Elsie Caraballo, Eileen Saffran, LISW-S

Board Staff Present: Scott Osiecki, Chief of External Affairs, Katie Boland, Valeria Harper, Carol Krajewski

1. Call to Order & Audience Input

Committee Chair, Harvey A. Snider, Esq., called the meeting to order at 4:00 p.m.

2. Approval of Minutes

The Community Relations & Advocacy Committee minutes from May 4, 2016 were approved as submitted.

3. Online Screening Renewal

Scott Osiecki, Chief of External Affairs, noted that the ADAMHS Board recommends renewing its partnership with Screening for Mental Health, Inc., to continue offering free and anonymous online behavioral health screenings at www.adamhsc.org for the time period of 09/01/16 through 08/31/17. It was noted that the renewal amount quoted, \$550.00, is \$145.00 less than last year's cost. Screening for Mental Health, Inc. provides the Board's External Affairs Department with monthly reports on the number of online screenings taken. For the past nine months, 1,504 online screenings were taken that represents an increase of 370 over the same time period the year before.

Motion to recommend approval to renew Online Behavioral Health Screenings with The Screening for Mental Health, Inc. for an amount of \$550.00 to the Finance & Operations Committee. MOTION: C. Handler

SECOND: R. Romaniuk / AYES: C. Handler, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

4. LifeAct Program Materials

Mr. Osiecki reported that LifeAct, a member of the Board's Suicide Prevention Task Force, has requested that that ADAMHS Board provide fund to cover the cost of leave-behind items for 14,250 students in 9th and 10th grades, in 104 schools in Cuyahoga County projected to participate in the Recognizing Teen Depression and Preventing Suicide program in the upcoming 2016/2017 school year. Materials include wallet crisis cards, student handouts and pens. The program's goal is to cause at-risk students to seek and receive treatment from a mental health professional, as treatment is life-altering and often lifesaving.

Motion to recommend approval to support LifeAct with its efforts to prevent suicide by funding leave behind materials to an up to amount of \$650.00 to the Finance & Operations Committee. MOTION: C. Handler

SECOND: R. Romaniuk / AYES: C. Handler, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

5. Generation Found Recovery Month Event

Katie Boland, External Affairs Officer, explained that Generation Found is "a powerful documentary of young people, families and their community believing not just in the individual process of recovery, but the community's power to fertilize the soil of change." The film captures both the story of families who have lost their children to addiction either by death or imprisonment as well as families and young people who have a second chance at life because of the community efforts in Houston.

In an effort to promote National Recovery Month in September, Ohio Citizen Advocates for Addiction Recovery is coordinating a statewide screening of Generation Found across five regions in Ohio on Tuesday, September 13, 2016. The ADAMHS Board will sponsor a "free screening" of this documentary at Tower City Cinemas on 9/13/16 followed by a discussion with the audience, Board and provider agency representatives. The \$750.00 cost for the event includes room rental up to 324 individuals, free parking up to four hours in the Tower City parking garage and one wireless microphone.

Motion to recommend approval to contract with Cleveland Cinemas to sponsor *Generation Found* for an amount of \$750.00 to the Finance & Operations Committee. MOTION: C. Handler / SECOND: R. Romaniuk
AYES: C. Handler, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

6. Urban Film Festival Sponsorship

Ms. Boland noted that the Greater Cleveland Urban Film Foundation (GCUFF), founded in 2012, is dedicated to the preservation and promotion of independent films written, directed, produced or featuring diverse casts. GCUFF is dedicated to increasing awareness and dialog around important issues from within our communities such as mental illness, addiction and recovery while offering educational opportunities and encouraging students and individuals in pursuing a career in the film industry.

Consequently, the ADAMHS Board would like to sponsor the film, *The Journey: From Tragedy to Triumph—a Story of Hope, Recovery and Perseverance* featuring members of the Life Exchange Center. The Board recommends sponsoring the GCUFF Film Festival from September 15-23, 2016 at the Art Lovers Sponsorship level of \$1,500.00. Sponsors benefits are listed on the agenda process sheet.

Motion to recommend approval of contracting with the Greater Cleveland Urban Film Festival in the amount of \$1,500.00 to the Finance & Operations Committee. MOTION: C. Handler / SECOND: R. Romaniuk
AYES: C. Handler, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

7. Social Media Policy

Ms. Boland presented the Social Media Policy draft and explained that the purpose of this proposed new policy is to protect the ADAMHS Board from uninformed (and often unintended) misuse of social media to the detriment of the organization. The policy addresses the following elements: (1) General Background on the use of Social Media and its benefits, (2) Guidelines for Social Media Content (3) Account Management including Security, Employee Access, Social Media Conduct, Content, and Citizen Conduct. Once the policy is finalized and approved, it will be posted on our Web site along with other Board policies.

Given no additions or corrections to the Social Media Policy draft, the Chair entertained a motion for approval.

Motion to recommend approval of a new ADAMHS Board Social Media Policy to the full Board.

MOTION: C. Handler / SECOND: R. Romaniuk / AYES: C. Handler, R. Romaniuk, H. Snider / NAYS: None
Motion passed.

8. Opioid/Heroin/Fentanyl Prevention Awareness Training

Ms. Boland noted that an individual named Aaron, who is living in recovery from heroin addiction and also serves on the Recovery Resources Board, the U.S. Attorney's Opiate Task Force and the Cuyahoga County Opiate Task Force, has also volunteer to speak on several occasions on our behalf to the media and several other events. He is advocated to serve as a community advocate; consequently, Ms. Boland and Aaron have begun to work on program content similar to the Suicide Prevention Awareness Campaign and use Question, Persuade, Refer model to target healthcare workers. Mr. Osiecki noted that the second target is the business community. Mr. Osiecki added that Aaron and Katie met with Mr. Denihan on the initial proposal and he is fully in support of it. Lastly, the funding would come from Recovery Advocates.

Ms. Handler noted her interest in reaching the broader community and offered to help in any way and to be a part of this important prevention initiative.

9. HB:523 Medical Marijuana

Ohio Gov. John Kasich signed Ohio House Bill 523 on 6/08/16 establishing a regulated medical marijuana program in Ohio taking effect in 90 days. This means that marijuana for medical purposes will be legal in Ohio in September. Ohio is the 25th state to pass a comprehensive medical marijuana program, according to the National Conference of State Legislatures.

Details regarding **HB: 523** are listed below:

- Allow Ohio-licensed physicians to recommend marijuana to patients as they see fit.
- Municipalities could block marijuana establishments from locating there.
- People could not grow their own marijuana at home.
- Allows oils, edibles, patches, tinctures, and plant material and bans smoking marijuana but allows for inhalation through a vaporizer.
- The state pharmacy board would license and regulate marijuana dispensaries. The Department of Commerce would license and regulate cultivators, processors and testing labs. The state medical board would register and oversee doctors who can recommend marijuana.
- A 14-member bipartisan advisory committee would recommend rules and regulations to the three regulatory agencies.
- People with the following medical conditions will be able to use medical marijuana under the law: HIV/AIDS, amyotrophic lateral sclerosis (ALS), Alzheimer's disease, cancer, chronic traumatic encephalopathy (CTE), Crohn's disease, epilepsy or another seizure disorder, fibromyalgia, glaucoma, hepatitis C, inflammatory bowel disease, multiple sclerosis, pain that is either chronic and severe or intractable, Parkinson's disease, post-traumatic stress disorder, sickle cell anemia, spinal cord disease or injury, Tourette's syndrome, traumatic brain injury and ulcerative colitis. Employers can still fire medical marijuana patients if their marijuana use violates the employer's drug-free workplace or zero tolerance policy.

10. RNC Mental Health Event, July 19, 2016

Mr. Osiecki announced that NAMI Ohio has contracted with a public relations firm to pull together an event called, Out of the Shadows, on Tuesday, 7/19/16, from 11:30 a.m. – 1:00 p.m. at the former VNA. This is an invitation only event and the Board has been asked to follow-up. The purpose is to draw awareness to mental illness and to get it placed on the Republican platform and hopefully to get media coverage.

The national group, Facing Addiction Act, is also scheduling an event on the same date at the Bar Association; this event is open to the public. This group is also sponsoring "Wellness Groups" at the Indians Stadium. Volunteers are holding AA meetings from 9:00 am -5:00 pm. Valeria Harper, Vice President of Operations, noted that several Faith-based providers plan to host events--a "Hope is Here" Outreach, a prayer breakfast at the Wolstein Center, etc.

11. 2016 Annual Meeting Wrap-Up

Our Annual Meeting on May 16, 2016 had a total of 412 guests registered; of this number, 72 were comp tickets, 340 paid tickets. Attendance, in 2015, was 370. Through ticket sales, \$8,569.70 was raised, after \$418.30 EventBrite and Credit Card processing fees. The LaCentre Conference Center cost was \$10,082.93. Total cost to the ADAMHS Board for meeting \$1,513.23; last year's cost was \$1,339.52.

The higher cost was based on increased number of attendees and increased number of comp tickets. Cost of awards was \$3,075.99 (not included in cost of Annual Meeting); last year's awards cost \$3,222.99. In our first-ever Art Contest, 28 clients participated; the cost of supplies and awards for the art contest totaled \$303.75.

12. Tracking Reports

Media: For the time period of 5/06/16 through 7/06/16, the Board had 20 media mentions--all considered positive. Year-to-date total stands at 46 media mentions that are all considered positive.

Social Media: To date, we have 49 new Facebook posts reflecting a total of 753 followers who like our page. For Twitter, we had an increase of 25 twitter followers, for a total of 895 followers. All tweets since 5/4/16 have seen over 9,000 views; more than 1,000 people viewed our Career Fair posts. (All tracking reports are attached to the original minutes stored in the Executive Unit.)

There being no further business, the meeting adjourned at 4:45 p.m.

Submitted by: Carol Krajewski, Executive Specialist

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