

**ALCOHOL, DRUG ADDICTION AND MENTAL HEALTH SERVICES BOARD OF CUYAHOGA COUNTY
COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE
SEPTEMBER 7, 2016**

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

Board Staff: William M. Denihan, C.E.O., Scott Osiecki, Katie Boland, Carol Krajewski, Leshia Yarbrough-Franklin

1. Call to Order & Audience Input

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

2. Approval of Minutes

The Community Relations & Advocacy Committee minutes from July 6, 2016 were approved as submitted.

3. Legislation Update

• **House Bill 523: Marijuana for Medical Purposes**

Mr. Denihan noted that HB: 523 formally effective on 9/8/16 legalizes medical marijuana in Ohio. The law is written to prohibit a person from smoking it; however it allows oils, plant material, edibles and patches and vaporizing or vaping.

While the legislation set a basic framework for the program, the Ohio Medical Marijuana Control Program., it left the task of establishing specific rules and guidelines for the cultivation, processing, testing, dispensing and medical use of marijuana to different state agencies: The Ohio Department of Commerce, State Pharmacy Board, State Medical Board and a bipartisan advisory committee.

The Ohio Department of Commerce and the State of Ohio Board of Pharmacy are required by law to take all actions necessary to ensure that Ohio's Medical Marijuana Control Program is fully operational no later than September 2018. At that time, there will be an established structure for Ohioans with a qualifying medical condition to obtain a recommendation for medical marijuana, purchase medical marijuana from a licensed dispensary, and consume medical marijuana.

• **Federal Comprehensive Addiction Recovery Act**

In mid-July, the U.S. Senate voted 92-2 to pass the Comprehensive Addiction and Recovery Act (CARA) signed into law by the President on August 22. Senator Portman sponsored the bill requiring the Secretary of Health and Human Services (HHS) to convene a task force to identify, review, and, determine whether there are gaps or inconsistencies between best practices for chronic and acute pain management. The bill calls for:

- 1) a grant program at the Substance Abuse and Mental Health Services Administration (SAMHSA) to expand access to opioid overdose reversal drugs by supporting the purchase and distribution of opioid overdose reversal drugs and training for first responders and other key community sectors.
- 2) a grant program at SAMHSA to support states in expanding access to addiction treatment services for individuals with an opioid use disorder, including evidence-based medication assisted treatment.
- 3) HHS to provide grants to community organizations to develop, expand, and enhance recovery services and build connections between recovery networks, including physicians, the criminal justice system, employers, and other recovery support systems.
- 4) Amending the Controlled Substances Act to expand access to medication-assisted treatment by authorizing nurse practitioners and physician assistants to prescribe buprenorphine, while ensuring that patients receive the full array of quality evidence based services and minimizing the potential for diversion.

- 5) Authorizing HHS to award grants to States and combinations of States to carry out a comprehensive opioid abuse response, including education, treatment, and recovery efforts, maintaining prescription drug monitoring programs, and efforts to prevent overdose deaths.

- **Mental Health Parity & Addiction Equity Act**

A Mental Health and Substance Use Disorder Parity Task Force was created to increase awareness of parity protections, improving understanding of requirements for health plans, and increasing transparency around compliance with the law. A publication “Know Your Rights: Parity for Mental Health and Substance Use Disorder Benefits” was created and is available on their Web site.

- **IMD (Institution of Mental Disease) Exclusion:**

Work is still being done by legislators to remove the IMD Exclusion that limits Medicaid reimbursement for facilities with more than 16 treatment beds. Mr. Denihan wrote a letter on behalf of the Board during the first part of August to Senators Portman & Brown in support of the elimination of the IMD Exclusions.

Committee Input:

- Question: How can individuals become a member of the Mental Health & Substance Use Disorder Parity Task Force? Mr. Denihan noted that Board staff will look into this and report back.
- Mr. Snider asked that the referenced IMD Exclusion letter be shared with Board members.

4. Recovery Oriented System of Care Implementation Plan

Scott Osiecki, Chief of External Affairs, noted that we are in the 2nd year of the Recovery Oriented System of Care. The Ohio Association of County Behavioral Health Authorities (OACBHA) has created a five-year *BluePrint* for the state’s Community Mental Health and Addiction System. Over the past year and half:

- A timeline was developed for the transformation process in our County.
- Board of Directors, provider network and staff were introduced to the ROC concepts.
- ADAMHS Board staff attended several ROSC trainings.
- We conducted a state-structured self-assessment.
- A report was published to the community.
- ROSC goals and the results from the self-assessment survey were considered in recommending funding priorities for the CY16/17 budget.

A draft copy of the ROSC Implementation Plan for the remainder of 2016 and 2017 was presented to committee members for review and discussion. The intent is to present the plan also to the Planning and Oversight Committee. Based upon the discussion that ensued, it was suggested that committee members feel free to contact Board staff with questions/concerns. Mr. Denihan noted that producing this comprehensive draft document was a valuable team effort and credited Mr. Osiecki for the amount of work entailed.

5. OACBHA Resource Modernization Report

Mr. Osiecki reported that OACBHA contracted with the National Association of State Mental Health Program Directors Research Institute (NRI) and the Technical Assistance Collaborative, Inc. to help develop a resource strategy for implementing Recovery Oriented Systems of Care (ROSC) on a local level. In July, the group published a 38-page report; a 5-page summary was distributed to committee members (attached to the original minutes). The full report, for those interested, is posted on the ROSC page at www.adamhsc.org

Dr. Biegel suggested that this document be shared with those working on the Needs Assessment.

6. ADAMHS Board Youth Advisory Council (YAC) Implementation Plan

Katie Boland, External Affairs Officer, noted that the Board is working to establish a YAC; its purpose is to:

- Gain insight to new perspectives from the youth on what mental health and addictions issues are the most important to them and their community.
- Understand questions youth have about addiction, mental illness and recovery,
- Learn new ideas to improve services, programs and communications tools, and

- Help to reduce the stigma that is too often associated with mental illness and addiction.

The goal is to go live with the Youth Advisory Council in January of 2017. This plan and timeline has been presented to Board staff's Executive Council. Ms. Boland highlighted the accomplishments to date and future plans. (The 5-page YAC Implementation Plan is attached to the original minutes stored in the Executive Unit.)

Committee input:

- The Cleveland Leadership Center has an Advisory Council with youth, from all walks of life, as potential leaders to be any part of putting the word out about the YAC.
- A smaller, manageable YAC Council was suggested with the goal of increasing youth involvement and participation.

7. Authorization to Issue a Request for Information (RFI) to Identify a Partner to Implement the ADAMHS Board of Cuyahoga County Public Art Mural Program

Ms. Boland reported that the proposed Public Art Mural program will 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 recommends issuing a Request for Information to identify a consultant to work collaboratively with the ADAMHS Board and manage the implementation of a public art mural promoting and celebrating recovery from mental illness and addiction in an amount not to exceed \$35,000.

Motion to recommend approval to issue a Request for Information for an ADAMHS Board Public Art Mural Program to the full Board. MOTION: C. Handler / SECOND: E. Saffran / AYES: D. Biegel, C. Handler, E. Saffran / NAYS: None / **Motion passed.**

8. Opiate/Heroin/Fentanyl Prevention

a. Prevention/Awareness Campaign

Due to the resurgence of heroin addiction and the introduction of fentanyl, the death toll continues to rise; consequently, the ADAMHS Board desires to target this issue by raising awareness of the dangers of using heroin/fentanyl through an extensive prevention campaign. The populations targeted, based on the continued overdose statistics from the Cuyahoga County Medical Examiner are: youth/teens-ages 12-17, middle-aged men, and women, ages 18-25. Details regarding the various radio spots and outdoor advertising plans are enumerated on the agenda process sheet.

Committee Input:

- Consider asking a well-known person to read prevention announcement.
- Consider the concept of using posters in schools.

Motion to recommend approval of the proposed Prevention/Awareness Campaign to the Finance & Operations Committee. MOTION: D. Biegel / SECOND: E. Saffran / AYES: D. Biegel, C. Handler, E. Saffran / NAYS: None
Motion passed.

b. The Heroin – Opiate Connection Training

The goal of this training is to discuss how individuals have access to prescription medications, the dangers of abusing prescriptions opiates, why individuals begin using heroin/fentanyl after abusing prescription drugs, the magnitude of the epidemic in Cuyahoga County and resources for treatment and recovery.

Aaron Marks, an individual living in long-term recovery from heroin addiction for 12 years, serves on the Cuyahoga County Opiate Task Force, Chair of the Education and Prevention Subcommittee-Heroin and Opioid Task Force led by the U.S. Attorney's Office, Northern District of Ohio and as Associate Board Chair of Recovery Resources. This

training will reflect an interview style where Aaron Marks will have an honest conversation with Dr. Merugu, a doctor who practices internal medicine at United Healthcare; he will address Mr. Marks' history with drug abuse and the connection to the over prescription of pain medication.

Motion to recommend approval of the Heroin-Opiate Connection Training Program to the Finance & Operations Committee. MOTION: E. Saffran / SECOND: D. Biegel / AYES: D. Biegel, C. Handler, E. Saffran / NAYS: None **Motion passed.**

c. Grassroots Heroin Advocacy Network

Mr. Denihan introduced the concept of establishing a grassroots advocacy group for family members and/or friends who wish to do something on behalf of the person lost through a heroin/fentanyl overdose. Committee members were in support and added that the Board could take a leadership role by linking the group with available resources, speakers, etc.

Motion to approve the formation of a Grassroots Heroin Advocacy Network. MOTION: C. Handler / SECOND: D. Biegel / AYES: D. Biegel, C. Handler, E. Saffran / NAYS: None / **Motion passed.**

9. Sponsorships

Ms. Boland highlighted the recommended sponsorships for:

- Drug Awareness & Prevention, Inc. Fundraiser on September 30, 2016
- Community Assessment & Treatment Services, Inc. 2016 Z00 Gala on September 30, 2016
- The Center for Community Solutions for the 2016 Celebration of Human Services on October 21, 2016

Motion to recommend approval of the three sponsorships, listed above, to the Finance & Operations Committee. MOTION: E. Saffran / SECOND: C. Handler / AYES: D. Biegel, C. Handler, E. Saffran / NAYS: None **Motion passed.**

10. 2017 Roads to Recovery Conference

Board staff have learned that the Ohio Association of County Behavioral Health Authorities (OACBHS) will hold its state-wide Recovery Conference in September of 2017. For this reason, Board staff recommends scheduling its Roads to Recovery Conference in October 2017. Committee members concurred with this suggestion.

11. 2017 Annual Meeting

Based upon a previous recommendation from the CR&A Committee to hold the next Annual Meeting at an Eastside location, Board staff requests hosting the 2017 Annual Meeting & Award Ceremony on Monday, May 15, 2017, at Executive Caterers (Landerhaven). This venue is able to accommodate a group of up to 1,000 people. It was noted that ticket sales will be used to defray the costs of Annual Meeting expenses.

Motion to recommend approval to enter into an Operational Agreement with Executive Caterers in an amount not to exceed \$13,800 to the Finance & Operations Committee. MOTION: E. Saffran / SECOND: C. Handler / AYES: D. Biegel, C. Handler, E. Saffran / NAYS: None **Motion passed.**

12. Social Media Advertising Report

Ms. Boland reported that on May 12 the Ohio Department of Health launched a public awareness campaign to promote life-saving naloxone in counties at highest risk for fentanyl overdoses using two billboard; *Carry Naloxone* and *Know the Signs*; as well as radio, mobile and digital ads. Cuyahoga was selected as one of 15 counties to receive billboard, mobile and digital ads.

The campaign targeted men and women ages 18-65 in the City of Cleveland plus 50 miles as well as 13 communities on the east and west side of Cuyahoga County--Chagrin Falls, Moreland Hills, Lakewood, Cleveland, Lyndhurst, Parma, Middleburgh Heights, Strongsville, Maple Heights, Brook Park, Richmond Heights, Independence, Westlake

The Facebook campaign was posted from July 1 through August 31, 2016 for a total cost of \$1,999.94 that resulted in: 17,719 clicks to the ADAMHS Board of Cuyahoga County's website; 91,647 individuals were reached with a total of 481,317 impressions. Each person saw the ad on average five times.

On September 1, Board staff created a campaign to promote September: National Recovery Month. The campaign is budgeted for a total of \$2,200 scheduled to run from 9/1/16 through 9/30/16. The campaign is targeting men and women, ages 13 to 65 in Bay Village, Beachwood, Bedford, Bedford Heights, Berea, Bratenahl, Broadview Heights, Brook Park, Brooklyn, Chagrin Falls, Cleveland, Cleveland Heights, Cuyahoga Heights, Euclid, Fairview Park, Garfield Heights, Gates Milles, Highland Heights, Independence, Lakewood, Lyndhurst, Maple Heights, Mayfield Heights, Moreland Hills, North Olmsted, North Royalton, Oakwood, Parma, Pepper Pike, Richmond Heights, Rocky River, Seven Hills, Solon, South Euclid, Strongsville, University Heights, Warrensville Heights, Westlake.

The remaining \$5,080 Social Media Advertising budget will be used towards the upcoming revised Heroin/Fentanyl Prevention and Awareness Campaign: *Use Heroin, Lose Everything*, launch of Youth Advisory Council as well as to promote ADAMHS Board of Cuyahoga County sponsored events on an as-needed basis.

13. Media & Social Media Tracking Reports

Media: For the time period of July 7, 2016 – September 7, 2016 we had 22 media mentions – all considered positive. The total number of media hits for 2016 is 68 – all considered positive.

Social Media: To date, we have 57 new Facebook posts reflecting a total of 779 followers who like our page. For Twitter, we had an increase of 21 twitter followers, for a total of 916 followers. All tweets since 7/7/16 have seen over 8,261 impressions. (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