

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

COMMUNITY RELATIONS & ADVOCACY COMMITTEE

JANUARY 6, 2010

Committee Members Present: Kathryn Gambatese, Benjamin Gohlstin, Sr., Rick Kemm, Cynthia Miller, Lisa Thomas / **Absent:** Eugenia Cash, Ericka Thoms

Board Staff Present: William M. Denihan, C.E.O., Scott Osiecki, Julie Fogel, Carol Krajewski, Chris Paternoster, Yancey Quinn, Cassandra Richardson, Starlette Sizemore-Rice

1. CALL TO ORDER & AUDIENCE INPUT

Acting Committee Chair, Rev. Benjamin F. Gohlstin, Sr., called the meeting to order at 4:00 p.m. No comments were generated from audience members regarding agenda items.

2. APPROVAL OF MINUTES

The Community Relations & Advocacy Committee minutes from November 4, 2009, were approved as written.

3. LEGISLATION/ADVOCACY

State Budget Correction Bill: H.B. 318

Mr. Denihan reported that in late December, House Bill 318 passed and was signed by the Governor. The bill contained some good news for mental health throughout the State of Ohio by placing \$14.7 million to correct the community mental health funding drafting error in the state budget. This money will be distributed by ODMH, with \$7.35 million in FY10 and \$7.35 million in FY11, but this may not be beneficial for the people of Cuyahoga County as ODMH intends to use the existing 408 formula to distribute the money this year, and use the new formula next year.

On the surface this sounds reasonable, however, Board staff has just learned that ODMH does not intend to use the entire formula to calculate this year's distribution. They are only using prevalence – which for Cuyahoga County – is 10.19% and opted not use the 97% or the Hold Harmless amount of the FY2010 408 allocation as part of the formula. This means that we will receive \$801,893 of the \$7.35 million. If ODMH would use the entire formula, we could have received \$1,188,495 – that's a difference of over \$386,000. Additionally, in July we probably will not receive anything; in fact, we stand to lose \$12.5 million.

[Lisa Thomas and Cynthia Miller arrived.]

Mr. Denihan has been appointed to an ODMH committee to develop the new formula, but is probably the only one representing a Board that stands to lose funding. Mr. Denihan is currently waiting to get all of the facts before we can strategize and begin our advocacy efforts.

Action Requested: Ms. Gambatese asked if Board staff could produce a visual scenario of the various 408 Fund discussions held over the past year. Mr. Denihan concurred with the request.

SB22: Offenders- Punishment (Prison Reform)

Mr. Osiecki attended a meeting about SB22: Prison Reform efforts. At the time of the meeting, advocates were hoping for all or almost all of SB 22 would be included in HB 318. As we now know, Rep. Budish's pleas to have a "clean" bill without the criminal justice (and construction) provisions were heard.

Rep. Yates's introduced HB 386 on December 3, which is nearly identical to SB 22. It was introduced to keep reform legislation moving forward. It was assigned to the House Criminal Justice Committee, which Yates chairs. Our representatives Robin Belcher and Tim DeGeeter are on that committee.

The ACLU will meet with Yates. Depending on what is learned at those meetings, we may reach out to select Republican House and/or Criminal Justice Committee members and shape other advocacy efforts. It was noted that Speaker Budish is waiting for the results of a Council of State Governments study of the criminal justice system to be completed this spring before making any changes to criminal justice reform. ACLU of Ohio remains hopeful that with enough pressure & continued focus on SB 22 & criminal justice reform in general we can make some eventual headway.

SB22: Offenders - Punishment (Prison Reform) - (Continued)

Basically SB 22 identifies a host of ways to reduce sentencing to prison and reduce the time spent in prison. Some methods include:

- Increasing the threshold amount used in determining increased penalties, generally from a misdemeanor to a felony, for theft-related offenses and for certain non-theft-related offenses,
- Reducing the number of days spent in prison if the inmate participates in various programs, such as substance abuse, and educational and vocational training.
- Making some changes to the parole board.
- Reducing the prison stay for substance abuse, but would require intervention.
- Mental illness used as a factor in deterring or shortening prison time.

Federal Healthcare

Both the House and the Senate have passed versions of Federal Healthcare and have agreed to subsidize insurance for a family of four making up to roughly \$88,000 annually, or 400% of the federal poverty level. They also have agreed to create health insurance exchanges designed to make it easier for small businesses, the self-employed and the unemployed to pool resources and purchase less expensive coverage. Both the House plan and the Senate bill would eventually limit total out-of-pocket expenses and prevent insurance companies from denying coverage for pre-existing conditions. Insurers would also be barred from charging higher premiums based on a person's gender or medical history. However, both bills allow insurance companies to charge higher premiums for older customers.

Medicaid would be significantly expanded under both proposals. The House bill would extend coverage to individuals earning up to 150% of the poverty level, or roughly \$33,000 for a family of four. The Senate plan ensures coverage to those earning up to 133% of the poverty level, or just over \$29,000 for a family of four.

A key sticking point is the dispute over a public option. The House plan includes a public option; the more conservative Senate plan would instead create nonprofit private plans overseen by the federal government. Major differences between the more liberal House bill and the more conservative Senate bill should now be the focus of a conference committee that will try to merge them. But, rather than going to a Conference Committee, Democratic congressional leaders are discussing using the Senate's bill as a basis and privately exchanging amendment ideas until they are satisfied. The bill that would emerge from those private discussions would go to the house and senate for a final vote.

Mr. Denihan and Mr. Osiecki attended the OACBHA December General Meeting. During this meeting, Barbara Edwards formerly from ODJFS and now in Washington presented on Federal Healthcare. She said that there is a lot of good news that includes consensus on fundamentals of reform in both the House and Senate versions of the bill:

- **Expansion of Medicaid** as the foundation. It is efficient and services a large population. Eligibility for the benefit package will be 133% - 150% of the poverty level.
- **Establish state or national Insurance Exchanges** to offer standardized packages and premium subsidies so that people up to 400% of poverty can buy private insurance. There might or might not be a public plan in the Insurance Exchange.
- **Private insurance market reform.** Prohibit insurance companies from denying coverage or increasing premiums for pre-existing conditions, and have no life time limits.
- **Require everyone to carry health coverage and have all employers offer insurance.** If not there will be a penalty. There will be exceptions for small employers and individuals with hardship cases. There will be debate on enforcement.
- **Reform the way healthcare is being delivered** for a better value for the dollar. There is no political will to do this hard task. Demonstration projects will be created and medical homes developed.

Both bills talk about combination of Medicare and Medicaid savings and revenue enhancement to finance health reform. Cost neutral over ten years. Congress creates the framework for healthcare reform and states sustain it. All levels of government and providers are needed to implement healthcare reform.

4. ADAMHS BOARD ANNUAL MEETING

Mr. Osiecki reported that Board staff reviewed several venues that would be able to accommodate the ADAMHS Board annual meeting in the central downtown and suburban areas. After much consideration, negotiations with various venues, parking options and available dates, it is recommended to host the annual meeting in a central downtown location—specifically the Hilton Garden Inn Cleveland Downtown.

Tentative dates provided were either Monday, 5/17/10, or Tuesday, 5/18/10. Committee members concurred with the suggestion of the ADAMHS Board pre-paying the parking charge and to include the nominal fee in the overall ticket price as a way to simply issues for attendees. Tuesday, 5/18/10, was the preferred choice for the Annual Meeting.

Motion to recommend approval for the ADAMHS Board of Cuyahoga County to host its Annual Meeting on Tuesday, 5/18/10, at the Hilton Garden Inn Cleveland Downtown and to, subsequently, enter into a contract with the Hilton Garden Inn to the Finance & Operations Committee. MOTION: L. Thomas / SECOND: R. Kemm AYES: K. Gambatese, C. Miller, R. Kemm, L. Thomas / NAYS: None / **Motion passed.**

5. COUNTY REFORM TRANSITION

Mr. Denihan reported that three individuals have been appointed to a transition team for County Reform—Chair, James McCafferty, County Administrator, Gary Holland, Director of Justice Affairs, and Joseph Nanni, Human Resources Director. Their task is to prepare the new form of county government. Mr. Denihan noted that the appointment process for Boards and Commissions will remain the same.

Discussion followed on the upcoming Health and Human Service Levy up for vote this Spring. Mr. Denihan noted that the ADAMHS Board should support the levy effort and work to inform new county leadership about our concerns with respect to the lack of equity in the distribution of dollars from the Health & Human Service levy funding and/or the concept of issuing a separate levy. Dr. Lisa Thomas noted that she has officially volunteered to assist with the county reform effort and specifically identified Boards and Commissions as an area of interest. She referenced an earlier discussion about the need to develop bullet or talking points in order to engage with individuals involved with County Reform. Mr. Denihan noted that Board staff has prepared a document listing a chronological record of county funding allocations and can share this document with the Board of Directors.

Discussion followed on past levy efforts that have focused on care for children, seniors and MetroHealth emergency response and have left services for mental health and alcohol and drug addiction purposefully out of campaign literature and ads much to our dismay. Although our service needs were not included or emphasized in previous levy campaigns, Alcohol and Other Drug Addiction System, the Mental Health System and providers from both systems were instrumental in supporting the levy through grass-root campaign efforts and financial support.

6. SPONSORSHIPS

- **Cleveland Playhouse: *Bill W. & Dr. Bob* (April 9 through May 2, 2010)**
Ms. Fogel explained that the Cleveland Playhouse is featuring Bill W. and Dr. Bob, a powerful drama set in Akron that tells the amazing story of the two men who pioneered Alcoholics Anonymous and their wives who founded Al Anon. The ADAMHS Board is interested in supporting efforts to educate the community on alcohol and other drug addictions and available treatments. Co-sponsorship benefits were listed on the agenda process sheet and include ten tickets to the performance date of our choice. Co-sponsorship amount is \$2,000.

Motion to recommend ratification of the ADAMHS Board's sponsorship of the Cleveland Playhouse's production of *Bill W. and Dr. Bob* and amount of \$2,000 to the Finance & Operations Committee.

MOTION: R. Kemm / SECOND: C. Miller / AYES: K. Gambatese, R. Kemm, C. Miller, L. Thomas / NAYS: None
Motion passed.

- **Tools for Today and Tomorrow Collaboration**

Mr. Osiecki reported that the Tools for Today and Tomorrow program provides non-medical information related to the topics of advocacy, financial issues, and legal issues and support from people who share many of the same daily challenges, provided through workshops, biennial conferences and a Web site (www.toolsfortoday.org) that offers a wealth of information on training activities and supports for families and professionals. Yearly sponsorship fee is \$1,000.

Motion to recommend approval of the ADAMHS Board continuing its participation in the Tools for Today and Tomorrow Collaboration and provide the \$1,000 yearly fee to the Finance & Operations Committee.

MOTION: C. Miller / SECOND: L. Thomas / AYES: K. Gambatese, R. Kemm, C. Miller, L. Thomas / NAYS: None / **Motion passed.**

- **Voices for Ohio's Children**

Mr. Osiecki advocated for the ADAMHS Board to support efforts to educate the workforce and community about programs that help children and families living with mental health and alcohol and other drug addiction disorders. Therefore, staff recommends that the ADAMHS Board of Cuyahoga County sponsor the Voices for Children Ohio Covering Kids and Families Conference at the Silver Sponsorship level. The Silver Sponsorship level is \$1,000 and includes an exhibit table, five conference registrations and a listing on brochure and other conference materials.

Motion to recommend approval of the ADAMHS Board's sponsorship of the Voices for Children Ohio Covering Kids and Families Conference at the Silver Sponsorship level of \$1,000 to the Finance & Operations Committee.

MOTION: C. Miller / SECOND: R. Kemm / AYES: K. Gambatese, R. Kemm, C. Miller, L. Thomas / NAYS: None / **Motion passed.**

- **Suicide Prevention Education Alliance 2010 *Into the Light Walk***

Board staff recommends that the ADAMHS Board continue to support efforts that shine the light on depression and suicide prevention. Therefore, it is recommended that the ADAMHS Board of Cuyahoga County co-sponsor the Suicide Prevention Education Alliance (SPEA) 7th Annual *Into the Light Walk* on Sunday, October 3, 2010. Sponsorship amount is \$2,500.

Motion to recommend approval of co-sponsoring the Suicide Prevention Education Alliance (SPEA) 7th Annual Into the Light Walk on Sunday, October 3, 2010, and the sponsorship amount of \$2,500 to the Finance and Operations Committee.

MOTION: C. Miller / SECOND: L. Thomas / AYES: K. Gambatese, C. Miller, R. Kemm, L. Thomas / NAYS: None / **Motion passed.**

7. WVIZ/PBS FACING DEPRESSION SERIES, JANUARY 7, 2010

Ms. Fogel highlighted the flyer produced by WVIZ and the various programs scheduled for the week of January 7 through January 18 for the "Facing Depression Series". The flyer is attached to the original minutes stored in the Executive Unit.

8. ADAMHS BOARD NEW LOCATION OPEN HOUSE

Mr. Osiecki shared that Board staff is recommending a "Soft Opening" event in February to coincide with the first General Board Meeting in the new location. A "Grand Opening" event is recommended for May in order to coincide with Mental Health Month. The Grand Opening event will complement Mental Health Month programming, to include art work display and screening of WVIZ/WCPN's Facing Depression series and discussion groups to be coordinated with NAMI, and other lecture type activities.

Motion to recommend approval of holding a Soft Open House at the February General Meeting and to host a Grand Open House in May (date yet to be determined) to the full Board.

MOTION: K. Gambatese
SECOND: C. Miller / AYES: K. Gambatese, C. Miller, R. Kemm, L. Thomas / NAYS: None / **Motion passed.**

9. SUICIDE PREVENTION CAMPAIGN UPDATE

We are in the middle of our 9 week campaign that consists of radio and TV spots, billboards, bus placards and public affairs programming. Rick Oliver who operates the Mental Health Services Crisis Line reports that calls to the 623-6888 number are up 9% from last December. Suicide specific calls are up 14%. For the most part we continue to see an increase in calls from the same time period last year during the campaign.

10. CLERGY VIDEO - VILLAGE TV UPDATE

Mr. Denihan referenced a previous committee discussion about the proposal from Rev. Sam Tidmore of Village TV around the development of a DVD geared toward clergy that would help to identify behavioral health issues, offer tips on handling these issues and in making referrals for treatment. The total to produce and distribute 500 of the DVDs to 300 churches was \$100,000. Since we do not have the funding for this worthwhile initiative, John Garrity and Beth Pfohl did some research on available funding grants. They found that not many grants are available to fund such a project; the grants identified were for amounts of about \$10,000. Efforts will continue to meet with Village TV to discuss available grants and to see if the cost of their proposal can be lowered.

11. OF 1 MIND CAMPAIGN UPDATE

Rev. Gohlstin and Mr. Osiecki are members of the OF-1-MIND Steering Committee that met in Columbus on 12/08/09. OF-1-MIND is a statewide advocacy and education Campaign developed by the OACBHA. The goal is to empower individuals and professionals to become active in the fight against stigma, and promote access and funding for alcohol, drug addiction and/or mental health services and supports.

The Association is in the process of conducting both a phone and an electronic survey to gather opinions about mental illness and substance abuse. The results from these surveys will be used to help guide the campaign kick-off that will be held on January 26, 2010, during the OACBHA Legislative Day.

12. CY 2009: MEDIA TRACKING FINAL REPORT *(Information Only)*

There were 14 media hits from 11/01/09 through 12/31/09; all 14 were considered positive. The year-to-date total for calendar year 2009 is 133 media mentions, with 122 positive, 6 neutral and 5 negative. (The ADAMHS Board Media/Press Clipping Report referenced is attached to the original minutes stored in the Executive Unit.)

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

Submitted by: Carol Krajewski, Executive Specialist

*Approved by: Rev. Benjamin F. Gohlstin, Sr., Acting Committee Chair
Community Relations & Advocacy Committee*