

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE  
NOVEMBER 3, 2010

**Committee Members Present:** Tatiana Falcone, M.D., Richard Folbert, J. Robert Fowler, Ph.D., Rev. Benjamin F. Gholstin, Sr., Rev. Charlotte Still Noble / Absent: J. Richard Romaniuk, Ph.D.

**Board Staff Present:** William M. Denihan, C.E.O., Christina Delos Reyes, M.D., Julie Fogel, Valeria Harper, Carol Krajewski, Scott Osiecki

1. **CALL TO ORDER & AUDIENCE INPUT**

Rev. Gholstin, Committee Chair, called the meeting to order at 4:00 p.m.

2. **APPROVAL OF MINUTES**

The Community Relations & Advocacy Committee minutes from September 1, 2010, were approved as written.

3. **LEGISLATION / ADVOCACY**

• **County Budget Update**

Mr. Denihan reported that originally the Board of County Commissioners (BOCC) notified us that our funding from the Health & Human Services (HHS) Levy will be reduced by 5.5% or \$1,980,233 and would impact all agencies receiving HHS Levy funds across the Board. Departments & agencies funded through the General Fund would receive a 7.5% reduction. During the Administrators Hearing on 9/28/10, Board staff learned that the cuts might increase to 9.8% or \$3,528,414.

In mid-October, Board staff learned that the funding would actually be cut by an additional 1% or \$410,000, including \$70,000 for five suggested furlough days for our staff. Mr. Denihan noted that he does not agree with this suggestion and it will not be implemented. He noted that ADAMHS Board staff has not had an increase in two years and that administrative costs have been reduced through the consolidation. Efforts will be made to adjust for the \$70,000 reduction through other areas in the Board's operating budget.

Our total reduction now stands at 6.5% or \$2,390,572 and is a calendar year reduction beginning on 1/1/11; this reduction will impact both the FY11 and FY12 budgets by \$1,195,286 each year. When Mr. Denihan and staff informed the BOCC of next year's anticipated state funding cuts of \$19-\$23 million, the awareness of the situation may account for the BOCC's decrease from the proposed 9.8% cut to the announced 6.5% reduction.

Mr. Denihan suggested that the next steps will be to:

- Educate County Executive, Edward Fitzgerald, & County Council that Behavioral HealthCare is Health Care.
- Educate leaders about complicated funding issues.
- Achieve appropriate funding for behavioral health from new County government through either an adequate share of HHS Levy or advocate for a Behavioral Health Levy.

With respect to working with the new county government, Mr. Denihan felt that the ADAMHS Board of Cuyahoga County completed its first step in proving its efficacy through its consolidation effort, i.e. staff restructuring and reduction of office rental costs.

It was noted that of the nine behavioral health levies on the ballot statewide, seven levies passed. Discussion followed on the issues and concerns related to an independent levy. Mr. Denihan suggested that an agreement would be needed to cover services under the county budget should a potential independent behavioral health levy not pass. Additionally, Mr. Denihan noted that if this is something we decide to do, we would be responsible for the levy costs.

[Dr. Falcone arrived.]

- **Provider 408 & State Funding Resolutions Update**

As of today, the ADAMHS Board has heard from 28 of our providers that support our request to pass a resolution in support of the funding plan of Ohio Association of County Behavioral Healthcare Authorities' (OACBHA) and to hold the ADAMHS Board harmless from the revised 408 funding formula.

- **City of Cleveland Public Health Committee: November 8, 2010**

Mr. Denihan reported that he would be presenting at the City of Cleveland's Public Health Committee on Monday, November 8<sup>th</sup> at 9:30 a.m. and will present an overview of the ADAMHS Board and the types of mental health and alcohol and drug services that are provided within our system.

- **OACBHA Regional Meeting: November 22, 2010**

The ADAMHS Board is hosting the OACBHA Northeast Ohio Regional Meeting on Monday, 11/22/10, with the Boards from the following counties: Erie-Ottawa, Lorain, Lake Geauga, Huron, Summit. The morning session is for Board Executives and staff to talk about where we are with issues following the election. In the afternoon session, elected officials, legislators and other stakeholders will be invited to: participate in a brief overview of the community behavioral health system, go over the financing plan for the next biennium, and hold discussions about health care reform and the integration of physical and behavioral health care. Our goals are to demonstrate that local Boards are the leaders of the local community Behavioral Health System and that bringing people together to collectively work on issues is one of the Board's strengths.

#### **4. 2011 ANNUAL MEETING PLANNING**

Based upon the central location of the Hilton Garden Inn-Cleveland Downtown and prior satisfaction with the venue/accommodations, Mr. Osiecki suggested hosting the 2011 Annual Meeting at this venue on Tuesday, May 17, 2011, at a cost not to exceed \$12,000 in food and beverage, inclusive of service charge, room rental and audio visual equipment.

**Motion to recommend approval to establish a contract with Hilton Garden Inn Cleveland Downtown to the Finance and Operations Committee.** MOTION: B. Fowler / SECOND: T. Falcone / AYES: T. Falcone, R. Folbert, B. Fowler, C. Noble / NAYS: None / **Motion passed.**

#### **5. 2011 TOOLS FOR TODAY & TOMORROW SUPPORT**

Mr. Osiecki advocated for the ADAMHS Board of Cuyahoga County to continue as a Partner Organization of the Tools for Today and Tomorrow Collaboration. The program does not focus on disease-specific illness but is designed for those individuals whose child is chronically ill or has a disability. The Tools 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](http://www.toolsfortoday.org)) that offers a wealth of information on training activities and supports for families and professionals.

Mr. Osiecki noted that the ADAMHS Board should participate in collaborative efforts to provide helpful resources so that the public has a clear understanding of and accurate information about mental health and alcohol and other drug addiction treatment services. Therefore, staff recommends approval of the ADAMHS Board of Cuyahoga County continued participation in the Tools for Today and Tomorrow Collaboration and provide the \$1,000 yearly fee.

**Motion to recommend approval of continuing participation in the Tools for Today and Tomorrow Collaboration to the Finance and Operations Committee.** MOTION: T. Falcone / SECOND: B. Fowler / AYES: T. Falcone, R. Folbert, B. Fowler, C. Noble / NAYS: None / **Motion passed.**

## 6. SUICIDE PREVENTION CAMPAIGN

Given the influence of bullying on suicide, staff recommends focusing on radio stations that target teens and young adults. In addition, staff recommends that we place ads on media sources that provide the best investment for our limited resources, such as radio, billboards and bus placards. Mr. Osiecki highlighted the various proposed media sources and advertising contracts proposed on the agenda process sheet and further explained that the cost of the suicide prevention awareness campaign is budgeted for in the ADAMHS Board operating budget. Consequently, Board staff recommends to the CR&A Committee approval of the suicide prevention campaign concept and suggests that it recommend ratification of the advertising contracts to the Finance & Operations Committee since timing is important to arrange for advertising during the campaign period of 11/30/10 through 2/28/2011.

*Committee Member Input/Recommendation:* Dr. Falcone suggested posting suicide prevention materials in the schools as an added measure to reach adolescent students.

**Motion to recommend approval of the proposed suicide prevention campaign and ratification of all advertising contracts to the Finance and Operations Committee.** MOTION: B. Fowler / SECOND: C. Noble / AYES: T. Falcone, R. Folbert, B. Fowler, C. Noble / NAYS: None / **Motion passed.**

## 7. ON-LINE BEHAVIORAL HEALTH SCREENINGS

Mr. Osiecki explained that The Screening for Mental Health Organization offers organizations the ability to provide free, anonymous, online screenings for mood and anxiety disorders, alcohol use disorders, and eating disorders through the organization's own Web site, such as [www.adamhsc.org](http://www.adamhsc.org). Mr. Osiecki demonstrated the use of the on-line tool for the CR&A Committee and audience members.

It was noted that through the online screening, community members can learn about the ADAMHS Board and receive referrals to our providers for evaluation and/or treatment. The online screenings also help to raise awareness and combat stigma. The screenings do not provide a diagnosis, but only indicate if a disorder may be present and where to go for further evaluation or treatment.

**Motion to recommend approval of On-Line Behavioral Health Screenings through a contract with The Screening for Mental Health Organization to the Finance and Operations Committee.** MOTION: C. Noble / SECOND: R. Folbert / AYES: T. Falcone, R. Folbert, B. Fowler, C. Noble / NAYS: None / **Motion passed.**

## 8. MAKE CLEVELAND THE CITY OF PEACE AND NON-VIOLENCE

Mr. Osiecki noted that the Mr. Denihan was contacted by Mr. Paramjit Singh, a member of the Cleveland the City of Peace and Nonviolence Coalition, to discuss the coalition, the possibility of philosophical support from the ADAMHS Board to sign on to the Cyber Wall Pledge/Declaration of Non-Violence at [www.clevelandpeople.com](http://www.clevelandpeople.com) and a second component to assist with financial support of a 12-week study of Non-Violent Living; the cost yet to be determined.

Mr. Osiecki noted that a meeting will soon be scheduled with Mr. Singh to obtain details regarding the 12-week training course. Once details are known, Board staff will determine whether the training element is feasible and may take this information to the Finance & Operations Committee.

**Motion to recommend approval of signing on to the Cyber Wall Pledge/Declaration of Non-Violence to the Finance and Operations Committee.** MOTION: R. Folbert / SECOND: B. Fowler / AYES: T. Falcone, R. Folbert, B. Fowler, C. Noble / NAYS: None / **Motion passed.**

## 9. CY 2010: MEDIA TRACKING FINAL REPORT (Information Only)

For the time period of September 1, 2010 through October 21, 2010, there were 12 media mentions that were all considered positive. It was noted that several media mentions had to do with the County Executive and County Council campaign meetings. Mr. Denihan announced earlier in the meeting that Dr. Christina Delos Reyes, the Board's Chief Clinical Officer participated on a National Internet Radio Talk Show entitled, "Recovery Matters" on the Voice America Health and Wellness Channel, <http://www.voiceamerica.com>. Year-to-date media mentions total 36.

**10. NEW BUSINESS**

- Rev. Noble suggested to the Committee Chair that Dr. Falcone be asked to share her good news about the grant received in her work at the Cleveland Clinic around an Anti-Bullying Campaign. The project shall partner with the Cleveland Public Schools and NAMI. The curriculum developed will be utilized in 8 different schools. The planning process started in September with the intent to start the project in Spring 2011. Dr. Falcone was congratulated by Committee Chair, Rev. Gohlstin, on this important grant award.
- Rev. Noble extended a warm welcome to Rev. Gohlstin upon his return as Committee Chair.

*There being no further business, the meeting adjourned at 5:10 p.m.*

*Submitted by: Carol Krajewski, Executive Specialist*

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