

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE

JULY 6, 2011

Committee Members Present:

Richard Folbert, J. Robert Fowler, Ph.D., Rev. Benjamin F. Gholstin, Sr., Rev. Charlotte Still Noble

Absent: Eugenia Cash, Rev. Iris Lynn Bailey, Tatiana Falcone, M.D., Ph.D., J. Richard Romaniuk, Ph.D.

Board Staff Present: William M. Denihan, C.E.O., 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. No audience input received.

2. APPROVAL OF MINUTES

The Community Relations & Advocacy Committee minutes from May 4, 2011, were approved as submitted.

3. LEGISLATION / ADVOCACY UPDATE

State Budget – Mr. Denihan reported that Governor Kasich signed state budget bill (HB 153) on 6/30/11.

Regarding funding for Community Services:

- ODMH 505 line item increased from the introduced version in FY12 of \$38,913,777 to \$49,963,776. And in SFY13 from \$48,037,995 to \$59,087,995.
- This was a direct result of advocacy efforts that led to increases of:
 - \$2.5 million in the House,
 - \$3.5 million in the Senate, and
 - \$5 million in Conference Committee
- This improves the state line overall; however, for Cuyahoga County it is a continuing disappointment. From the original \$37 million, we were to receive \$179,000. With the state-wide increase, our amount will go up to approximately \$250,000. Subsequently, ODMH Director Plouck spoke to Mr. Denihan and stated that she hopes to be able to raise our funding to as close to \$1 million as possible. Director Plouck indicated that she is receptive to looking at population, prevalence and poverty elements as important funding considerations.
- ODADAS' community line items in FY12 are funded at \$36,053,362, and include the additional \$2.5 million added in the House.

Mr. Denihan explained that the majority of dollars in our community line were used for Medicaid match; consequently, when community line funds were pulled from ADAMHSCC by the state to pay for the Medicaid match, we lost the majority of our community line funds.

Mr. Denihan highlighted updates on the Behavioral Health Legislative Tracking Report for the legislation listed below. (The detailed tracking report is attached to the original set of minutes stored in the Executive Unit.)

- SB 5: Collective Bargaining/Public Employee Benefits
- HB 86: Prison Reform
- HB 93: Pill Mill
- HB 116 & HB 208: Improving Anti-Bullying Legislation
- SB 117: Powers of attorney/trust revisions/will interpretation/alcohol and drug treatment

At a recent Prison Reform Coalition Meeting held at the Statehouse Atrium, two busloads of people traveled from our county to Columbus for the meeting. Invited participants included the Director of Mental Health, the Director of Alcohol and Drug Addiction Services, and the Director of Rehabilitation and Correction. It was noteworthy that Gary Moore, the Director of Rehabilitation & Correction, stated that the future of prison reform will take place within the community. Director Plouck commented that she was impressed with the proposals presented and would try to find discretionary money for a grant to prove the case presented; she tentatively committed \$250,000 for this issue. Director Hall of the Dept. of Alcohol and Drug Services has asked Mr. Denihan to help develop the vision for AOD community funding.

4. ADVOCACY/SOCIAL MARKETING STRATEGIC PLAN UPDATE

Mr. Osiecki reported on the progress made on the Strategic Plan goal and objectives to "ensure recovery from AOD and Mental Illness is a permanent civic priority" in the Advocacy/Social Marketing portion of the 2011-13 Strategic Plan. (The updates as of 7/6/11 are recorded on the report attached to the original set of minutes stored in the Executive Unit.)

Mr. Denihan noted that the ADAMHS Board Executive staff is scheduled to meet with County Council on 7/14/11 regarding our organization, budget and challenges. Committee members were invited to attend the meeting which will take place at the Justice Center at 1:00 p.m.

5. SPONSORSHIPS

Policy Statement: SPONSORSHIP REQUESTS

Committee members reviewed the proposed new policy drafted to assist the ADAMHS Board and staff with determining the appropriateness of requests for sponsorships. Mr. Osiecki explained that this policy formalizes criteria for approving sponsorship requests. Dr. Fowler suggested revised wording for the first bullet point.

- The sponsorship request *should*:
 - Complements the ADAMHS Board mission, vision, value statements, strategic plan, and/or Advocacy Action Agenda.
 - Raises the overall public's awareness of mental illness and/or alcohol and other drug addictions.
 - Strives to alleviate the stigma of living with a mental illness and/or alcohol and other drug addictions.
 - Promotes recovery for all people living with a mental illness and/or alcohol and other drug addictions.
 - ~~Is~~ *Not to be* political in nature, except for general advocacy events/efforts to raise awareness and funding for behavioral health services.

There being no objection, a motion was entertained for approval of the policy draft as amended.

Motion to recommend approval of the amended Policy Statement: Sponsorship Requests to the full Board.

MOTION: B. Fowler / SECOND: R. Folbert / AYES: I. Bailey, R. Folbert, B. Fowler, C. Noble / NAYS: None
ABSTAIN: None / **Motion passed.**

• RATIFICATION OF NAMI WALKS: SEPTEMBER 24, 2011

It was noted that NAMIWalks for the Mind of America will celebrate its 9th Anniversary in Greater Cleveland on 9/24/11. Mr. Osiecki requested ratification of an ADAMHS Board of Cuyahoga County agreement to sponsor the NAMIWalks on September 24, 2011, at the \$1,000 Bronze Level.

Motion to recommend ratification of sponsorship of the NAMIWalks for the Mind of America on 9/24/11 to the full Board.

MOTION: C. Noble / SECOND: R. Folbert / AYES: I. Bailey, R. Folbert, B. Fowler, C. Noble
NAYS: None / ABSTAIN: None / **Motion passed.**

• RATIFICATION OF WOMEN'S CENTER OF GREATER CLEVELAND'S RUN, JANE, RUN: August 8-12, 2011

Mr. Osiecki recommended that the ADAMHS Board continue to support efforts that bring an awareness of recovery from alcohol and other drugs to the general public and provide opportunities for women in recovery to take greater control over their lives – physically, emotionally and economically. Therefore, the ADAMHS Board of Cuyahoga County should ratify the agreement to co-sponsor the Women's Center of Greater Cleveland's 23rd annual run, Jane, run on August 12-14, 2011.

Motion to recommend ratification of sponsorship of the Women's Center for Greater Cleveland's Run, Jane, Run on August 12-14, 2011 to the full Board.

MOTION: B. Fowler / SECOND: C. Noble / AYES: I. Bailey, R. Folbert, B. Fowler, C. Noble / NAYS: None / ABSTAIN: None / **Motion passed.**

6. TRAINING INSTITUTE UPDATE: Honorarium for Presenters

Mr. Osiecki referenced the increased difficulty to recruit volunteer instructors for the Training Institute. After reviewing training evaluations and revenue figures, Mr. Osiecki and Tonya Birney, Training Officer, made a recommendation to Mr. Denihan to return to the policy of paying presenters as a way to continue operation of the Training Institute. The recommendation is to offer \$400 for a full-day workshop for a presenter and for a ½-day workshop it would be \$200. Given the registration fee schedule, the current training budget should be sustainable and should also generate enough funds for the Recovery Conference. Mr. Denihan has agreed with the suggestion which is being presented to the CR&A Committee for information only.

7. ROADS TO RECOVERY CONFERENCE UPDATE: MONDAY, SEPTEMBER 12, 2011

The agenda for the upcoming Recovery Conference is very interesting and is currently posted on the ADAMHS Board Web site. Progress is being made in getting approval for continuing education units. Once CEU approval is received from ODMH, details can be shared. It is hopeful that the Registration Brochure will be ready soon.

8. CLERGY VIDEO UPDATE

Although the clergy video being produced by Village TV was to be completed by 6/30/11, the Rev. Sam Tidmore, President and CEO of Village TV, has requested an extension to the end of July to complete the video. Mr. Denihan noted that he discussed this possibility with Rev. Tidmore and has decided granted him the extension; however, if the video is not completed by the end of the month, the ADAMHS Board will terminate the contract and have its \$5,000 deposit returned.

9. RECOVERY BANQUET

Traditionally the ADAMHS Board has co-sponsored a Recovery Banquet with Northern Ohio Recovery Association (NORA) to celebrate September: National Recovery Month. Mr. Denihan met with NORA's Executive Director, Anita Bertrand, and she has determined, given the fact that the ADAMHS Board is not funding NORA this year as well as other issues that the agency is facing, that there would not be a Recovery Banquet this year. Mr. Denihan concurred with this decision and told her that we could consider it again in the future.

10. SIGN-ON TO VOICES FOR OHIO'S CHILDREN LETTER TO CONGRESS

Mr. Osiecki notified the CR&A Committee that Mr. Denihan has signed on to support the Voices for Ohio's Children Letter to Congress advocating for not placing children and their families at risk when making fiscal decisions on behalf of the ADAMHS Board.

11. MEDIA TRACKING REPORT *(Information Only)*

For the time period of May 4, 2011 to July 6, 2011, the ADAMHS Board of Cuyahoga County has had 29 media mentions that are all considered positive from the Board's perspective. The year-to-date total is 77 positive mentions.

12. OLD/NEW BUSINESS

- Mr. Osiecki announced that the Defending Childhood Initiative will host a 2-day conference entitled: *Together We Have the Power to Stop Violence* on Thursday, September 22 and Friday, September 23, 2011, at the Hilton Garden Inn Cleveland Downtown. The ADAMHS Board is a partner in Cuyahoga County's Defending Childhood Initiative, which is about stopping the violence that happens in school, in neighborhoods, and even at home. The conference is geared toward staff of organizations involved in Cuyahoga County's Defending Childhood Initiative, social workers, law enforcement, attorneys, educators, court personnel, faith and community based organizations, and health care workers and is free to all interested in attending.

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, Sr., Community Relations & Advocacy Committee Chair