

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE
NOVEMBER 2, 2011

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

Absent: Eugenia Cash, MSSA, LSW, Marc G. Crosby, MBA, J. Richard Romaniuk, Ph.D., Harvey Snider

Board Staff Present: William M. Denihan, C.E.O., Valeria Harper, Carol Krajewski, Scott Osiecki

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

Committee Chair, Rev. Gholstin, 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 September 7, 2011, were approved as submitted.

3. **LEGISLATION/ADVOCACY UPDATE**

• **Planned Budget Corrective Bill**

Mr. Denihan stated that the intent of the Planned Budget Corrective Bill has been shared in several ways. One focus is to correct language in the budget bill and the other may be needed to make adjustments to the bill if Senate Bill 5 is repealed.

Mr. Denihan added that H.B. 86, Prison Sentencing Reform, is also causing a stir with judges and members of law enforcement because there is no provision for adequate funding to provide services for those leaving prison, and some protocols are confusing. The Ohio Risk Assessment Tool identified by the legislation does not address mental health issues at all and AOD issues are down played. Mr. Denihan intends to meet with the Ohio Director of Corrections and Rehabilitation and staff to talk about these key issues and the behavioral health needs of those individuals returning to the community. Additionally, Mr. Denihan and Cheri Walter, OACBHA C.E.O. are scheduled to meet with Governor Kasich and his Chief of Staff to talk about these issues as well.

• **Medical Marijuana**

Mr. Denihan suggested that the ADAMHS Board should begin to look into the issue of medical marijuana in order determine its stance on this issue. Dr. Fowler suggested that a Board subcommittee, to include Board staff, might be considered to look into the matter. Mr. Denihan agreed and suggested further that research be gathered and experts be contacted as well. The Committee Chair recommended placing this item on the January CR&A Agenda.

4. **SUICIDE PREVENTION TASK FORCE**

Mr. Osiecki distributed copies of the proposed Suicide Prevention Campaign and highlighted the advertising details. (The handout is attached to the original minutes stored in the Executive Unit.) Based upon the recommendation of the Suicide Prevention Awareness Task Force, the campaign is being proposed for the months of January, February and March 2012 due to new thinking that points to people being more depressed and considering suicide after the holidays and in the dreary months of winter and spring. After review of the document and the advertising arrangements proposed, Committee members suggested spreading out some of the radio advertising spots during November 2011 and December 2011.

Motion to recommend approval of a revised Suicide Prevention Campaign agenda process sheet incorporating the time period of November 2011 and December 2011 to the Finance & Operations Committee.

MOTION: R. Fowler / **SECOND:** C. Noble / **AYES:** T. Falcone, R. Fowler, C. Noble / **NAYS:** None / **ABSTAIN:** None
Motion passed.

[Richard Folbert arrived.]

- **Clergy Breakfast**

The Suicide Prevention Awareness Task Force is also planning an Interfaith Clergy Breakfast in February 2012 to be held at the Hilton Garden Inn utilizing Suicide Prevention funds. A speaker will be asked to talk about suicide prevention, to explain the signs and symptoms and explain what clergy members need to do if someone presents with them. Mr. Osiecki hopes to enlist the help of clergy members serving on the Board of Directors to reach out to clergy in our county. Other trainings will be planned for gatekeepers, providers, counselors, community psychiatric support treatment (CPST) workers, etc.

5. ON-LINE BEHAVIORAL HEALTH SCREENINGS

The Screening for Mental Health Organization that produces the on-line screenings for our Board's Web site has launched a new element to its on-line behavioral health screenings. A "video doctor" technology has been added so that a female image is shown on the screen who actually prompts the questions asked. A learning and resource component has also been added. Mr. Osiecki will issue a news release soon about these new features. Dr. Falcone noted that a similar on-line avatar, "Kognito" is being used for children in the schools. In her work, she felt that it might also be a good tool to use for veterans. Dr. Falcone offered to e-mail this information to Mr. Osiecki.

6. FAITH-BASED COMPONENT

Rev. Gohlstin reported that he, along with Mary Warr, Scott Osiecki and Valeria Harper attended the ADAMH Board of Franklin County's 2011 Faith Leaders' Symposium on 10/6/11. They learned about Franklin County's initiatives to engage the faith community, their efforts to address behavioral health, and other alternative modalities such as meditation, acupuncture and yoga. Based upon a conversation with CEO, David Royer, Ms. Harper learned that it took many years and much energy to organize the present relationship with the faith community. Mr. Royer offered to share information learned from their experiences.

Committee member input:

- Rev. Noble advocated for gathering data regarding: what is currently being done by providers, what would be helpful, finding out from other Boards what needs they see, what is still missing, etc. She also suggested that our efforts should speak to and encompass "all faith communities".
- Mr. Folbert shared his personal experience with respect to the importance of spiritual recovery that he found through his involvement with the Living Miracles. He felt that the peer support and empowerment component of this group provides a spiritual component that has made the difference for many lives. The program's success has reduced hospitalizations for its participants by 95% thus a significant cost saving for our county.
- Dr. Falcone reported that on the national level there is an organization called, All Healers Mental Health Alliance, that has a huge faith-based component. Dr. Falcone will share the e-mail address of individuals who are active with this organization.

Rev. Gohlstin recommended scheduling this topic for the January CR&A Committee meeting. Mr. Denihan concurred with Rev. Gohlstin's suggestion to contact, in the meantime, David Royer, CEO of ADAMH of Franklin County as well as other Board counterparts to meet to continue the faith-based conversation.

7. ROADS TO RECOVERY CONFERENCE '11 DEBRIEFING

Mr. Osiecki distributed copies of the Roads to Recovery '11 Debriefing report (attached to the original minutes stored in the Executive Unit). A total of 325 persons attended the conference held on Monday, September 12, 2011, at the Cleveland Airport Marriott. Revenue and expense figures on the detailed budget were reviewed.

Mr. Osiecki felt that the Roads to Recovery '11 Conference met all of its conference goals:

- Illustrating successful mental health & alcohol and other drug addiction recovery models and best practices.
- Implementing successful mental & alcohol and other drug addiction recovery models into daily practice for consumers, clients and professionals.
- Establishing a trusting relationship between consumers, clients, family members and providers to foster recovery.
- Educating the public that personal recovery from mental illness and alcohol and other drug addiction is possible.

ROADS TO RECOVERY CONFERENCE *(Continued)*

Mr. Denihan noted that all comments received from attendees, presenters, staff and Board of Directors were positive and credited Mr. Osiecki and Tonya Birney for the excellent outcome. Since Training Institute fees and registrations covered the operating costs for the conference, it did not encumber any extra costs for the ADAMHS Board. The overall recommendation is that the ADAMHS Board should continue to host future Roads to Recovery Conferences on the biennial schedule.

8. AT&T ADVERTISING/ELECTRONIC MARKETING REPORT

Mr. Osiecki noted that the electronic marketing reports are regularly received from AT&T showing the number of hits with respect to our on-line advertising information. This information can be made available to any interested parties.

9. NATIONAL GAMBLING CONFERENCE

Mr. Denihan noted that he, Ms. Richardson and Mr. Osiecki received a scholarship to attend the 12th Annual National Center for Responsible Gaming Conference on Gambling and Addiction held in Las Vegas on October 2-4. Research findings and facts learned will be used to develop treatment programs, outreach efforts and secure funding. Board staff learned that women make-up 70% of people in treatment for gambling addictions, that depression and obsessive compulsive behavior are related to gambling addictions and that many gamblers prefer self-help materials over traditional treatment programs.

10. MEDIA TRACKING REPORT *(Information Only)*

For the time period of September 7, 2011, through November 1, 2011, the ADAMHS Board of Cuyahoga County had a total of 4 media mentions that were all considered positive from the Board's perspective. The year-to-date total is 85 positive media mentions with 0 neutral and 0 negative.

11. OLD/NEW BUSINESS

- Mr. Denihan noted that he will testify at the Cuyahoga County Council Budget Hearing on Monday, November 7th. Copies of a Budget Advocacy Fact Sheet for CY12-13, shared with agency directors earlier in the day, were distributed to committee members for their information. (Handout is attached to the original minutes stored in the Executive Unit.) These facts serve as background information for those individuals who will be providing public comment on the two meeting dates scheduled by the County Council. Mr. Denihan noted further that efforts are underway to broaden the scope of individuals speaking to include representation from the Cleveland Metropolitan School District, Cleveland's Chief of Police, Michael McGrath, and Rev. C. Jay Matthews, Senior Pastor of Mount Sinai Ministries.
- Rev. Gohlstin mentioned to Mr. Denihan that Tracey Black of TOVA's NEST may be a good resource to reconnect with for future faith-based initiatives.

There being no further business, the meeting adjourned at 5:15 p.m.

Submitted by: Carol Krajewski, Executive Specialist

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