

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE JANUARY 4, 2012

Committee Members Present: Eugenia Cash, MSSA, LSW, Marc G. Crosby, MBA, Tatiana Falcone, M.D., Ph.D., Richard Folbert, Robert Fowler, Ph.D., Rev. Benjamin F. Gholstin, Sr., J. Richard Romaniuk, Ph.D., Harvey Snider
Other Board Members Present: Reginald C. Blue, Ph.D.

Board Staff Present: William M. Denihan, C.E.O., Tami Fischer, 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.

2. APPROVAL OF MINUTES

The Community Relations & Advocacy Committee minutes from November 2, 2011, were approved as submitted.

3. LEGISLATION/ADVOCACY UPDATE

• HB 62: Assault of Hospital Employees

HB 62: Assault of Hospital Employees, introduced in January 2011, passed the House in June and was introduced to the Senate, where it remains in committee. Although the Ohio Association of County Behavioral Health Authorities (OACBHA) didn't think it would be going anywhere, recently there has been some renewed interest. The bill seeks to increase the penalty for assault to a 4th degree felony if the victim is a health care professional, health care worker, or security officer of a hospital engaged in performing their duties.

HB 62 raises concerns for several reasons:

- If a person has a mental illness or is intoxicated or on drugs, are they truly capable of making a decision to knowingly cause or attempt to cause physical harm?
- Although persons are accountable for their actions, should they really be charged with a 4th degree felony?
- The bill also goes against prison reform legislation as it creates a stiffer penalty than currently exists--usually a first degree misdemeanor, except for certain circumstances, such as to an employee or visitor to a state or local criminal or juvenile correctional facility, or a person performing emergency medical service.

• HB 373: Tamper Resistant Opiates

HB 373, introduced in November 2011, prohibits a pharmacist from substituting a generic drug for a tamper resistant opioid, unless the generic is also tamper resistant or consent is obtained from the prescribing health professional. It is an attempt to reduce the abuse of opiates, such as crushing to inhale. Name brand opiates have been made tamper resistant or crush proof. This bill adds another tool to fight abuse by holding generics to the same standards.

4. HEALTH & HUMAN SERVICES LEVY RENEWAL

Mr. Denihan reported that a renewal of the Health & Human Services levy will be on the March 6, 2012 ballot. The levy is 4.8 mills, the larger of the 2 levies, and provides about 2/3rds of the health and human services funding.

Mr. Osiecki is part of the core campaign team that met on 1/3/12 to start planning levy activities. Poll results conducted right before the holidays indicate that MetroHealth's Burn Unit, Life Flight and Neonatal Intensive Care Unit continue to be identified as services that taxpayers would support. Services to seniors and school readiness also polled well; consequently, MetroHealth, senior services and school readiness will be featured as the main messages throughout the campaign. Behavioral health services will be included in speakers' bureau and phone script talking points. To further promote behavioral health services throughout the campaign, the phrase "Supported by Cuyahoga County Health & Human Services Funding" appears on all suicide prevention advertising.

HEALTH & HUMAN SERVICES LEVY RENEWAL *(Continued)*

Mr. Osiecki will once again be responsible for coordination of the phone banks, here at the Board and at individual organizations. As in past years, Mr. Denihan has opened the ADAMHS Board offices to serve as the main location for phone bank calls. It was noted that Phone banks will be held at our offices from 4:30 p.m. – 7:00 p.m., Monday through Thursday beginning at the end of this month through the end of February.

Motion to recommend approval of a resolution in support of the Health & Human Service Levy to the full Board. MOTION: R. Blue / SECOND: B. Fowler / AYES: R. Blue, E. Cash, T. Falcone, R. Folbert, R. Fowler, R. Romaniuk, H. Snider / NAYS: None / ABSTAIN: None / **Motion passed.**

Mr. Denihan reported on a letter received from County Executive, Edward FitzGerald, asking us to consider making a donation of \$5,000 to support the Health and Human Service Levy campaign. Mr. Denihan has initially polled other stakeholder organizations to determine their intent to financially support the campaign. Discussion followed.

Committee members agreed that a letter should be drafted from the Board of Directors stating that the ADAMHS Board will actively participate and support the Health & Human Service Campaign, as in the past, and that our participation is a value in excess of \$ (to be determined) and that the Board of Directors have agreed on their own to submit personal financial contributions to support the levy campaign. It was noted that this recommendation will be made to the Finance & Operations Committee.

Motion to recommend approval of a support letter for the upcoming Health & Human Service Levy Campaign to the full Finance & Operations Committee. MOTION: H. Snider / SECOND: E. Cash / AYES: R. Blue, E. Cash, T. Falcone, R. Folbert, R. Fowler, R. Romaniuk, H. Snider / NAYS: None / ABSTAIN: None / **Motion passed.**

[Marc Crosby arrived.]

5. MEDICAL MARIJUANA

At the November CR&A Committee meeting, Mr. Denihan addressed the subject of the introduction of legislation to legalize medical marijuana. Committee members at that meeting agreed that efforts were necessary to gather data on this subject in order to reach an informed opinion or stance. As a result, Mr. Osiecki discovered a Montana PBS video entitled, *Clearing the Smoke*, that provides a medical view of marijuana. A short 10-minute segment was viewed by the committee. For those interested in viewing the entire one hour video, please see <http://watch.montanapbs.org/video/1825223761>

Mr. Denihan suggested putting this item on the March CR&A Agenda for further discussion and review. Efforts can be made to look at other aspects and to see how things are moving through the General Assembly, etc. Dr. Romaniuk understood from a similar discussion some time ago that there is a medication that is produced from marijuana that gives the same medical effects as smoking marijuana. He would feel much more comfortable in taking a stance on this issue if this is substantiated. An additional discussion point is that legalization efforts at the state level are in opposition with Federal law. Further discussion will continue at the next CR&A meeting in March.

6. LEGISLATOR AND STAKEHOLDER MONTHLY MEETINGS

Mr. Denihan has initiated a new program where consumers, providers, family members and other stakeholders will be able to dialogue informally with legislators about various issues affecting the behavioral health community. It will also provide legislators with information to assist their constituents. These meetings will take place the fourth Friday of every month, beginning on Friday, January 27, 2012, at the ADAMHS Board. The meeting time will be determined upon the schedule/convenience of the particular legislator. Board staff is in the process of scheduling these meetings and Mr. Denihan is hopeful that Senator Mike Skindell will be the first legislator scheduled.

7. ADVOCACY ACTION AGENDA

Each year the ADAMHS Board develops an Advocacy Action Agenda to guide its advocacy efforts. At the end of each calendar year, Mr. Denihan and Mr. Osiecki review each agenda item on the Advocacy Action Agenda to determine whether the goals were accomplished. Mr. Denihan reviewed the 2011 goals, included in the agenda packet, and reported that all had been accomplished and some may also be ongoing.

ADVOCACY ACTION AGENDA *(Continued)*

Mr. Denihan and Mr. Osiecki worked collaboratively to draft the 2012 Advocacy Action Agenda for consideration by the CR&A Committee. Mr. Denihan reported that the overarching goal for 2012 is to "Support mental health, alcohol & other drug, opiate and gambling addiction treatment programming in the schools and the community; employment and vocational opportunities, prevention, and reducing the over regulation of providers to create greater efficiencies. Mr. Osiecki elaborated on the recommended funding and system of care goals for 2012.

Motion to approval of the 2012 Advocacy Action Agenda to the full Board. MOTION: R. Blue / SECOND: E. Cash / AYES: R. Blue, E. Cash, M. Crosby, T. Falcone, R. Folbert, R. Fowler, R. Romaniuk, H. Snider / NAYS: None ABSTAIN: None / **Motion passed.**

8. ADVOCACY/SOCIAL MARKETING STRATEGIC PLAN UPDATE

Mr. Osiecki reviewed the 6-page Strategic Plan Update in the Advocacy and Social Marketing area included in the agenda packet distributed to Board members and the audience. It was noted that the overall goal is to ensure recovery from alcohol and other drug addiction and mental illness is a permanent civic priority. (The update is attached to the original minutes stored in the Executive Unit.) Mr. Denihan has directed that all Strategic Plan Update Summaries, once completed, should be consolidated and provided to all Board members for their review.

Mr. Snider reported on a recent radio program that featured Dr. Richard Romaniuk and his upcoming educational mission to Poland, the week of March 9, 2012, and asked whether the ADAMHS Board could support this international effort through a resolution or support letter. It was noted that this would also serve as an excellent social marketing piece. Dr. Romaniuk shared the various globalization and international efforts underway to share information about mental health and alcohol and drug addiction treatment.

Actions suggested by the C.E.O.

- Mr. Denihan will meet with Dr. Romaniuk and Mr. Osiecki to prepare either a resolution or document that sanctions the international trip and endeavor.
- Schedule Dr. Romaniuk to report out on his experience at a future CR&A Committee meeting.
- Post international effort on our Web site; Dr. Romaniuk to send e-mail updates from Poland to Mr. Osiecki.

9. SUICIDE PREVENTION TASK FORCE

The **Suicide Prevention Campaign** is in full swing. As an addition to the campaign, we negotiated with *City News* for a discounted rate of \$350 per ad for a total of \$2,100 for 6 ads. The first ad ran in the December 22nd issue and will continue every other week through February. Board staff recommends ratification of the advertising agreement.

Motion to recommend ratification of the Suicide Prevention ad and advertising agreement with City News to the Finance & Operations Committee. MOTION: H. Snider / SECOND: M. Crosby / AYES: R. Blue, E. Cash, M. Crosby, T. Falcone, R. Folbert, R. Fowler, R. Romaniuk, H. Snider / NAYS: None / ABSTAIN: None **Motion passed.**

Clergy Breakfast Update – The Suicide Prevention Task Force originally was planning a Clergy Breakfast for the month of February. Upon investigating the availability of presenters, the group decided to schedule the event in May to coincide with Mental Health Month; this will allow for additional planning, to vet presenters and to be able to offer several tentative dates for presenters.

10. ALTERNATIVE MODALITIES

Rev. Gohlstein asked Ms. Harper to share information on this topic. Ms. Harper reported this subject sparked the interest of Rev. Gohlstein and herself when they attended a faith-based conference in Franklin County. Alternative interventions were introduced for recovery for alcohol and drug addiction and mental health treatment. Consequently, this topic would be an opportunity for the Planning & Oversight Committee to investigate and consider; therefore, this item will be forwarded to that committee.

11. FAITH-BASED COMPONENT

Rev. Gohlstin reported that an effort is currently underway to establish a Faith-Based Office in Columbus. As our Board is also interested in this concept, it was suggested by Mr. Denihan that the ADAMHS Board also have a faith-based component to work collaboratively and give shape and direction to the new state office.

In light of this new opportunity, Rev. Gohlstin reported that he would be relinquishing his role as CR&A Chair at the conclusion of the meeting and shall step off of the committee in order to take a leadership role in formulating the faith-based component of the ADAMHS Board. The intent is to focus on how we can reach target populations through faith-based organizations. Mr. Snider noted that NAMI Ohio in Columbus began research into the area of faith-based opportunities about 8 years ago. He suggested contacting the minister in Cincinnati/Hamilton County who was instrumental in this effort in order to obtain information learned in this area.

12. CY2011 FINAL MEDIA TRACKING REPORT *(Information Only)*

From September 7 through December 31, we had a total of 18 media mentions. All were considered positive from the Board perspective. During calendar year 2011, we had a total of 99 media mentions; all were considered positive from the Board's perspective; on average, that is approximately 8.25 hits per month. This compares to 38 media mentions in 2010 that we also considered positive. Mr. Denihan's Op-ed piece about state funding was published in the *Plain Dealer* on January 1, 2012.

13. OLD/NEW BUSINESS

- **OACBHA Legislative Day:**

Mr. Denihan and Mr. Osiecki will be participating in the OACBHA General Meeting and Legislative Day on Tuesday January 31, 2011 and wish to invite interested Board Members to join the effort. Invitations with details will be sent out to all Board of Directors soon. This annual event provides an opportunity for Board staff and Board members to meet with legislators and/or aides in personal visits in the afternoon and then again in a group setting during an evening reception. It is our intent when speaking with legislators to discuss local and statewide behavioral health issues including the need for increased state funding.

- **2012 Annual Meeting:**

Mr. Osiecki noted that it is time to start planning for the Board's Annual Meeting. The Marriott Cleveland Airport Hotel on West 150 Street is being considered for the following reasons: plenty of free parking, ease of getting to by public transportation and past successes in hosting the Seasons of Hope fundraiser and the Recovery Conference. Upon receiving approval to go ahead, Mr. Osiecki anticipates that the event would be scheduled during the week of May 14 or 21, depending on space availability.

Motion to authorize negotiations for an operational contract with Marriot Cleveland Airport Hotel for the Annual Meeting to be held during May 2012. MOTION: H. Snider / SECOND: E. Cash / AYES: R. Blue, E. Cash, M. Crosby, T. Falcone, R. Folbert, R. Fowler, R. Romaniuk, H. Snider / NAYS: None / ABSTAIN: None

Motion passed.

- **Next CR&A Committee Meeting** will be March 7, 2012; two items for the agenda: Results of Health & Human Services Issue and Medical Marijuana.

There being no further business, the meeting adjourned at 5:50 p.m.

Submitted by: Carol Krajewski, Executive Specialist

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