

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE
MARCH 7, 2012

Committee Members Present: Robert Fowler, Ph.D., J. Richard Romaniuk, Ph.D., Harvey Snider
Absent: Eugenia Cash, MSSA, LSW, Marc G. Crosby, MBA, Richard Folbert

Board Staff Present: Scott Osiecki, Valeria Harper, Carol Krajewski, Scott Osiecki

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

Committee Chair, Robert Fowler, called the meeting to order at 4:00 p.m. No audience input.

2. **APPROVAL OF MINUTES**

The Community Relations & Advocacy Committee minutes from January 4, 2012, were approved as submitted.

3. **HEALTH & HUMAN SERVICES ISSUE 15 RESULTS**

Mr. Osiecki was pleased to report that the Cuyahoga County Health & Human Services Issue 15 passed overwhelmingly by 68%--153,754 votes for and 71,318 against.

Mr. Osiecki reported that a total of 315 volunteers and ADAMHS Board staff participated in central phone banks or made calls at eight off-site phone banks. These volunteers made 20,185 phone calls to registered voters who requested a vote by mail application. Mr. Osiecki reported, for the record, that the Issue 15 endorsement from Crain's Cleveland Business listed mental health and addiction treatment services first when describing the types of services that Issue 15 supports. This is a first; usually MetroHealth is highlighted and behavioral health is listed last or not included at all. We are making progress in getting the word out.

On behalf of Chief Denihan, Ms. Harper acknowledged the excellent work, enthusiasm and leadership efforts of Mr. Osiecki on the Health & Human Services Issue 15 campaign. His organization and take-charge attitude contributed greatly to the success of the levy campaign. Mr. Snider proposed a resolution recognizing Mr. Osiecki for his expertise, diligence and support of the Health & Human Service Issue 15 campaign.

Motion to draft a resolution recognizing the efforts of External Affairs Director, Scott Osiecki, for his valuable contributions to the Health & Human Service Issue 15 Campaign for consideration by the full Board.

MOTION: H. Snider / SECOND: R. Romaniuk / AYES: R. Fowler, H. Snider, R. Romaniuk / NAYS: None

Motion passed.

4. **LEGISLATION/ADVOCACY UPDATE**

- **HB 116: Jessica Logan Act** - The Ohio Association of County Behavioral Health Authorities (OACBHA) provided testimony to the Ohio Senate Education Committee in support of HB116, also known as the "Jessica Logan Act". Ms. Logan died by suicide as a result of bullying. The bill, voted out of committee, includes provisions that protect Ohio students from the rising trend of cyber-bullying and requires school districts to provide more comprehensive training on anti-bullying policies.

Surprisingly, the bill was amended in committee to exclude a provision that prohibited bullying based on any real or perceived characteristics of the student, such as race, disability, sexual orientation and gender identity. OACBHA and a coalition of advocates, including the Ohio Suicide Prevention Foundation, Equality Ohio, and the Ohio Psychological Association, were not in support of this exclusion. Mr. Osiecki reported that academic studies demonstrate that listing of types of bullying is critical to a strong anti-bullying policy. Ohio Department of Education discipline data shows that bullying has risen nearly 50% in Ohio from 2005 to 2007, despite passage of generic anti-bullying legislation in 2006.

Mr. Osiecki noted that HB 208, a stand-alone bill, would enumerate Ohio's anti-bullying law and is pending before the House Education Committee. Committee members expressed an interest in learning who lobbied against the inclusion of the characteristics and in making a comment on these unusual circumstances. Mr. Osiecki offered to get more details to take before the full Board for action.

- **H.B. 386 – Video Lottery Terminals**

The bill to expand gambling, including Video Lottery Terminals (VLT's) at horse race tracks, passed as an emergency bill out of the Ohio House on 2/15/12. The final bill included a 1% set-aside for problem casino gambling and addiction treatment services; this 1% could be as much as \$6-8 million dollars per year to ODADAS for addiction services.

The bill, as originally reported out of the House State Government & Elections Committee, did not include any percentage to fund problem gambling or addiction services. However, after a good deal of discussion, debate and advocacy, the 1% amendment was added; our Representative Bill Patmon (District 10) was instrumental in getting the amendment added. The funds will come from race track revenues. The bill now moves to the Senate, and a significant amount of push back on this funding is expected.

- **Sub HB 153: Budget Bill – Language fix: Duplicative Audits by Behavioral Health Boards:**

The Ohio Council of Providers wants to amend language in substitute HB 153 – the budget correction bill that would make it clear that ADAMHS Boards could not perform duplicative financial audits on agencies. OACBHA wants to ensure that any language changes do not preclude the Boards from obtaining copies of the audits and to conduct a program audit, and any fiscal audits that the Board's would pay for in conjunction with a program audit or complaint.

- **Medical Marijuana:**

Backers of a medical-marijuana amendment filed language with Ohio Attorney General Mike DeWine on 1/13/12 are hoping to get their issue on the November statewide ballot. The Ohio Medical Cannabis Amendment of 2012 was accompanied by nearly 3,000 signatures. The group's first proposal was rejected by DeWine last year, because it did not accurately summarize the proposal. If approved this time, the process entails the Secretary of State certifying that at least 1,000 signatures are valid; then it would go to the Ohio Ballot Board. Approval from the Ballot Board means supporters could begin collecting the 385,245 signatures needed to qualify for the fall ballot as a constitutional amendment.

- **State Mid-Budget Review:**

The Governor anticipates revealing a budget corrections bill in the next few weeks. In conversations with our legislators, they support our request for additional behavioral health funding for all Boards and want to assure that the funding is introduced with the bill and not after. This advocacy position was initiated at the suggestion of Senator Skindell. During the OACBHA Legislative Day, ADAMHS Board advocates shared our position that the behavioral health system is grossly underfunded. The request registered was that any new funds identified should address the inequities in Non-Medicaid funding provided by ODMH and ODADAS to the ADAMHS Boards. Additionally, a portion of the Rainy Day Fund and excess revenues in the budget could be used to fund behavioral health services.

Mr. Osiecki reported that hundreds of post cards were written and mailed from behavioral health consumers and clients to legislators to address the funding inequities.

5. SUICIDE PREVENTION TASK FORCE

As the Suicide Prevention Task Force and the ADAMHS Board of Cuyahoga County work collaboratively to support suicide prevention activities, efforts are underway to reach out to the religious communities. A clergy breakfast and training session is being planned for Tuesday, May 22, 2012 at the Hilton Garden Inn Cleveland Downtown.

The event presenter/speaker is Russ Crabtree, a former Presbyterian Minister and founder of Holy Cow Consulting in Texas will provide the training on a variety of topics. He is certified in the Applied Suicide Intervention Skills Training (ASIST) model, an evidence based skill building suicide prevention strategy. His presentation will focus on ASIST in a religious environment. The amount for the event is not to exceed \$3,000 inclusive of food, service charge, room rental, and A/V. The ADAMHS Board will provide Mr. Crabtree a \$500 speaker fee and reimburse his airfare amount or other travel expenses that are not a part of the operational contract. The ADAMHS Board will also provide one night's stay at the Hilton Garden Inn on May 21, 2012. The cost of hosting the breakfast/training will be covered from the Suicide Prevention Campaign budget.

Motion to recommend ratification of the operational contact with the Hilton Garden Inn Cleveland Downtown Cleveland for a Clergy Breakfast/Training on May 22, 2012, to the Finance & Operations Committee.

MOTION: H. Snider / SECOND: R. Romaniuk

Discussion followed; Mr. Snider advocated for inclusion of interfaith participants. Mr. Osiecki assured committee members that the task force is compiling an extensive faith-based roster to include all faith communities. Committee members were in favor of rewording the event from a Clergy Breakfast to a Faith-Based event.

Vote on the motion: AYES: R. Fowler, H. Snider, R. Romaniuk / NAYS: None / **Motion passed.**

6. SPONSORSHIPS

- **Cleveland International Film Festival - *Bill W.*: March 26, 27, 28, 2012**

As the ADAMHS Board strives to educate the community on behavioral health issues and available treatments, Board staff recommended that the ADAMHS Board ratify the Basic Film Sponsorship of *Bill W.* (the inspirational story of the Founder of Alcoholics Anonymous) during the Cleveland International Film Festival.

Motion to recommend ratification of the ADAMHS Board Sponsorship of Bill W. at the Cleveland International Film Festival to the Finance & Operations Committee. MOTION: R. Romaniuk / SECOND: H. Snider

AYES: R. Fowler, H. Snider, R. Romaniuk / NAYS: None / **Motion carried.**

- **NAMI Ohio 2012 Conference: April 27, 2012**

Since the ADAMHS Board strives to educate consumers and family members about behavioral health issues and treatment, it was recommended that the ADAMHS Board approve the purchase of a NAMI Ohio Conference Scholarship package for 20 consumers/family members for the total amount of \$2,000.

Motion to recommend approval of NAMI Ohio 2012 Conference Scholarship Package for 20 Consumers/Family members for a total amount of \$2,000 to the Finance & Operations Committee. MOTION:

H. Snider / SECOND: R. Romaniuk / AYES: R. Fowler, H. Snider, R. Romaniuk / NAYS: None / **Motion carried.**

- **NAMIWalks America: September 22, 2012**

In addition to striving to educate the community on behavioral health issues, the Board also works to eliminate stigma for those seeking treatment. Board staff recommended that the ADAMHS Board of Cuyahoga County co-sponsor the NAMIWalks for the Mind of America benefitting NAMI Greater Cleveland on Saturday, September 22, 2012, at the \$1,500 Start/Finish Line Level.

Motion to recommend approval of co-sponsoring the NAMIWalks for the Mind of America on September 22, 2012 at the \$1,500 Start/Finish Line Level to the Finance & Operations Committee. MOTION: R. Romaniuk
SECOND: H. Snider / AYES: R. Fowler, H. Snider, R. Romaniuk / NAYS: None / **Motion passed.**

- **Suicide Prevention Education Alliance 2012 *Into the Light Walk*: September 30, 2012**

Mr. Osiecki recommended that the ADAMHS Board should continue to support efforts that shine the light on depression and suicide prevention by co-sponsoring the Suicide Prevention Education Alliance (SPEA) 8th Annual *Into the Light Walk* on Sunday, October 2, 2011.

Motion to recommend approval of co-sponsoring the Suicide Prevention Educational Alliance's Annual "Into the Light Walk" on Sunday, September 30, 2012 for the amount of \$2,500 to the Finance & Operations Committee. MOTION: H. Snider / SECOND: R. Romaniuk / AYES: R. Fowler, H. Snider, R. Romaniuk

NAYS: None / **Motion carried.**

7. 2012 ANNUAL MEETING, MARRIOTT CLEVELAND AIRPORT HOTEL: MAY 15, 2012

Pursuant to the Ohio Revised Code, the ADAMHS Board is required to hold an Annual Meeting each year. During this meeting, the Board presents its Annual Report to the Community, its Annual Awards, and has a potential attendance of 300 people. The ADAMHS Board will sell tickets to the event to cover the cost of the service charge and food provided during the meeting.

Motion to recommend the ratification of the Operational Contract with the Marriott Cleveland Airport for the Annual Meeting Brunch scheduled for Tuesday, May 15, 2012, to the Finance & Operations Committee.

MOTION: R. Romaniuk SECOND: H. Snider / AYES: R. Fowler, H. Snider, R. Romaniuk / NAYS: None

Motion passed.

8. AT&T ONLINE AND HARDCOPY PHONE BOOK ADVERTISING

Mr. Osiecki noted that the Board strives to make its presence and availability known to the citizens of Cuyahoga County. One method utilized is the placement of feature ads in the AT&T Yellow and White Pages to ensure that members of the community can locate the ADAMHS Board's phone number, TTD/TTY number, fax number, street address, 24-Hour Suicide Prevention/Mental Health Crisis/Information and Referral Line (216-623-6888), Alcohol or Drug Related Emergency Line (211) and the Board's Web site (adamhscc.org).

AT&T has agreed to increase the ADAMHS Board phone book advertising to an 1/8 page full color ad in the Yellow Pages under both the alcoholism and mental health headings at the same rate as 2010 and 2011, including with a listing under up to five headings and a banner ad on YP.com and search engine marketing.

Motion to recommend the ratification of the Operational Contract with the Marriott Cleveland Airport for the Annual Meeting Brunch scheduled for Tuesday, May 15, 2012, to the Finance & Operations Committee.

MOTION: R. Romaniuk / SECOND: H. Snider / AYES: R. Fowler, H. Snider, R. Romaniuk / NAYS: None

Motion passed.

9. MEDIA TRACKING REPORT

From January 1, 2012 through March 7, 2012, the ADAMHS Board had a total of 22 media mentions. All were considered positive from the Board's perspective. Mr. Osiecki highlighted several items and noted that if a story is in print or on-air and also on-line, it is counted as two media hits.

10. OLD/NEW BUSINESS

Dr. Romaniuk referenced a previous e-mail sent to Mr. Denihan and Board members regarding a promising grant opportunity for homeless veterans who are involved with the justice system and in need of housing. Since the grant submission deadline is at the end of May, he advocated for taking a serious look at this grant opportunity to serve the residents of our county. Ms. Harper offered to bring this topic/grant opportunity to the attention of Dr. Garrity's Unit and the grant meeting scheduled for 3/8/12.

There being no further business, the meeting adjourned at 4:45 p.m.

Submitted by: Carol Krajewski, Executive Specialist

Approved by: J. Robert Fowler, Ph.D., Community Relations & Advocacy Committee Chair