

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE
JULY 11, 2012

Committee Members Present: J. Robert Fowler, Ph.D., J. Richard Romaniuk, Ph.D., Harvey Snider
ABSENT: Eugenia Cash, MSSA, LSW, Richard Folbert

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

1. CALL TO ORDER & AUDIENCE INPUT

Committee Chair, Robert Fowler, called the meeting to order at 4:00 p.m. and announced that the meeting agenda would be slightly re-ordered as CEO Denihan was on his way from a meeting in Columbus and Dr. Christina Delos Reyes was also detained and should arrive shortly.

2. APPROVAL OF MINUTES

The Community Relations & Advocacy Committee minutes from May 2, 2012, were approved as submitted.

3. 2012 ANNUAL MEETING FINAL REPORT

At the ADAMHS Board's Annual Meeting held on May 15th, 320 people attended – 61 complimentary tickets were provided for Board of Directors, Board Staff and award recipients. Paid guests numbered 259; a total of \$6,320 was raised through ticket sales. As the charge for Cleveland Marriott Airport was \$7,320.00, the overall cost to the Board for the Annual Meeting was \$1,000. The expense for the awards was \$2,137.31, not included in cost of Annual Meeting, but planned for within our Operating Budget.

4. RECOVERY CELEBRATION/BANQUET UPDATE: SEPTEMBER 7, 2012

The ADAMHS Board is co-sponsoring/hosting a Recovery Banquet with the Northeast Ohio Recovery Association (NORA) on Friday, September 7, 2012. NORA secured the Hilton in Beachwood as the venue for the event. We are working jointly with NORA and will meet soon about publicity and details. Mr. Osiecki noted that efforts will also begin to select award recipients for Addiction/Recovery Professionals who are in recovery and who work in the system from the various counties in Northeast Ohio.

5. PREVENTION EDUCATION SERIES

Mr. Osiecki reported that most Boards throughout Ohio received a \$20,000 grant from the ODADAS State Strategic Prevention Framework (SPF) Grant. The funds are to be used for prevention activities. The ADAMHS Board is hosting a special Prevention Education Series to assist individuals in preparing for the Certified Prevention Specialist Exam. The series is running from 6/28 through 8/17/12--a total of 16 sessions held on Thursdays and Fridays during this time period. Mr. Osiecki provided details on plans to expend the entire grant amount within the required time period. (Details are listed on the agenda process sheet attached to the original minutes stored in the Executive Unit.)

Motion to approve and ratify contracts with the Holiday Inn Cleveland Airport and selected trainers for the Prevention Education Series to the Finance & Operations Committee. MOTION: H. Snider / SECOND: R. Romaniuk / AYES: B. Fowler, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

6. SPONSORSHIPS

• **CUYAHOGA COUNTY OPIATE TASK FORCE CONFERENCE: SEPTEMBER 28, 2012**

The Cuyahoga County Local Opiate Task Force shall host its first conference addressing the prescription opiate epidemic in our community. On average, 4 Ohioans die every day of a prescription drug overdose. Since 2008 there are more Ohioans who die of accidental overdoses than die of motor vehicle crashes. As Ohio law becomes stricter regarding pill mills, individuals with the disease of opiate addiction are turning to other drugs such as heroin.

The purpose of this conference is to increase awareness about the dangers of prescription and illicit opiates and to strengthen the network of individuals who are dedicated to making an impact on this issue in their own community.

- **CUYAHOGA COUNTY OPIATE TASK FORCE CONFERENCE** *(Continued)*

Mr. Vince Caraffi, R.S, MPH, from the Cuyahoga County Board of Health, noted that for the local coalition has been in existence for three years and has collaborated with the Ohio Department of Health. What has been observed during this time period has been a lack of awareness associated with opiate pain medications. The conference will not only bring awareness to the issue but look at policy development, school intervention programs, etc.

Motion to approve sponsorship of the Opiate Epidemic Across the Lifespan: Impact and Interventions conference at the \$2,500 level to the Finance & Operations Committee. MOTION: H. Snider / SECOND: R. Romaniuk / AYES: B. Fowler, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

- **WOMEN'S CENTER OF GREATER CLEVELAND'S RUN, JANE, RUN: AUGUST 10-12, 2012**

The Women's Center of Greater Cleveland, a contract provider of the Board, requested that the ADAMHS Board serve as a co-sponsor of the annual *run, jane, run* event. Board staff recommends sponsorship at the \$1,500 level as this effort helps to bring 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.

Motion to ratify the agreement to co-sponsor the Women's Center of Greater Cleveland's 24th annual run, jane, run event on August 10-12, 2012 to the Finance & Operations Committee. MOTION: R. Romaniuk / SECOND: H. Snider / AYES: B. Fowler, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

7. ROADS TO RECOVERY CONFERENCE: MONDAY, SEPTEMBER 16, 2013

The purpose of the Roads to Recovery Conference is to educate consumers, family members, providers, mental health professionals, alcohol and other drug addiction professionals, media and legislators that personal recovery from mental illness and alcohol and other drug addiction is possible. Mr. Osiecki noted that it is time to make arrangements for the next Recovery Conference in 2013. Staff recommends Monday, September 16, 2013, as the best day to hold the conference since it does not interfere with any religious or national holidays.

Over the years, Board staff reviewed multiple venues that could accommodate the conference throughout downtown and the suburbs and the Marriott Cleveland Airport was selected for the 2011 conference. Staff recommends that the 2013 conference also be held at the Marriott Cleveland Airport based on its accessibility, quality meeting space and services, free parking and competitive pricing. Mr. Osiecki reported that the recovery conference is paid for by registration fees, sponsorships, display table sales and net revenue from the Training Institute.

Motion to recommend that the ADAMHSCC Board host the Roads to Recovery Conference '13 on Monday, September 16, 2013, and to approve a contract with the Marriott Cleveland Airport, not to exceed \$35,000 to Finance & Operations Committee. MOTION: H. Snider / SECOND: R. Romaniuk / AYES: B. Fowler, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

8. OPIATE/ADDICTION TOWN HALL MEETING REPORT

Chief Clinical Officer, Dr. Christina Delos Reyes, reported on the Opiate/Addiction Town Hall Meeting held on Thursday, June 21st, at the ADAMHS Board. Approximately 90 people attended along with a panel of speakers. The meeting was well attended and positive responses were received from the evaluations completed.

9. ADVOCACY/SOCIAL MARKETING STRATEGIC PLAN UPDATE

Mr. Osiecki presented an overview of the Advocacy/Social Marketing Update as of 7/11/12. The overall goal being to ensure recovery from AOD and mental illness is a permanent civic priority. The nine-page matrix is attached to the original minutes stored in the Executive Unit.

10. MEDIA TRACKING REPORT

From May 3, 2012 through July 11, 2012, the ADAMHS Board had another great quarter of media hits. We had 27 media mentions; all considered positive this quarter with an overall total of 63 media hits so far this year.

11. LEGISLATION/ADVOCACY UPDATE

- Chief Financial Officer, Cassandra Richardson, introduced the ODMH/ODADAS State Fiscal Year (SFY) 2013 Allocations:
 - The total **ODADAS Pass-Thru Allocation/Award** for SFY2013 is \$2,846,169 which represents a decrease of \$164,877 from SFY 2012. Overall, the percentage reduction from FY2012 to FY2013 is 5.48%
 - **ODMH & ODADAS Allocation Analysis** – The total award for SFY 2013 is \$9,942,914 representing an increase of \$214,156 from the SFY2012 total allocation level of \$9,728,758. Overall, the percentage increase from FY2012 to FY2013 is 2.20%.

Details are enumerated in the two-page document distributed and attached to the original minutes stored in the Executive Unit.

- **WHITE PAPER:** *Capitalizing on Community Behavioral Health for Criminal Justice Reform in Ohio*
Mr. Denihan introduced Michael J. Stringer, Re-Entry Consultant who is advising the ADAMHS Board on criminal justice issues. Mr. Stringer noted that in 2011 the Council of State Governments put together a report entitled, Reinvesting in Criminal Justice in Ohio. The report suggests that low level felons should be moved out of the state prison and be the responsibility of the courts. In large degree, these individuals have addiction and behavioral health issues, and the crimes often are related to addiction and trafficking issues. The Council felt that it does not make sense to lock up 60% of people going into prison for 6 months due to minor crimes and that they should be moved back to their respective county, use evidence based treatment practices, etc.

ODADAS found that if funds for expanded behavioral health care is not available, it will not be possible to implement this reform. A white paper has been produced through a committee collaboration of ODADAS, ODMH, ODRC (Ohio Department of Rehabilitation & Corrections). Mr. Stringer was also a member of the committee. Although the document was not completed in time for the Mid-Biennial Budget Review, the intent is to use this White Paper for the next budget cycle.

12. OLD/NEW BUSINESS - None

There being no further business, the meeting adjourned at 4:05 p.m.

Submitted by: Carol Krajewski, Executive Specialist

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