

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

COMMUNITY RELATIONS & ADVOCACY COMMITTEE

JANUARY 15, 2014

Committee Members Present: David E. Biegel, Ph.D., Elsie Caraballo, Richard A. Folbert, Robert Fowler, Ph.D., Richard Romaniuk, Ph.D., Harvey A. Snider, Esq. / **Others Present:** Eugenia Cash, LSW, MSSA, CDCA
ABSENT: Reginald C. Blue, Ph.D., Eileen Saffran, LISW-S

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

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

Committee Chair, Robert Fowler, called the meeting to order at 4:00 p.m.

2. **APPROVAL OF MINUTES**

The Community Relations & Advocacy Committee minutes from November 6, 2013, were approved as submitted.

3. **LEGISLATION/ADVOCACY UPDATE**

Mr. Denihan updated committee members on current legislation and advocacy efforts.

PASSED:

• **SB 206: Medicaid Oversight**

This bill creates the Joint Medicaid Oversight Committee (JMOC) to oversee the Medicaid program and make recommendations to the Ohio General Assembly pertaining to Medicaid payment rates and services. It requires the Office of Health Transformation to adopt strategies that prioritize employment as a goal for individuals participating in government programs providing public benefits and also requires the Medicaid Director to implement reform to the Medicaid program that limits the growth in the per recipient per month cost of the program. The Governor signed bill on December 16; its effective date is March 20, 2014.

INTRODUCED:

• **HB 332: Opioid Treatment of Chronic Pain Standards & Procedures**

The bill was introduced on November 5th and requires a prescriber to make a referral to a pain medicine specialist to evaluate other treatment options before prescribing the opiate painkiller. If the opiate is recommended, then the prescriber must:

- a) Document the diagnosis for which the treatment is undertaken;
- b) Document the evaluation performed for the diagnosis;
- c) Obtain the patient's informed consent, including discussing alternate treatments, risks and benefits of opioid treatment, and the conditions the patient must meet for continuing the opioid therapy, including an opioid agreement to be signed by the patient;
- d) Assess the patient's pain and function levels before initiating the treatment;
- e) Evaluate the patient's risk of addiction before initiating the treatment;
- f) Evaluate the patient's function and pain routinely during treatment;
- g) Document each treatment plan used and the rationale for any continuation of or change in the treatment regimen, while evaluating the patient's health status.
- h) Identify any misuse of opioids or other drugs by regularly obtaining a report from the Ohio Automated Rx Reporting System (OARRS) and conduct random drug testing during treatment.

• **HB 353: Ohio Veterans Health Care System**

HB 353 was introduced on November 19th and would create the Ohio Veterans Health Care System to provide eligible veterans with comprehensive health care services, including health, medical, hospital, dental, and surgical benefits. The program is designed to provide veterans who are eligible for health care benefits under the Medicaid program, instead with health care insurance through the Ohio Veterans Health Care System. This legislation had its first hearing in the House Health and Aging committee.

- **HB 369: Opioid Addiction Treatment Services/Recovery Housing Projects**

This bill was introduced on December 3rd and would require the Medicaid program and health insurers to cover certain services for recipients with opioid addictions. It establishes requirements for boards of alcohol, drug addiction, and mental health services regarding treatment services for opioid addiction to help defray payroll costs associated with a court's employment of drug court case managers. The bill provides a state share of the capital costs of recovery housing projects. This legislation has had 2 hearings in the House Health and Aging committee.

- **HB 378: Physicians No Drugs for Opioid Dependence unless patient also counseled**

HB 378 was introduced on December 5th and prohibits a physician from prescribing certain medications to treat dependence on or addiction to opioids unless the physician has been certified by the Medical Director of the Ohio Department of Mental Health and Addiction Services. The bill prohibits a physician from prescribing medications to a patient who is not actively participating in appropriate behavioral counseling or treatment.

There are a few other bills that were heard yesterday in the House pertaining to Opiate Addiction:

- HB 359 requires the Director of Health to develop a one-page information sheet explaining the addictive nature of opiates and requires the professional who prescribes to personally give a copy of the information sheet to the patient.
- HB 366 requires licensed hospice care programs to establish procedures for preventing painkillers to be taken by an unauthorized individual and proper disposal from patient's homes so that they do not end up illegally and misused in the community.
- HB 341 would mandate that a doctor review the patient information in the State Board of Pharmacy's Ohio Automated Rx Reporting System – OARRS – prior to prescribing an opiate.

PENDING UPDATE:

- **HB 104: Civil Commitment of People with Mental Illness**

The bill passed the House on December 11th and has moved to the Senate. It makes changes to clarify the laws governing civil commitment of and treatment provided to people with mental illness:

- a) Clarifies that a county probate court may order someone who meets established criteria to outpatient treatment as a less restrictive alternative to hospitalization.
- b) Eliminates the ambiguity in existing law with regard to the conditions under which a person is considered a mentally ill person subject to court ordered treatment.
- c) Specifies the types of services that court ordered outpatient treatment plans may include.
- d) Places the affidavit form in the statute so families and others can find it when they believe there is probable cause that an individual meets the criteria for mentally ill person subject to court order.
- e) Clarifies that the affidavit should be filed with the Probate court.
- f) Specifies that a correctional facility or jail is not considered a suitable facility for someone who is mentally ill subject to a court order.

- **House Bill 83: Psychology Practice Revision**

The Governor signed the Bill on December 19th and is effective March 20th. It revises the laws governing the practice of psychology in a host of ways – highlights include:

- a) Creates a retired license status for license holders who have retired from the practice of psychology or school psychology.
- b) Permits the Licensure Board to require applicants or license holders subject to disciplinary action to:
 1. Limit or restrict the areas of practice
 2. Submit to mental, substance abuse, or physical evaluations.
 3. Complete remedial education and training.
- c) Permits the Licensure Board to use a telephone conference call to conduct an emergency meeting to suspend a license prior to holding a hearing if there is an immediate threat to the public.
- d) Requires the Licensure Board to adopt rules governing the use of telepsychology in Ohio.
- e) Permits the Licensure Board to approve or establish a colleague assistance program.

- **OACBHA Legislative Day:**

Rev. Gohlstin and Richard Folbert plan to join Mr. Osiecki and Mr. Denihan for the OACBHA General Meeting and Legislative Day on Tuesday January 28th. Mr. Denihan was hopeful that other Board members might be able to participate in this annual opportunity to meet with legislators and/or their aides in personal visits in the afternoon and then again in a group during an evening reception. The Board is in the process of setting-up appointments with our Representatives and Senators to talk about local and statewide behavioral health issues including the need for increased state funding; talking points will be provided.

4. MEDICAID EXPANSION UPDATE

Ms. Starlette Sizemore-Rice, Public Benefits Administrator, reported on the enrollment process for the Affordable Care Act that began on 10/01/13 as well as the initial difficulties with the Web site. Adjustments to the Web site were made by 11/30/13. Over a million people were enrolled by 12/24/13 and over 800,000 in Medicaid. It was noted that Medicaid Expansion is a key component of the Affordable Care Act. Coverage will be eligible to those with incomes up to 138% of the Federal poverty level which is \$15,856 for an individual or \$32,499 for a family of four. It is anticipated that approximately 60,000 people with addictions and 55,000 people with mental health needs will benefit from expansion in Ohio.

As of January 5th, more than 17,000 people completed applications for Medicaid (through Benefits.Ohio.Gov). An additional 25,000 Medicaid applications were submitted by Ohio residents through Healthcare.gov but have not been forwarded due to Web site malfunctions. Ohio is prepared to receive these cases but will take steps to minimize the impact on the County's Department of Job and Family Services (DJFS) caseworkers related to the sudden influx of cases. Locally, DJFS case workers collectively received about 13,000 hours of training and are working with the FoodBank and healthcare providers in NE Ohio to ensure that the Medicaid process goes smoothly. Forums regarding applying for benefits are scheduled for January 16th at the Visiting Nurse Association and at Tri-C from 1:00-4:00 p.m. Board member, Elsie Caraballo, noted that another forum is scheduled for MyCare Ohio at Benjamin Rose on January 29, 2014 for Medicaid and Medicare.

Dr. Biegel asked if there were any projections for the new Medicaid enrollees in Cuyahoga County might have mental illness or addiction? Mr. Denihan stated that it may be too soon to determine this information. Dr. Biegel suggested that it is important for the committee not to intertwine the information regarding Medicaid Expansion and the Affordable Care Act exchanges.

Committee members agreed to invite Ms. Sizemore-Rice to follow-up on this discussion and provide an update at the next CR&A Committee meeting scheduled for March 5, 2014.

5. OHIO ATTORNEY GENERAL HEROIN UNIT

On November 18th, Attorney General Mike DeWine announced a new effort his office is undertaking to assist law enforcement agencies, community leaders, and Ohio residents in the fight against heroin. The new initiative is the Heroin Unit that includes investigators, lawyers, and drug abuse awareness specialists. The Unit will assist in combating issues associated with the heroin epidemic, such as crime, addiction, and overdose deaths.

The decision to create the specialized unit was made after new data gathered by the Attorney General's Office in the past few months revealed:

- A 107% increase in heroin deaths among more than half of Ohio's counties.
- 11 people die in Ohio every week from a heroin overdose.
- In 2010: 292 statewide heroin overdose deaths
- In 2011: 395 statewide heroin overdose deaths
- In 2012: 606 statewide heroin overdose deaths
- Cuyahoga County leads the state in deaths 2012:
 - Cuyahoga County: 161
 - Montgomery County: 93
 - Franklin County: 73
 - Hamilton County: 54

6. HEROIN PREVENTION AWARENESS CAMPAIGN – PHASE 2

Mr. Osiecki highlighted the recommended launch of the Second Phase of the Heroin Prevention Awareness Campaign and reviewed the contract media entities to expand the heroin prevention campaign. The messages will include a comprehensive outdoor advertising on billboards, RTA busses and neighborhood kiosks, in addition to targeted advertising on Pandora radio, cable television, broadcast television, newspapers and social media. (Details are provided on the document attached to the original minutes stored in the Executive Unit.)

Motion to recommend approval of the second phase of the Heroin Prevention Awareness Campaign to the Committee of the Whole. MOTION: H. Snider / SECOND: D. Biegel / AYES: D. Biegel, E. Caraballo, R. Folbert, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

7. AT&T ADVERTISING

Mr. Osiecki reported that the ADAMHS Board strives to make its presence and availability known to the citizens of Cuyahoga County. A traditional method was the placement of feature ads in the AT&T Yellow and White Pages to ensure that members of the community could 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 (adamhsc.org).

In reviewing the cost associated with placing the ads in the Yellow Pages, White Pages and the online marketing program of \$1,528 per month (\$18,336.00 for one year) and the fact that most people now use the Internet to locate phone numbers, addresses and other information about the organization, it is recommended that the ADAMHS Board:

1. Discontinue advertising in the print version of the Yellow Pages.
2. Continue advertising in the White Pages.
3. Continue the yp.com advertising and marketing program.

Board staff recommends that the ADAMHS Board continue to advertise in the White Pages because not everyone who may need to find the ADAMHS Board has immediate access to a computer and the White Pages are more widely used and cost effective.

Motion to recommend approval of the AT&T advertising program as presented to the Committee of the Whole. MOTION: H. Snider / SECOND: R. Folbert / AYES: D. Biegel, E. Caraballo, R. Folbert, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

8. FUNDING REQUEST: ROBBY'S VOICE OPERATIONS STREET SMART EDUCATIONAL PROGRAM

Mr. Osiecki explained that Robby's Voice is a community based organization focused on promoting awareness and education surrounding drug addiction. The organization was borne from the loss of a son and brother due to opiate addiction and heroin overdose, and the need to make sure that other families never have to endure the pain of that loss. Operation Street Smart is a six hour seminar for area teachers, counselors and professionals. CEUs for qualified professionals are provided.

The ADAMHS Board staff recommends supporting efforts that prevent addiction; consequently, Board staff recommends that the ADAMHS Board of Cuyahoga County provide \$1,500 to Robby's Voice to defray most of the cost associated with Operation Street Smart.

Motion to recommend approval of one-time funding for the Operation Street Smart seminar to be held in the fall of 2014 to the Committee of the Whole. MOTION: H. Snider / SECOND: R. Romaniuk / AYES: D. Biegel, E. Caraballo, R. Folbert, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

9. ADVOCACY ACTION AGENDA

• 2013 Review

Mr. Denihan explained that each year the ADAMHS Board develops an Advocacy Action Agenda to guide the Board's advocacy efforts. This agenda is developed with the over-arching goal of promoting personal recovery from mental illness and dependency on alcohol and other drugs. At the end of each calendar year, Mr. Denihan and Mr. Osiecki review each agenda item to evaluate whether the goals had been accomplished or are still on-going. The Committee reviewed the evaluation results of the 2013 Advocacy Action Agenda.

• 2014 Agenda

The 2014 Advocacy Action Agenda proposed addresses current issues. Mr. Denihan noted that items listed were in addition to the advocacy that the Board provides on a daily basis through its work of ensuring that behavioral health services and supports are available to help children and adults reach personal recovery. The ADAMHS Board also collaborates with other groups, such as the Mental Health Advocacy Coalition, NAMI and OACBHA in promoting other advocacy efforts. Committee members reviewed the 2014 Advocacy Action Agenda. Two changes were noted: (1) revise the 1st System of Care Goal to refer to "people living life" with a mental illness; and (2) correct the last goal to refer to people not consumers.

Motion to recommend approval of the 2014 Advocacy Action Agenda as revised to the full Board.

MOTION: H. Snider / SECOND: D. Biegel / AYES: D. Biegel, E. Caraballo, R. Folbert, R. Romaniuk, H. Snider
NAYS: None / Motion passed.

10. 2014 ANNUAL MEETING

Based on prior success of other events and ample free parking at the Marriot Cleveland Airport, Board staff recommends hosting the 2014 Annual Meeting at this site for the 2014 Annual Meeting. The proposed date for the 2014 Annual Meeting Brunch is Monday, May 19, 2014 and Board staff recommends entering into an Operational Contract with the Marriott Cleveland Airport for this purpose.

Motion to recommend approval of the hosting the 2014 Annual Meeting Brunch on Monday, May 19, 2014 and enter into an Operational Contract with the Marriott Cleveland Airport to the Committee of the Whole.

MOTION: H. Snider / SECOND: D. Biegel / AYES: D. Biegel, E. Caraballo, R. Folbert, R. Romaniuk, H. Snider
NAYS: None / Motion passed.

11. MEDIA TRACKING REPORT

For the time period of November 7, 2013 through December 31, 2013, the ADAMHS Board had a total of 19 media mentions; all considered positive. Our total media hits for the year is 115, with 103 positive, 12 neutral and 0 negative. (The Media Tracking Report is attached to the original minutes stored in the Executive Unit.)

12. OLD/NEW BUSINESS

Mr. Denihan made the following announcements:

- Chuck Ross, Executive Director of Parmadale, provided official notice that its residential treatment site serving adolescents will close its doors in 60 days.
- Jim McCafferty, Interim C.E.O. of Cleveland Christian Home, called to notify Mr. Denihan and the ADAMHS Board that the Cleveland Christian Home is also tentatively thinking about closing in March 2014.
- Dan Brady, Cuyahoga County Council's Vice President and Chair of the Health & Human Services Committee, has agreed to speak at the ADAMHS Board's Legislative Series scheduled for Friday, January 31st at 10:00 a.m. in the Ohio Conference Room. Everyone was encouraged to attend the session.

There being no further business, the meeting adjourned at 5:35 p.m.

Submitted by: Carol Krajewski, Executive Specialist

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