

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

**COMMUNITY RELATIONS & ADVOCACY COMMITTEE**

**SEPTEMBER 3, 2014**

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

**Board Staff Present:** William M. Denihan, C.E.O., Scott Osiecki, Tonya Birney, Katie Boland, Valeria Harper, Carol Krajewski

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

Committee Chair, Harvey Snider, called the meeting to order at 4:00 p.m.

**2. APPROVAL OF MINUTES**

The Community Relations & Advocacy Committee minutes from May 7, 2014, were approved as submitted.

**3. LEGISLATION/ADVOCACY UPDATE**

Mr. Denihan presented an overview of the Behavioral Health Legislative Status Update prepared by the Ohio Association of County Behavioral Health Authorities (OACBHA). The update identified pending legislation as the Legislature was on its summer break. (Attached to original minutes & posted on OACBHA's Web site.)

Discussion followed regarding the current per capita rate for Cuyahoga County--\$1.95 per person as compared to the state average of \$7.00/per person. It was further noted that at least one county's per capita rate is as high as \$22.00/per person. The Board may consider re-addressing this inequity in the future.

**4. UPDATE: 1 PRAYER 4 RECOVERY BREAKFAST – SATURDAY, SEPTEMBER 6, 2014**

Katie Boland, External Affairs Specialist, reported on the 1 Prayer 4 Recovery Breakfast event for community faith leaders scheduled for Saturday, September 6<sup>th</sup> from 8:00 a.m. to 12:00 Noon. The purpose of the event is to reduce stigma around mental illness and addiction and to provide information on how to refer persons needing help. To date, 167 people have responded; of this number 53 are clergy. The goal was to have 50 faith leaders attend.

Based upon the request of the Committee Chair, Mr. Denihan provided an update on the Board Retreat/Annual Training planned for Saturday, September 13, 2014, the proposed agenda and presenters scheduled.

**5. SPONSORSHIP OF THE ROLE OF THE PRESCRIBER IN PRESCRIPTION DRUG ABUSE**

This free ½ day conference, for up to 75 physicians and other prescribers, being held at the American Medical Association (AMA) offices in Independence, Ohio, will feature representatives from the Ohio State Pharmacy Board, the Cuyahoga County Medical Examiner, and University, Cleveland Clinic and MetroHealth Hospitals. Speakers will feature best practices for prescribing opiates, new information about prescribing opioids to safely and effectively manage patients with chronic pain, and the proper use of the Ohio Automated Rx Reporting System (OARRS) to help identify people with addictions.

Board staff recommends authorizing the ADAMHS Board CEO to expend up to \$2,000 to provide printing of course materials, Continuing Medical Education (CME) credits and a light breakfast for the November 8, 2014, Role of the Prescriber in Prescription Drug Abuse – Physician Education Conference.

Ms. Saffran wanted to go on record that she considers this is an extremely worthwhile expenditure because one cannot assume that physicians/clinicians are knowledgeable about these issues unless they are taught.

**Motion to recommend approval of the Sponsorship of the Role of the Prescriber in Prescription Drug Abuse to the Finance & Operations Committee.** MOTION: E. Caraballo / SECOND: E. Cash / AYES: D. Biegel, E. Caraballo, E. Cash, E. Saffran / NAYS: None / **Motion carried.**

## **6. QUESTION, PERSUADE, REFER (QPR) SUICIDE PREVENTION INSTRUCTOR TRAINING**

The ADAMHS Board of Cuyahoga County received a \$10,000 grant from the Margaret Clark Morgan Foundation to help the Board bring this lifesaving technique and best practice to Cuyahoga County. The ADAMHS Board is providing a dollar to dollar match to meet the project's \$20,000 budget and to stress the importance of QPR.

Board staff recommends ratifying the contract with the QPR Institute for an amount not to exceed \$13,000 for Kathryn White, QPR National Trainer, to provide Instructor QPR Trainings to 30 individuals on October 10, 2014, so that the Board may begin providing QPR Trainings in the community. Each person trained must commit to present at least two QPR trainings in the community within the year.

Ms. Saffran advocated for including clinical practitioners and social workers in the next round of QPR Training.

**Motion to recommend approval of the QPR Suicide Prevention Instructor Training to the Finance & Operations Committee.** MOTION: E. Saffran / SECOND: D. Biegel / AYES: D. Biegel, E. Caraballo, E. Cash, E. Saffran / NAYS: None / **Motion carried.**

## **7. ROADS TO RECOVERY CONFERENCE '15**

Mr. Osiecki explained that the purpose of the Regional *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.

Specifically, the goals and objectives of the conference include:

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

Board staff recommends ratification for the ADAMHS Board to host the *Roads to Recovery Conference '15* on Monday, September 21, 2015, and an Operational Contract with the Marriott Cleveland Airport not to exceed \$35,000 to the Finance & Operations Committee.

**Motion to recommend ratification of an Operational Agreement with Marriott Cleveland Airport for the ADAMHS Board's Roads to Recovery Conference on Monday, September 21, 2015, to the Finance & Operations Committee.** MOTION: D. Biegel / SECOND: E. Caraballo / AYES: D. Biegel, E. Caraballo, E. Cash, E. Saffran / NAYS: None / **Motion carried**

## **8. ANNUAL MEETING**

Mr. Osiecki provided a brief Wrap-up Report on the May 19, 2014 Annual Meeting. A total of 351 people attended with 54 complimentary tickets and 297 paid tickets. The Board raised \$7,418.00 through ticket sales after subtracting \$367.00 for credit card processing fees. The cost was \$8,028.00; the total cost of the Annual Meeting was \$610.00. The cost of the crystal awards comes from a different budget line item; the total for 2014 was \$2, 274.00.

As several of the Board's Annual Meetings have been held at the Marriott Cleveland Airport on the Westside, Board staff considered the option of holding it at an Eastside location. The tentative date for the 2015 Annual Meeting is Monday, May 18, 2015, and the location being proposed is the Doubletree Tudor Arms Hotel located on 10660 Carnegie Avenue. Mr. Osiecki shared details regarding this venue.

[Ms. Cash excused herself from the meeting.]

Discussion followed on the specific requirements of this venue and the necessity of using valet parking for guests. Committee members concurred that the parking situation may be problematic and asked Board staff to explore other options.

**Motion to set the date of the ADAMHS Board Annual Meeting for Monday, May 18, 2015, with the understanding that other venues would be explored.** MOTION: H. Snider / SECOND: D. Biegel / AYES: D. Biegel, E. Caraballo, E. Saffran / NAYS: None / **Motion carried**

### **9. SOCIAL MEDIA PLAN**

Ms. Boland utilized a power point presentation to present the ADAMHS Board's Social Media Plan. Its purpose is to create awareness—brand awareness, project awareness campaign awareness, event awareness, and increase traffic to our Web site. (A hard copy of the presentation is attached to original minutes stored in the Executive Unit.)

Social media is a tool to instantly reach a large (or small) number of people—your target audience. You can learn about your consumers; provide analytics and reports, associate with other businesses, etc. The ADAMHS Board is currently on Twitter (120 characters or less) and Facebook.

#### **Input & Dialogue regarding presentation:**

- Dr. Biegel asked how many of our contract agencies use social media and whether we have asked agencies if they have access to social media. He suggested thinking about working together in a system perspective.
- Ms. Boland stated that we can determine which agencies use social media by those who have tagged us.
- Ms. Saffran advocated for being proactive and reaching out to agencies to ask them about their social media expertise so that we could tag them.
- Dr. Biegel noted that it might be advantageous to help smaller agencies with our expertise and technical assistance.
- Committee Chair, Mr. Snider, suggested that Board staff incorporate feedback received from committee members.

### **10. TRACKING REPORTS**

**Media:** For the time period of May 8, 2014 through September 2, 2014, the ADAMHS Board had a total of 20 media mentions. Of this number, 20 were considered positive and 0 negative. (The Media Tracking Report is attached to the original minutes stored in the Executive Unit.)

**Social Media:** There were 19 Facebook posts, we have statistics on how many people were reached by Facebook, how many people clicked on it and made comments, similar tracking is done for Twitter. Ms. Boland noted that a written report would be produced for future committee meetings.

### **11. OLD/NEW BUSINESS**

- Mr. Snider was pleased to announce that NAMI Greater Cleveland has been selected as a recipient of one of the Honor Project Trust awards. It was noted also that the Gathering Place was also selected. Based on the Chair's request, Ms. Saffran explained that, in Ohio, monies available from unexpended class action suits are distributed by the Cuyahoga County Common Pleas Court to several organizations who have applied for consideration. Mr. Snider suggested that this funding opportunity be shared with contract providers as a potential source of funding.

***There being no further business, the meeting adjourned at 4:55 p.m.***

***Submitted by: Carol Krajewski, Executive Specialist***

***Approved by: Harvey A. Snider, Esq., Community Relations & Advocacy Committee Chair***