

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

## COMMUNITY RELATIONS & ADVOCACY COMMITTEE

JANUARY 7, 2015

**Committee Members Present:** David E. Biegel, Ph.D., Reginald C. Blue, Ph.D., Elsie Caraballo, Eugenia Cash, LSW, MSSA, CDCA, Cassi Handler, J. Richard Romaniuk, Ph.D.

**ABSENT:** Harvey A. Snider, Esq., Eileen Saffran, LISW-S

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

### 1. CALL TO ORDER & AUDIENCE INPUT

Committee Vice Chair, Richard Romaniuk, Ph.D., called the meeting to order at 4:00 p.m.

### 2. APPROVAL OF MINUTES

The Community Relations & Advocacy Committee minutes from September 3, 2014, were approved as submitted.

### 3. LEGISLATION/ADVOCACY UPDATE

#### **FY16/17 State Biennium Budget Platform**

- The Association has developed and the membership agreed on a Budget Platform that focuses on (1) keeping services and supports in local communities as collaboratively planned for utilizing the \$50 million per year 507 funds, and (2) Requesting specific funds for peer services and supports, crisis services and housing, detox/medication-assisted treatment and early detection, identification, and intervention.
- The platform also focuses on some language changes:
  - a. Keeping language in place to allow for the continuation of Medicaid reform including expansion to 138% of poverty;
  - b. Proposing language giving Boards the authority for client accountability / and ombudsman services to receive complaints/concerns regarding the lack of, or the quality of services and/or supports from Providers, Managed Care Organizations, and/or Boards and investigate if the complaints are justified and take action to remedy the complaints;
  - c. Include language for 2<sup>nd</sup> Chance Legislation that would allow individuals with non-violent felonies to have them expunged/sealed after proving that they were related to their addiction and that they have been clean and sober for at least one year with no involvement with the legal system.
  - d. Propose language to incorporate notification requirements for suspected overdose deaths similar to those in existence for suspected SIDS deaths. Incorporate protections similar to those offered by the Child Fatality Review Board statute.

#### ▪ **OACBHA Legislative Day**

OACBHA is holding its annual General Meeting and Legislative Day on Tuesday, January 27, 2015. This is an annual event where we meet with our legislators or their aides in personal visits in the afternoon and then again in a group during an evening reception. As efforts are underway to invite our legislators and to set up appointments with our Representatives and Senators, Mr. Osiecki will send an email inviting all Board members with specific details.

#### ▪ **Rep. Nicki Antonio**

The Legislative Day will be extra special as our Rep. Nicki Antonio will be honored with the OACBHA Legislative Excellence Award during a luncheon. Mr. Denihan nominated her for the award for being a true friend of the mental health addiction community and the individuals we serve, for her leadership in addressing behavioral health issues throughout Ohio and her ongoing commitment to ensuring that people have access to treatment and support services. Rep Antonio was also selected as Assistant Minority Whip.

- **Legislative Update:**

As the General Assembly wrapped up its lame-duck session, they took action on several pieces of legislation:

**HB 247:** This bill designed to address external defibrillation, incorporated changes to civil commitment language as it moved through the Senate. It removes the provision in ORC 5122.11 stating that probate court filings should occur “in the county where the mentally ill person subject to court order resides” and adds a notary public to the authorized signers for the affidavit of mental illness. Additional work is expected during the budget cycle related to this language to distinguish between outpatient and inpatient civil commitments; awaiting for the Governor’s signature.

**HB 367:** This bill requiring each school district to include instruction in prescription opioid abuse prevention in the district’s health curriculum became something of a catch-all bill as the Senate wrapped up its work. It now incorporates the language of HB 378, a bill that passed the House designed to establish requirements regarding controlled substances containing buprenorphine used for the purpose of treating drug dependence or addiction. It is waiting for the Governor’s signature.

#### **4. ADVOCACY ACTION AGENDA**

- **2014 Agenda** – Mr. Denihan stated that each year the ADAMHS Board develops an Advocacy Action Agenda to direct its advocacy efforts. Recently, he and Mr. Osiecki conducted a review of the last year’s Advocacy Action Agenda to determine whether the 2014 goals had been met. Mr. Denihan highlighted goals that were completed and those that were on-going.
- **2015 Agenda** – A draft Advocacy Action Agenda for 2015 was distributed. Revisions, new funding and system of care goals were shown in blue print. Discussion followed.

Feedback received:

- Ms. Cash advocated for including an emphasis on cultural competency in the Crisis Intervention Training. Mr. Denihan concurred and noted that it will be added to the C.I.T. curriculum.
- Dr. Romaniuk asked committee members to e-mail or call Mr. Denihan with their input on the proposed 2015 Advocacy Action Agenda.

**Motion to accept the Review of the 2014 Advocacy Action Agenda and to consider the 2015 Advocacy Action Agenda draft for future consideration.** MOTION: C. Handler / SECOND: E. Caraballo / AYES: D. Biegel, R. Blue, E. Caraballo, E. Cash, C. Handler / NAYS: None / **Motion carried.**

#### **5. SOCIAL MEDIA ADVERTISING**

Ms. Boland highlighted the value of the ADAMHS Board using social media to deliver its message to the community. She noted that social media advertising is not only economical but is extremely flexible in allowing the Board to control and change its messages and target specific audiences. The goal is to contract with Facebook & Twitter and to focus on three specific topics—Heroin Prevention, Suicide Prevention and Online Screenings. Details are illustrated on the agenda process sheet.

**Motion to authorize development of a Social Media Advertising Campaign on Facebook and Twitter for the period of February 1, 2015 through April 30, 2015 not to exceed the amount of \$9,000.00 to the Finance & Operations Committee.** MOTION: E. Caraballo / SECOND: C. Handler / AYES: D. Biegel, R. Blue, E. Caraballo, E. Cash, C. Handler / NAYS: None / **Motion carried.**

#### **6. YOUTH INVOLVEMENT PLAN**

Recognizing the importance of involving youth in developing successful prevention and awareness programs in our community to better understand and address mental health and addiction issues, Mr. Denihan asked Ms. Boland to develop a Youth Involvement Plan focusing on two significant topics for presentation to the CR&A Committee for further discussion. (Document is attached to original minutes stored in the Executive Unit.)

Ms. Boland highlighted the benefits to the Board and to the participating youth identified on the agenda process sheet. Two projects were introduced:

- A. Collaborate with a high school or community theatre in our county to create a play about current mental health and/or addiction issues.
- B. Create a Youth Advisory Board to gain insight to new perspectives young people on what issues are the most important to their age group, to understand what questions they have about our processes and to learn new ideas to improve services and communication tools.

Discussion/Input received:

- Ms. Caraballo was in favor of such efforts and suggested reaching out to Catholic Charities who already have a youth program and youth advisory board.
- A question was posed is the youth theatre concept getting too close to direct service. Several committee members voiced their support of involving peers in such an effort as they may be able to easily connect and impact their peers in effectively communicating information about mental illness and addictions.
- Dr. Biegel suggested contacting provider agencies to see if they are currently involved in similar efforts as a way to gather data, collaborate, etc.

## **7. POLICY REVIEW/RENEWAL – SPONSORSHIP REQUESTS**

Purpose: To assist the ADAMHS Board and staff with determining the appropriateness of requests for sponsorships. Mr. Osiecki explained that the Sponsorship Requests policy was up for its 3-year review. The content of the policy remains the same with one minor change/addition to the 3<sup>rd</sup> bullet point; the phrase “unless authorized by the Board”.

Board staff suggests this slight change to address the few times when the Board could not purchase tickets to a major event where the sponsor of the event would not allow us to pay just the actual cost of the meal. It was noted that our Board was commended by OACBHA for having this policy when we received the Culture of Quality Certification. No further changes were recommended.

**Motion to approve the policy statement, Sponsorship Requests, as amended to the full Board for two readings.** MOTION: D. Biegel / SECOND: C. Handler / AYES: D. Biegel, R. Blue, E. Caraballo, E. Cash, C. Handler / NAYS: None / **Motion carried.**

## **8. SUICIDE PREVENTION**

### **• Postcard Suicide Prevention Campaign Results:**

In observance of National Suicide Prevention Month, we mailed more than 150,000 post-cards with suicide prevention information to Cuyahoga County residents in September. The post-cards provided helpful resources for individuals thinking about suicide, or anyone who knows someone who is thinking about suicide, including Cuyahoga County’s 24-hour Suicide Prevention Hotline at 216-623-6888, Crisis Chat online at [www.adamhscc.org](http://www.adamhscc.org) and Crisis Text “FLS” to 741741.

Post-cards were distributed to 18 suburbs of Cuyahoga County with the highest rates of suicide/suicide attempts: Bedford Heights, Bedford, Brecksville, Broadview Heights, Brook Park, Fairview Park, Highland Heights, Lakewood, Brooklyn, Mayfield Heights, Middleburgh Heights, Newburgh Heights, North Royalton, Olmsted Falls, Parma, Rocky River, Strongsville and Warrensville Heights, and Cleveland Wards 1, 3, 9 and 15.

From August 1 through December 8, 2014, a total of 652 online screenings were completed, with most of the screenings being taken during the time of the campaign. The other chart illustrates that 25,817 visitors (users) visited the Board’s Website from August 1 through December 8, 2014. The number of visitors slightly increased during the time of the campaign. However, it is noteworthy that 79.92% of the visitors were new to the Board’s site, while 20.1% were returning visitors, indicating that people who received the postcards took the time to visit the Board’s site.

The 25,817 visitors completed 31,323 sessions, meaning that some of the visitors returned to site more than once. The visitors spent an average of 1 minute and 5 seconds on the Board’s site and viewed a total of 51,730 pages, meaning that visitors clicked beyond the home page.

- **QPR (Question, Persuade, Refer) Update:**

The ADAMHS Board has developed a relationship with The Academy of Medicine of Cleveland & Northern Ohio to support and promote our QPR Training. It is our feeling that their partnership will lend credibility to the training for doctors and healthcare providers in Cuyahoga County. Although they will not share the list of their members, they will allow us to pay them for sending out a mailer to their members. Their logo will appear along with ours on the mailing.

We are also in the process of developing an e-mail marketing campaign with Healthcare Data Solutions that has e-mail address for healthcare professionals across the country. We are negotiating an e-mail marketing campaign to 6,229 healthcare professionals in Cuyahoga County. Estimated cost is \$4,308 that will be paid from the matching grant dollars that we have set aside.

At the end of the campaign, we will own the e-mail address for those who open the e-mail and click through to our Website. Mr. Osiecki asked committee members for their support of this campaign so that he could prepare an agenda process sheet for consideration by the Finance & Operations Committee and the full Board so that once approval is received, efforts can go forward to launch the training in February. To date, one QPR training has been held by Recovery Resources that provided the training to Euclid/Hillcrest Family to Family Collaborative Parent Support Group; 15 people were in attendance--ages 15-65.

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

## **9. CLEVELAND POLICE INVESTIGATION/CONSENT DECREE**

As a community leader, Mr. Denihan has been working to seek input into solving the problems identified during a Department of Justice investigation of the Cleveland Division of Police that identified the use of excess force against all people. The input from our constituency will be used for the development of a Consent Decree that would be between the City of Cleveland, The Division of Police and the U.S. Attorney General's Office. The Board will ensure that people living with mental illness and/or addiction are treated justly by the police.

U.S. Attorney Steven Dettelbach and Mr. Denihan are hosting a meeting with provider agency executive directors and other leaders in the mental health field, tomorrow, January 8<sup>th</sup> at 11:00 a.m. at the U.S Attorney's Office. We will discuss mental health as it relates to the Cleveland Police Department and the Department of Justice Report.

## **10. RECOVERY ORIENTED SYSTEM OF CARE**

The Board is planning to host a provider/community meeting in February to introduce the Recovery Oriented System of Care (ROSC) concept. This will be the first of many steps needed to ensure client and family involvement in the development and success of a ROSC.

## **11. TRACKING REPORTS**

Ms. Katie Boland highlighted the new reports to the committee--2014 Facebook Report for September-December and the Twitter Report for that same time period. (Attached to the original minutes stored in the Executive Unit. With regard to Media/Press Clipping Report, the last quarter (9/2/14 through 12/31/14) reported 29 media mentions, 29 positive, 0 neutral, 0 negative. Year-end total = 71 positive, 2 neutral, and 0 negative.

***There being no further business, the meeting adjourned at 5:30 p.m.***

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

***Approved by: J. Richard Romaniuk, Ph.D., Community Relations & Advocacy Committee Vice Chair***