

**ALCOHOL, DRUG ADDICTION AND MENTAL HEALTH SERVICES BOARD OF CUYAHOGA COUNTY
COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE
JULY 1, 2015**

Committee Members Present: Harvey A. Snider, Esq., Cassi Handler, Eugenia Cash, LSW, MSSA, CDCA

Absent: David E. Biegel, Ph.D., Reginald C. Blue, Ph.D., Elsie Caraballo, J. Richard Romaniuk, Ph.D., Eileen Saffran, LISW-S

Board Staff Present: William M. Denihan, C.E.O., Katie Boland, Valeria A. Harper, Carol Krajewski, Scott Osiecki & intern, Danielle Connors

1. Call to Order & Audience Input

Committee Chair, Harvey A. Snider, Esq., called the meeting to order at 3:15 p.m. and welcomed Danielle Connors, a fourth year student at Kent State University majoring in Human Development and Family Studies who is interning at the ADAMHS Board by assisting the External Affairs Department.

2. Approval of Minutes

The CR&A Committee minutes from May 6, 2015 were approved as submitted.

3. HB 64: FY16/17 State Biennium Budget

CEO Denihan reported that the Budget Bill was signed by Governor Kasich on 6/30/15. Although the behavioral health system received no new money, despite all efforts including those of Rep. Nicki Antonio and Sen. Tom Patton, the bill does contain the language changes that we desired: (1) Language permitting Boards to have a formal role in providing clients' rights services to clients receiving services from the managed care organization; and (2) Language permitting Boards to also own housing. We appreciate the Governor's action to veto the restrictive language that would have required Boards to have a resolution authorizing the housing by the county commissioners and the necessity for holding at least 1 public hearing.

Summary of other facets of the Budget Bill:

- Medicaid Expansion stayed intact.
- Medicaid Behavioral Health services will move to a Managed Care environment, required to be complete no later than January of 2018.
- No Health and Human Services systems received money.
- Increased the rainy day fund to above \$2 billion.
- No school district lost money.
- There is an increased tax cut.

OhioMHAS plans to distribute the funding in this manner:

- The 421 line item allocation for all Boards will remain the same as last year; ours is \$450,000.
- The state-wide Medication line item – the central pharmacy line of credit – will be reduced by \$4.9 million – since most medications are now covered through Medicaid; any money left in that line item will be split per capita to the Boards.
- The \$10.1 million in hotspot funding will be provided on a per capita basis to Boards to use at the Boards' discretion. Therefore, we can decide to continue to partner with other Boards or not, or we can determine how to use the funding. Our portion of the Hotspot funding is around \$2.1 million. The base funding from OhioMHAS will consist of the 421 line item, the central pharmacy per capita, plus the former hotspot funding per capita. OhioMHAS will hold a conference call in the near future to discuss specific details.

4. Recovery Advocate Contracts

As Cuyahoga County is continuing to battle heroin addiction, External Affairs Director, Scott Osiecki, reported that the Board is interested in contracting with 3 individuals in recovery to serve as Recovery Awareness Coordinators to help us to create awareness of the opiate/heroin epidemic, its dangers, signs and symptoms, prevention, available treatments and, most importantly, that recovery is possible. Funding for this initiative was included in the Board's CY2015 budget through the \$1.8 million in crisis funding received from OhioMHAS and approved by the Director of OhioMHAS as an acceptable use of this funding.

Each Recovery Awareness Coordinator contract position would be paid up to \$16,043.33, at a rate of \$20.00 per hour, inclusive of mileage, gas and other transportation. It is proposed that the contracts would end when the \$16,043.33 for each coordinator has been reached. Each Recovery Awareness Coordinator will coordinate events, speaking engagements and other activities.

The External Affairs Department will monitor the Coordinators through regular contact and detailed submitted reports that will track presentations, outreach efforts and results, as well as the number of hours worked on a biweekly basis.

Motion to recommend approval of entering into contracts with three individuals in recovery to serve as Recovery Awareness Coordinators to the Finance & Operations Committee. MOTION: C. Handler
SECOND: E. Cash / AYES: E. Cash, C. Handler, H. Snider / NAYS: None / **Motion passed.**

5. LifeAct Program Materials Request

To continue to support efforts that help to prevent suicide, Board staff recommends that the ADAMHS Board of Cuyahoga County provide \$5,500 to defray the costs associated with production of the:

- Wallet Crisis Cards, that include signs and symptoms of depression, suicide danger signals and lifesaving contact information.
- Student Handouts that include signs and symptoms of depression and suicide danger signals.
- LifeAct pens imprinted with the Cuyahoga County Suicide Prevention Hotline: 216-623-6888, operated by FrontLine Services.

Motion to recommend approval of the request to support LifeAct Program Materials up to \$5,500 to the Finance & Operations Committee. MOTION: C. Handler / SECOND: H. Snider / AYES: E. Cash, C. Handler, H. Snider NAYS: None / **Motion passed.**

6. VoiceltRadio.com CAMPAIGN

Mr. Osiecki explained that VoiceltRadio.com is a minority-owned and operated Internet radio station that offers 24 hours of up to date sports, community, and entertainment news in a talk radio format delivered by some of Cleveland's finest broadcast professionals offering diverse programming. VoiceltRadio.com contacted the Board Chief Executive Officer and Director of External Affairs to discuss a partnership to deliver a variety of messages regarding mental health and addictions. As a result of that meeting, Board Staff would like to launch a three-month educational/awareness campaign focused on the Board's Online Screenings, Heroin Prevention, Suicide Prevention and Gambling Prevention.

Motion to recommend entering into a 3-month contract with VoiceltRadio.com for an education/awareness campaign in the total amount of \$3,375 to the Finance & Operations Committee. MOTION: C. Handler
SECOND: E. Cash / AYES: E. Cash, C. Handler, H. Snider / NAYS: None / **Motion passed.**

7. Online Screening Renewal

Mr. Osiecki confirmed that Board staff recommends the ADAMHS Board renew its partnership with Screening for Mental Health, Inc., to allow the Board to continue to offer free behavioral health screenings at www.adamhsc.org from 9/01/15 – 8/31/16, for a total amount of \$695.

Screening for Mental Health, Inc., offers organizations the ability to provide free, anonymous, online screenings for mood and anxiety disorders, alcohol use disorders, and eating disorders through an organization's own Web site, such as www.adamhsc.org. From 9/01/14 through 6/24/15, it was noted that there were a total of 1,191 people who took an online screening on the Board's Web site; that is more than double from the 521 people who took the screenings from 9/01/13 through 7/07/14.

Motion to recommend renewing the Board's partnership to provide on-line screening through Screening for Mental Health, Inc. for the amount of \$695 to the Finance & Operations Committee. MOTION: C. Handler
SECOND: E. Cash / AYES: E. Cash, C. Handler, H. Snider / NAYS: None / **Motion passed.**

8. Sponsorship Requests

Mr. Osiecki highlighted details regarding the five (5) sponsorships listed below; full details are provided in the individual agenda process sheets attached to the original minutes stored in the Executive Unit:

- a. **Edna House 3rd Annual "The Next Step" Race to Recovery**
- b. **Recovery Resources 3rd Annual 2015 Run for Recovery**
- c. **Women's Recovery Center of Greater Cleveland's 27th Annual run, jane, run**
- d. **LifeAct Into the Light Walk**
- e. **3rd Annual Celebrating Recovery Walk**

Mr. Denihan suggested producing a flyer listing all of the sponsored "walks" for sharing with all Board members.

Motion to recommend approval of the 5 sponsorship requests listed above to the Finance & Operations Committee. MOTION: C. Handler / SECOND: E. Cash / AYES: E. Cash, C. Handler, H. Snider / NAYS: None
Motion passed.

9. 2015 Annual Meeting Wrap-Up

The ADAMHS Board's Annual Meeting was held on May 18, 2015. A total of 370 people attended; 300 guests purchased tickets with 70 complimentary tickets that included Board members, Board staff and Award winners. In 2014, 351 people attend with 54 complimentary tickets.

This year, \$7,637.63 was raised through ticket sales. EventBrite and Credit Card processing fees totaled \$297.37. The cost for the Marriott Cleveland Airport Hotel was \$8,976.15. Total cost to Board for meeting \$1,339.52. (Last year was \$609.59). The higher cost was based on the following:

- a. Increased number of attendees.
- b. Increased number of comp tickets.
- c. Increased number of client tickets sold for \$5.00.
- d. Additional A/V equipment in reception area.

The cost of the awards was \$3,222.99 - not included in cost of the Annual Meeting.

10. Roads to Recovery Conference Update: September 21, 2015

All of the presenters have been notified. Board staff is presently working on the CEU Speaker Prep Packets. CEUs will be offered for social workers, counselors. Efforts have begun to order supplies for the event; the conference registration brochures will be issued next week.

11. Tracking Reports

Media: Mr. Osiecki reported that for the time period of 5/6/14 through 6/30/15, we had 7 media mentions; all were considered positive.

Social Media: Katie Boland, External Affairs Specialist, reported on 40 Facebook posts that reflect an increase of 18 Facebook likes for a total of 479. A total of 274 visits were made to our Facebook page.

For Twitter, we had 32 Tweets, an increase of 42 twitter followers, for a total of 261. (All tracking reports are attached to the original minutes stored in the Executive Unit.)

Action Request: Committee Chair, Mr. Snider, suggested that the full Board be advised about these reports.

There being no further business, the meeting adjourned at 3:55 p.m.

Submitted by: Carol Krajewski, Executive Specialist

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