

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

**COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE  
SEPTEMBER 9, 2015**

**Committee Members Present:** Harvey A. Snider, Esq., Cassi Handler, J. Robert Fowler, Ph.D.

**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

**1. Call to Order & Audience Input**

Committee Chair, Harvey A. Snider, Esq., called the meeting to order at 3:00 p.m. and thanked both Ms. Handler and Dr. Fowler for their attendance. Mr. Snider noted that Robert Fowler, Board Vice Chair, who formerly served as CR&A Committee Chair, was appointed as an ex-officio committee member by Board Chair, Eugenia Cash, in order to fulfill a quorum for the meeting.

**2. Approval of Minutes**

The CR&A Committee minutes from July 1, 2015 were approved as submitted.

**3. Legislation/Advocacy**

**a. Issue 2: Anti-Monopoly Measure**

The Ohio General Assembly placed Issue 2, an “anti-monopoly” amendment, on the November 3rd ballot that will invalidate Issue 3, the marijuana amendment. Since Issue 2 will take effect 30 days sooner than Issue 3, if both pass, the amendment would forbid any addition to the state constitution creating a monopoly/cartel especially in the selling and distribution of federally-controlled substances.

**b. HB 4: Naloxone Distribution Expansion**

House Bill 4, which became effective on July 16, is designed to expand access to naloxone. The legislation allows a physician to authorize other individuals, such as pharmacists, to personally furnish naloxone per physician protocols to a person at risk of an opioid-related overdose or to another person in a position to assist that person.

**c. HB 248: Prohibits Health Insurance Denying opiates with Abuse-deterrent Technology**

House Bill 248 is a bill that will prohibit certain health care plans and the Medicaid program from denying coverage for opioid analgesic drugs with abuse-deterrent technology based solely on cost.

**d. HB 249: Good Samaritan - Medical Help Immunity for Drug Overdose**

House Bill 249 would provide immunity from arrest, prosecution, or conviction for a minor drug possession offense for a person who seeks or obtains medical assistance for self or another person who is experiencing a medical emergency as a result of ingesting drugs.

**e. HB 250: Opioid Prior Authorization**

House Bill 250 establishes prior authorization requirements for certain opioid drugs prescribed to Medicaid recipients and prohibits the Medicaid program from covering certain prescribed drugs that are controlled substances containing an opioid unless the Medicaid provider who prescribes the drug first obtains prior authorization in accordance with procedures adopted by the Medicaid program.

**f. SB 162: Death Penalty Exemption**

Senate Bill 162 proposes to exempt from the death penalty defendants who, at the time of committing murder, had a serious mental illness that significantly impaired their capacity to: (a) exercise rational judgment in relation to conduct, (b) conform their conduct to the requirements of law, or (c) appreciate the nature, consequences or wrongfulness of their conduct.

#### **4. Opposition to Issue 3: Marijuana Legalization**

Rev. Gohlstin and CEO Denihan spoke at a news conference on August 17 in Columbus to kick off the statewide Campaign. The event coordinated by Ohioans Against Marijuana Monopolies had State-wide coverage. The ADAMHS Board is working in partnership with Jim Joyner in coordinating town hall meetings and other factual information on the effects of marijuana

Current efforts include looking into the legality of how much we can actually do in taking a position on this issue. A press conference will be held in Cleveland the last week of September. The Statewide Campaign intends to send a “No on Issue 3” mailer to all voters who requested to vote by mail, and to follow-up with robo-calls to those who did not vote within 10 days after requesting the ballot. Mr. Denihan was invited to participate in a City Club Discussion with a Representative from ResponsibleOhio on October 5 from 12:30 – 1:30 p.m.

#### **5. Support of Helping Families in Mental Health Crisis Act of 2015**

On 9/04/15, the ADAMHS Board hosted a Town Hall Meeting organized by NAMI to discuss the Helping Families in Mental Health Crisis Act of 2015 along with its reforms that become a reality in the United States. This legislation emphasizes that the country should be treating mental illnesses just like we treat every other chronic disease, such as cancer, heart disease and diabetes. Board staff believes that the ADAMHS Board should support this legislation designed to fix the nation’s broken mental health system. Consequently, Board staff requests this committee consider recommending passage of Resolution 15-09-02 to the full Board.

**Motion to recommend endorsement of Resolution No. 15-09-02 to the full Board.** MOTION: C. Handler / SECOND: R. Fowler / AYES: R. Fowler, C. Handler, H. Snider / NAYS: None / **Motion passed.**

#### **6. Support of Cuyahoga Arts Tax Renewal**

Since the ADAMHS Board recognizes the therapeutic benefits that art in all forms has on the recovery process of clients living with mental illness and/or addictions, Board staff recommends endorsement of the Cuyahoga County’s Arts & Culture Tax Renewal. This is a renewal of the penny-and-a-half per cigarette tax approved by voters in 2006. The renewal tax will provide dedicated, public funding to support arts and culture organizations and initiatives in Cuyahoga County and has touched nearly every community through the funding of more than 300 arts, cultural, educational and community organizations at more than 2,300 locations. The cigarette tax is scheduled to expire in January 2017; therefore, a renewal of this tax will appear on the November 3 ballot; when passed, it will extend this cigarette tax for 10 years.

**Motion to recommend approval of the Cuyahoga Arts Tax Renewal to the full Board.** MOTION: C. Handler SECOND: R. Fowler / AYES: R. Fowler, C. Handler, H. Snider / NAYS: None / **Motion passed.**

#### **7. Cuyahoga County 2015-2017 Biennial Budget**

When Ms. Harper and Mr. Brickner met with County Executive Armond Budish to discuss the proposed County budget on behalf of Mr. Denihan, they were informed that the County Administration was planning to cut the ADAMHS Board’s base allocation by \$6,718,183. This would project our allocation for 2016-2017 to be \$32,645,474 per year, rather than the \$39,363,657 received in 2015. The explanation for this reduction was based on removing the “one-time” funding increase of \$5 million received in our last budget—that was added into our budget by County Council—in addition to an additional 5% reduction. Mr. Budish stated that the reason the Board was not receiving a 10% reduction like other Boards, Elected Officials and County Departments was because that he believes in our programs.

The reasons for the cuts:

- County is currently projecting a \$27 million dollar deficit in 2015.
- Debt Service funds are over budget; commitments made over the next decade will exceed bonding revenues.
- The previous Cash Reserve balance of \$160 million was in error.

County Council set their budget hearing schedule. The ADAMHS Board is scheduled to present on Thursday, 11/22/15, during the 9:00 a.m. to Noon timeslot. MetroHealth, DCFS and other human services will also present during this time period.

The ADAMHS Board has been given instructions to provide a brief 5 minute opening statement that includes:

- A 2016–2017 Budget Summary including new initiatives or expenditures not part of our 2014-2015 budget.
- Any reductions or elimination of existing programs.
- Any reductions or additions to our personnel levels from 2015.
- Requests for additional funding we would like Council to consider.

#### **8. Recovery Oriented System of Care (ROSC) Survey/Focus Groups Preliminary Results**

As part of our Board's plan to develop the Recovery Oriented System of Care in Cuyahoga County, we completed our Self-Assessment to determine Cuyahoga County's alignment with core ROSC principles. The survey was issued via Survey Monkey to 5,848 individuals, was posted on Facebook, our homepage and shared via Twitter.

A total of 291 individuals completed the survey reflecting a 5% response rate. The Board also hosted 6 focus groups (2 with family members and 4 with clients). Size of the focus groups ranged from 5 to nearly 30 members. A final Stakeholder Focus Group is scheduled for September 10. This smaller group of stakeholders have been invited to review the preliminary results of the Self-Assessment data analysis for final discussion and prioritization of needs.

John Garrity highlighted the 5-page ROSC Self-Assessment Results Summary (attached to the original minutes stored in the Executive Unit.)

#### **9. Cleveland Police/DOJ Consent Decree Mental Health Response Advisory Committee**

The Mental Health Response Advisory Committee, led by co-chairs William M. Denihan and Ed Eckert from the City of Cleveland, was established well ahead of its November deadline. This committee is finalizing a Memorandum of Understanding (MOU) that outlines the relationship between the Board, the City of Cleveland, the Police Department and addresses the general responsibilities of the Committee.

Stakeholders and other individuals have been identified and invited to serve on the committee. The Mental Health Response Advisory Committee will have 5 committees: (1) Executive Committee (2) Data Committee (3) Training Committee (4) Policy Review Committee and (5) Community Involvement/Engagement Committee.

The Executive Committee met yesterday on September 8<sup>th</sup> and is a smaller group of key stakeholders who can work closely together to reach consensus on decision points and ensure the progress of the larger group which consists of approximately 20-25 members. The Executive Committee will meet again on September 17, followed by the entire Advisory Committee; all are public meetings. The MH Response Advisory Committee will meet at least monthly and will meeting in locations throughout the community to ensure public input.

#### **10. Gestalt Institute of Cleveland Program Ad**

The Gestalt Institute requested that the Board sponsor *The Evening Masquerade* on October 30. The cost of the sponsorship is \$250.00. The purpose of this event is to raise funding for the Institute, as well as to increase awareness of Gestalt methods to professionals who help individuals and families living with addiction and mental illness. The Gestalt Institute offers workshops and professional training programs and conferences in the areas of human, personal, professional, and organizational development.

The Institute offers trainings that are focused on treating addictions and mental illness through the utilization of Gestalt methods to counselors and social workers. Topics include ethics and couples counseling. Sponsorship benefits are listed on the agenda process sheet attached to the original minutes stored in the Executive Unit.

**Motion to recommend approval of sponsoring the Gestalt Institute of Cleveland Program Ad to the Finance and Operations Committee.** MOTION: C. Handler / SECOND: R. Fowler / AYES: R. Fowler, C. Handler, H. Snider NAYS: None / **Motion passed.**

#### **11. Facebook Advertising Update**

Katie Boland, External Affairs Officer, highlighted the Facebook Advertisement Campaign (Round 1 of 3) Executive Summary that illustrated the use of social media as a valued means for the Board to deliver its message to the community. She reported that for a total of \$2,008.82, five ads focused on heroin prevention for both men and women, suicide prevention, online behavioral health screenings and the Roads to Recovery Conference. Those ads resulted in 7,580 clicks to the ADAMHS Board Web site, 283,566 Facebook users were reached with the ad, 18 new

Facebook likes, 81 people “liked” the ad and 902,161 impressions. (The Summary referenced is attached to the original minutes.)

#### **12. Question, Persuade, Refer (QPR) Update**

Ms. Boland reported on the program highlights for the Board’s Question, Persuade, Refer (QPR) Suicide Prevention Training Report and the related activities and accomplishments. She noted that the ADAMHS Board was to provide at least 60 QPR Trainings Suicide Prevention Trainings. To date, 41 trainings have been provided; with these trainings, the Board has provided potentially life-saving suicide prevention skills to 541 individuals. The Executive Summary is attached to the original minutes stored in the Executive Unit.)

#### **13. Roads to Recovery Conference Update: September 21, 2015**

To date, 273 individuals have registered for the Roads to Recovery Conference. There is space for 350 individuals to attend the conference. This number includes presenters, clients, staff, provider agencies and individuals in the behavioral health field from across the state. Additionally, 17 agencies are co-sponsoring the event and each will have a display table at the event (\$40.00 savings), logo included in the conference brochure (priceless), and a 10% discount off of three registrations (\$30.00) for a total of \$70.00 savings.

#### **14. Tracking Reports**

Media: Mr. Osiecki reported that for the time period of 7/01/15 through 9/08/15, we had 26 media mentions; all were considered positive. So far for 2015, the Board has a total of 67 media hits – all positive.

Social Media: Katie Boland, External Affairs Specialist, reported on 44 Facebook posts that reflect an increase of 59 Facebook likes for a total of 538. For Twitter, we had 41 Tweets, an increase of 86 twitter followers, for a total of 319. (All tracking reports are attached to the original minutes stored in the Executive Unit.)

***There being no further business, the meeting adjourned at 5:00 p.m.***

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

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