

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE

MAY 6, 2020

Committee Members Present: Harvey A. Snider, Esq., Gregory X. Boehm, M.D., Erskine Cade, MBA, Katie Kern-Pilch, ATR-BC, LPC-S, Sharon Rosenbaum, MBA

Absent: Reginald C. Blue, Ph.D., Elsie Caraballo, Megan Van Voorhis

Board Staff Present: Scott Osiecki, C.E.O., Joseph Arnett, Carole Ballard, Christina Bohuslawsky-Brown, Tami Fischer, Cheryl Fratalone, Madison Greenspan, Esther Hazlett, Bill Hebble, Linda Lamp, Kelli Perk, Allison Schaefer, Starlette Sizemore-Rice, Larry Smith, Jr., Beth Zietlow-DeJesus

1. **Call to Order**

Mr. Harvey Snider, Committee Chair, called the meeting to order at 4:03 p.m.

2. **Board Member Attendance Roll Call**

Due to the current public health orders surrounding COVID-19, and the Board's commitment to ensuring the health and safety of our Board members, staff, partners, and stakeholders, the Community Relations & Advocacy Committee meeting was held via a Zoom meeting. To assure a quorum, Ms. Linda Lamp, Executive Assistant, completed the Board member attendance roll call.

3. **Approval of Minutes**

The Community Relations & Advocacy Committee minutes from the March 4, 2020 meeting were approved as submitted.

4. **Health and Human Services (HHS) Levy – Issue 33 – Update**

Mr. Scott Osiecki, Chief Executive Officer provided an update regarding the Health and Human Services Levy – Issue 33 results from the delayed/rescheduled primary of Tuesday, April 28, 2020. He reported that Issue 33 passed with nearly 70% of the primary voters and congratulated everyone for their assistance with this effort. As a result of the passage of this levy, the ADAMHS Board is slated to receive 5.5 million additional funding next year to bolster crisis services. However, due to COVID-19, Cuyahoga County has announced that they are having a hardship related to funding from general taxes. As a result, no decisions have been made to receive these funds next year, but the ADAMHS Board negotiated the 5.5 million and is hoping to receive the full amount of these funds.

Mr. Osiecki reported that the ADAMHS Board and staff were integral in assisting with the passage of Issue 33. Ms. Beth Zietlow-DeJesus, Director of External Affairs; Ms. Madison Greenspan, External Affairs Officer; and he had the opportunity to present to various groups and organizations throughout Cuyahoga County to promote Issue 33, in addition to participating in a number of steering committee meetings. Rev. Gohlstin, Mr. Osiecki and other Board members and staff attended the Issue 33 – Health and Human Services Levy kickoff event at MetroHealth and completed several media interviews regarding the importance of the levy. Rev. Gohlstin also publicized the levy on his radio show, which was every Thursday at 11:30 a.m. on WOBU 95.9 FM and WOVU.org and worked with community groups as well to promote this endeavor. The ADAMHS Board also facilitated a sound truck to play Health and Human Services Levy announcements in the three days prior to the election and organized and provided promotional material for several phone banks at the Board's provider agencies. Overall, the ADAMHS Board is grateful for provider agency contributions, in addition to the entire community at large, for everyone's participation with supporting the passage of this levy.

Ms. Sharon Rosenbaum inquired around the current financial difficulties in Cuyahoga County relative to the possibility of the cancellation of the Board's anticipated funds from the passage of the levy. Mr. Osiecki reported that the Board has not heard any news regarding a reduction. He emphasized that some Cuyahoga County departments have been requested to take a budget reduction; however, the ADAMHS Board has not been requested to do so, which is a good indication that the Cuyahoga County Executive and County Council believe that it is imperative to maintain these services at the current level.

Committee Member Input:

- Mr. Snider acknowledged his appreciation of Mr. Osiecki and staff and emphasized that everyone should be commended and congratulated for their diligence with ensuring levy passage. Ms. Katie Kern-Pilch concurred.

5. COVID-19 Legislative Update

Ms. Zietlow-DeJesus highlighted the State and Federal COVID-19 Legislation, which is itemized by the Ohio Association of County Behavioral Health Authorities (OACBHA) together with a brief description and link to the text/analysis. The document is attached to the original minutes stored in the Executive Unit.

Mr. Osiecki reported that currently the Board is working collaboratively with the Ohio Department of Mental Health and Addiction Services (OhioMHAS) on a Federal Emergency Management Agency (FEMA) grant, which will provide immediate services around COVID-19. He noted each Board coordinated surveys that were forwarded to provider agencies requesting information relative to services provided around COVID-19 that could not be reimbursed through insurance and could possibly be reimbursed through FEMA. This information is due to OhioMHAS by Friday, May 8, 2020. Mr. Osiecki reported that in addition to this grant, a nine-month grant is being submitted that details efforts relative to a possible surge in behavioral health services in the aftermath of COVID-19. Board staff are also collaborating on a Substance Abuse and Mental Health Services Administration (SAMHSA) grant in the amount of 2 million, which came from the Federal Legislature. As a result, once a budget has been submitted to OhioMHAS, these funds should be disbursed to each of the Collaboratives. Once these funds are disbursed, the Northeast Ohio Collaborative will provide \$51,000 to each of the participating Boards for the expansion of crisis services.

6. Strive for 5 Media Campaign

Ms. Zietlow-DeJesus reported that Ohio's Strive for 5 Challenge is simple: find five people in your life and check-in with them every day for the next 30 days. She stated that Ohio's Strive for 5 Challenge is a new, statewide awareness campaign to help individuals and families cope with feelings of stress, anxiety, and isolation by connecting with others. Individuals are encouraged to reach out, connect, and comfort each other while we all work our way through the COVID-19 crisis and social distancing. Peer-to-Peer support has great power in helping to calm anxiety and fear and by reaching out via phone, text, mail, or even a hand-written note, individuals can help.

Ms. Zietlow-DeJesus reported that the Strive for 5 Challenge was developed by the New York Coalition for Behavioral Health and brought to Ohio by the Mental Health, Addiction and Recovery Services Board of Lorain County. She asked for discussion by the committee and requested support of a public awareness campaign to include localized materials and referral to service information as well as recognizing signs of trauma, suicide and release. This would be a multi-media campaign that involves, social media/digital, print, television, radio and billboards. If approved, Ms. Zietlow-DeJesus will prepare a budget for approval at the Finance and Operations Meeting.

Motion to recommend the Strive for 5 Media Campaign to the Finance & Operations Committee. MOTION: E. Cade / SECOND: S. Rosenbaum / AYES: G. Boehm, E. Cade, K. Kern-Pilch, S. Rosenbaum, H. Snider / NAYS: None / **Motion passed.**

7. Sponsorships

Ms. Zietlow-DeJesus highlighted the three Sponsorships recommended by Board staff to the CR&A Committee and referenced the details provided in the individual agenda process sheets for:

- LGBT Center's Pride in the CLE March and Festival, September 12, 2020 – (\$1,000 Sponsor)
 - Ms. Zietlow-DeJesus reported that the LGBT Community Center of Greater Cleveland offers a safe space for resources, support, connections, and programming that supports the LGBTQ+ community, including education to reduce stigma and health services that advance the overall well-being of the LGBTQ+ community. Pride in the CLE requested that the Board sponsor this event, which is an all-day festival and march on Saturday, September 12, 2020 at Mall C in Cleveland. The LGBT Community Center of Greater Cleveland's mission is to enrich the lives of the diverse LGBTQ+ community through advocacy, support, education and celebration. Sponsorship of this event is recommended because it complements the

ADAMHS Board mission, vision, value statements, strategic plan and/or advocacy by supporting the Board's focus on cultural competency and suicide prevention efforts for special/minority populations. Sponsorship of this event also strives to alleviate the stigma of living with a mental illness and/or alcohol and other drug addictions.

- Ms. Zietlow-DeJesus noted that staff is recommending the \$1,000 Yellow Partner, which provides the ADAMHS Board with the following benefits:
 - ❖ Listing as a partner on Pride in the CLE webpage
 - ❖ Logo placement on website and name listed on partner pages/lists
 - ❖ Name listed on partnership page in Pride in the CLE Pride Guide
 - ❖ Resource table at the event
- Recovery Resources Run for Recovery, August 15, 2020 – (\$1,000 Sponsor)
 - Ms. Zietlow-DeJesus reported that Recovery Resources, a contract provider of the ADAMHS Board, will hold its 8th Annual Run for Recovery on Saturday, August 15, 2020 at the Cleveland Metroparks Zoo. The purpose of this event is to increase awareness that recovery from alcohol and other addictions is possible and to raise funding to support the programs offered by Recovery Resources. The ADAMHS Board previously sponsored the Run for Recovery at the \$1,000 Sprinter Level since the cost of the Champion Level was raised and our available funding for sponsorships had been reduced. This year the Sprinter level cost has been raised again to \$1,250, but ADAMHS Board staff offered to stay at that level for \$1,000 and give up some of the sponsorship benefits.
 - Ms. Zietlow-DeJesus noted that the benefits of the partial Sprinter sponsorship include:
 - ❖ Listing in all event press releases
 - ❖ Recognition on Recovery Resources website, social media, and email updates
 - ❖ Display table at event
 - ❖ Listing on runner t-shirts
- Wave of Light Remembering Our Babies Memorial Event, October 15, 2020 – (\$500 Sponsor)
 - Ms. Zietlow-DeJesus reported that First Year Cleveland (FYC) is a multi-sector collaborative working towards a unified strategy to reduce infant mortality and racial disparities in Cuyahoga County. The goal is to lower infant deaths by the end of 2020 by addressing three strategic areas: 1) reduce racial disparities, 2) address extreme prematurity, and 3) eliminate sleep related deaths. The FYC Pregnancy and Infant Loss (PAIL) committee exists to create an opportunity for African American families who are impacted by loss be heard and to be connected to vital mental health and supportive services. The “Remembering Our Babies” event will provide a forum in which the community at large and public officials can hear directly from African Americans who have experienced pregnancy and infant loss. Engaging Black families to share their experiences of loss will help inform comprehensive efforts to achieve equity in birth outcomes and empower systems and providers to deliver the best services possible and support Black families during their pregnancy and/or infant loss journey. This event is being held on Pregnancy and Infant Loss Remembrance Day, October 15, 2020, to create awareness of infant loss and prevention strategies to combat infant loss.
 - Ms. Zietlow-DeJesus noted that the sponsorship of the “Remembering Our Babies” event to be held on Thursday, October 15, 2020 in the amount of \$500 will be used to provide food, flyers and other promotional materials for the event.

Ms. Zietlow-DeJesus noted that the ADAMHS Board does not pay sponsorships until the event is complete, which is indicated in our sponsorship contracts. If any of these events are not held or become virtual events, the sponsorships will not be paid.

Motion to approve the sponsorships (listed above) to the Finance & Operations Committee. MOTION: E. Cade / SECOND: K. Kern-Pilch / AYES: G. Boehm, E. Cade, K. Kern-Pilch, S. Rosenbaum, H. Snider / NAYS: None / **Motion passed.**

8. Training Update

Ms. Carole Ballard, Director of Education and Training, provided an update regarding the activities within the ADAMHS Board's Training Unit relative to going virtual from the onset of the Pandemic. This update was inclusive of the following activities:

- The Training Institute has launched its all virtual May Series, which includes May, June, July and August. The first training in the series, Ethics, transpired on Wednesday, May 6, 2020, and was very well received and sold out immediately.
- The Stress Less Live More training sold out within minutes; thus, a second date was added.
- Webinars are scheduled for the following dates:
 - Friday, May 22, 2020, Supporting Your Team During COVID-19 (Supervision)
 - Tuesday, June 16, 2020, COVID-19: Implications for Families, Staff and the Future
 - Tuesday, July 14, 2020, Grief, Loss, Change and other Tales from the Quarantine
 - Thursday, June 25, 2020, Collective Trauma, Collective Resilience & COVID-19: Self, Community & Mental Health Services in Very Stressful Times
 - During July 2020, the Board's Training Officers, Ms. Regina Spicer and Ms. Carmen Ganderilla, will facilitate a weekly series on personal care/self-care issues lasting approximately one hour in length.
 - Thursday, August 6, 2020, Complementary & Alternative Medicine in Mental Health: From Snake Oil to Fish Oil
 - Friday, August 28, 2020, New Advances in Treating Anxiety Disorders
 - Date to be Determined, Children's Issues and the COVID-19 Crisis, Taking Children Back to School.

Ms. Ballard reported that two additional trainings are pending for July. Furthermore, these webinar trainings on Zoom are free and participants can earn three Continuing Education Units (CEUs). Ms. Zietlow-DeJesus has been working collaboratively with the Board's Training Institute to post these trainings on a monthly basis for individuals to sign up. Participants complete their evaluation forms on line and CEUs are forwarded via email. Ms. Ballard stated that a few of the smaller trainings were capped at 25 participants; however, other trainings can accommodate up to 100 participants.

Mr. Osiecki reported that the Board decided to offer these trainings for free as a service to the community during the current crisis.

Committee Member Input:

- Ms. Kern-Pilch provided accolades to the Board Training Institute for providing an amazing service to the community.

9. Community Mental Health Support – Pregnancy and Infant Loss (PAIL) – Grief Recovery Paraprofessional Training

Ms. Ballard presented the Community Mental Health Support-Pregnancy and Infant Loss (PAIL) – Grief Recovery Paraprofessional Training. She reported that this is a unique community partnership between the ADAMHS Board, First Cleveland and the YWCA Greater Cleveland to support the education and training of up to 10 African American therapists, social workers and/or counselors to be trained and certified in the Grief Recovery Method Training Program (GRM). The Pregnancy and Infant Loss (PAIL) mission is to provide awareness, support and hope to those who have experienced miscarriage, stillbirth or death of a baby before the age of one. GRM Training facilitates healing by infusing mental health paraprofessionals into the community and providing culturally appropriate behavioral health support services for Black women and men who have experienced loss, especially miscarriage still birth and infant loss. The GRM is a four-day evidenced based training and retreat experience that is best suited for ministers, funeral home directors, therapists, other healthcare providers, and families who have personally experienced loss and/or who work with those who have a loss. The ADAMHS Board will provide funding for training 5 African American therapists as well as 5 PAIL members in the GRM project.

Ms. Ballard reported that African American infants are more than two times more likely to die compared to that of non-Hispanic Caucasian babies. Reasons suggested for this disparity include structural and historic racism, the environment in which a mother lives, nutrition deficiencies and long-term toxic stress. Community based paraprofessionals, once trained through GRM, will provide immediate and supplemental support as well as advocacy to mothers and their significant others for their personal recovery. The goal of PAIL is to promote emotional and mental wellness among African American families through support and advocacy. This unique partnership between the ADAMHS Board and PAIL will enhance the mental health of families affected by pregnancy and infant loss. In March 2020, the inaugural GRM class included 14 men and women who have made a commitment to help African American families in Cleveland and Cuyahoga County. The funds from the ADAMHS Board will enable the second class for 2020. These funds will cover professional development, costs of existing therapist, as well as the costs of the community members. These costs will cover the facilitator's presentation fee and related travel expenses. The total cost will be \$1,750 per person to cover the costs of this certification training.

Ms. Tracy Carter, a parent who has endured a loss, stated that she is proud to serve as Co-chair with Ms. Sabrina Roberts, Policy Administrator of Cuyahoga County, on the Pregnancy and Infant Loss Committee. She reported that two years ago they were asked to partner with African American families to understand what happens when a miscarriage, still birth or infant death occurs. Their task was to listen to those families to discern which policies, programs and services could be put in place to assist these families through the healing process. During this process, she reported that they have touched a number of families that have expressed an interest in having another child. As a result, she reported that questions arose as to what could be done differently, as providers, to help these families get prepared emotionally and mentally for a better outcome.

Ms. Carter reported that this committee is parent led; with four couples that have completed the grief recovery process. Due to men and women grieving differently, the therapist involved with this endeavor separated the men from the women; and all couples involved completed the grief recovery experience. Overall, through this training, their vision was to build capacity within the African American community to assist individuals in need. She noted that the evidence based GRM is one of the only grief recovery experiences in the nation; and is asking for an investment from the Board to continue to build capacity within this community.

Committee Member Input:

- Mr. Snider inquired as to whether this training was available to all. Ms. Carter reported that their focus has been African American communities, given the data in Cleveland and Cuyahoga County; however, this resource/service is open to the entire community given the investment by a funding source that is inclusive of all.

Motion to recommend providing up to \$20,000 for the Grief Recovery Paraprofessional Training in a collaborative partnership with First Cleveland and the YWCA Greater Cleveland to the Finance & Operations Committee.

MOTION: E. Cade / SECOND: K. Kern-Pilch / AYES: G. Boehm, E. Cade, K. Kern-Pilch, S. Rosenbaum, H. Snider / NAYS: None / **Motion passed.**

10. Annual Meeting Update

Due to COVID-19, Ms. Zietlow-DeJesus reported that the Board's Annual Meeting, scheduled for Monday, May 18, 2020, at the Cleveland Marriott East has been canceled; however, the Board was able to transfer their contract to the rescheduled date of Monday, October 5, 2020. She reported that staff will continue to monitor the current public health situation to determine the viability of this rescheduled event.

11. Social Media and Media Tracking Reports

- Ms. Greenspan provided an update on a Twitter chat that was co-hosted with the Mental Health Addiction and Advocacy Coalition (MHAC) on Thursday, April 2, 2020, to discuss the topic of behavioral health is open for business. The chat lasted one hour with approximately 25 organizations participating in addition to two doctors. To gauge the success of this chat, when the analytics report was run, responses included approximately 21 to 30 responses to eight questions, or a total of 180 replies and posted 106 times on the Board's Twitter account. There were 45 retweets of the posts and 240 likes; and the Board gained 17 new followers. Ms. Greenspan reported that there were also

nearly 16,000 impressions from this chat, which means that about 16,000 posts were seen and there were 1,172 engagements, with 708 clicks on the Board and/or provider agency links.

- Ms. Zietlow-DeJesus reported that this chat was trending on Twitter in three major areas; Cleveland, Columbus and Cincinnati.
- Ms. Greenspan also provided committee members with an overview of the social media statistics since the last Community Relations & Advocacy Committee meeting. We have added 183 new followers with a total of 4,193 fans now on Twitter, Facebook and Instagram. Total impressions for the time period (03/04/20 through 05/05/20) were seen 131,862 times.
- Media/Press Tracking Report from 03/04/20 through 05/05/20 indicated that the ADAMHS Board had a total of 23 media mentions; 23 were positive, 0 neutral and 0 negative. The total for calendar year 2020 is 62 mentions; 55 were positive, 7 neutral and 0 negative.
- Ms. Zietlow-DeJesus reported that an interview Mr. Osiecki did with FOX 8 News reporter, Adrienne DiPiazza, regarding the opioid settlement dollars in action was delayed due to Covid-19 and is expected to air on Friday, May 15, 2020.
- Ms. Charde' Hollins, Behavioral Health Prevention Specialist, and Ms. Zietlow-DeJesus are scheduled to record for Mr. Harry Boomer's Focus 43 show on Wednesday, May 13, 2020, to discuss mental health and stress of having families at home while you are working; and tips for coping with such. The show will run on Tuesday, May 26, 2020.
- Larry Smith, Jr., Director of Programs, is participating in a Thrive Live broadcast with Thrive on Friday, May 8, 2020, to provide general updates on operations at the ADAMHS Board.
- Dr. Leslie Koblentz, Chief Clinical Officer Consultant, is featured in the mental health edition of the Cleveland Jewish News, which comes out on Friday, May 8, 2020. The topic of this feature covers the mental health impacts of isolation and quarantine on individuals.

Committee Member Input:

- Ms. Kern-Pilch commended staff for the efforts relative to the Recovery in Action newsletters and the comprehensive daily COVID-19 Updates.
- Ms. Rosenbaum commended staff for maintaining a positive demeanor; while assisting individuals in need.
- Mr. Snider congratulated the National Alliance on Mental Illness (NAMI) Ohio and NAMI Greater Cleveland for their efforts to offer assistance across the State of Ohio.

12. New Business

- Mr. Erskine Cade reported that Republican lawmakers in the GOP-controlled House passed an amendment to an existing bill that would limit orders passed by the Ohio Department of Health (ODH) director to last no more than 14 days. After that time, the orders would need approval from a committee in the state legislature. The amendment was proposed by Republican Senators Rob McColley and Kristina Roegner and passed the House today with a 58-37 vote along party lines. It now heads to the GOP-controlled Senate for a vote.

Ohio Governor Mike DeWine's office confirmed the Governor will veto legislation proposed by state lawmakers that would limit ODH Director Dr. Amy Acton's ability to enact statewide health orders, such as the stay-at-home order issued in March.

There being no further business, the meeting adjourned at 5:06 p.m.

Submitted by: Linda Lamp, Executive Assistant

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