

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

## COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE JANUARY 6, 2021

**Committee Members Present:** Harvey A. Snider, Esq., Committee Chair, Gregory X. Boehm, M.D., MSSA, Katie Kern-Pilch, ATR-BC, LPC-S, Jena Olsen, Sharon Rosenbaum, MBA / Other Board members: Gwendolyn A. Howard, LSW

**Absent:** Reginald C. Blue, Ph.D., Erskine Cade, MBA, Elsie Caraballo

**Board Staff Present:** Scott Osiecki, Chief Executive Officer, Joseph Arnett, Carole Ballard, Christina Bohuslawsky-Brown, Tami Fischer, Cheryl Fratalone, Carmen Gandarilla, Madison Greenspan, Bill Hebble, Linda Lamp, Erika Losse, Kelli Perk, Vicki Roemer, Jessica Saker, Allison Schaefer, Starlette Sizemore-Rice, Regina Spicer, Beth Zietlow-DeJesus

### **1. Call to Order**

Mr. Harvey Snider, Committee Chair, called the meeting to order at 4:00 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 September 2, 2020 meeting were approved as submitted.

### **4. Legislative Updates**

Ms. Beth Zietlow-DeJesus, Director of External Affairs, highlighted several legislative bills, which are as follows:

#### **House Bill (HB) 1: Intervention in Lieu of Conviction**

Ms. Zietlow-DeJesus reported that HB 1 was sponsored by Representatives Phil Plummer, District 40, and Paula Hicks Hudson, District 44. This bill will modify the requirements for intervention in lieu of conviction and for sealing records of conviction. This bill passed the House in June 2019, had one committee hearing in the Senate Judiciary on September 25, 2019 and passed.

HB 1 is very similar to Senate Bill (SB) 3 Drug Sentencing. Ms. Zietlow-DeJesus noted that SB 3 was sponsored by Senator John Eklund, District 18, and Senator Sean O'Brien, District 32. This bill expressed the intent of the General Assembly to develop and enact legislation to reform Ohio's drug sentencing laws, which would have negatively impacted Drug Court. Ms. Zietlow-DeJesus highlighted that this bill had several committee hearings, has taken major amendments and was considered a priority by the Senate leadership, did not pass.

#### **HB 136: Prohibits death penalty if mentally ill at time of offense**

Ms. Zietlow-DeJesus reported that HB 136; sponsored by Representative Brett Hillyer, District 98, which prohibits imposing the death penalty for aggravated murder when the offender had a serious mental illness at the time of the offense, has passed.

Due to COVID-19 and in lieu of Legislature Day, Ms. Zietlow-DeJesus reported that the Board is working with the Ohio Association of County Behavioral Health Authorities (OACBHA) to schedule virtual meetings with Legislators during the last two weeks of January 2021.

Ms. Zietlow-DeJesus indicated that the Problem Gambling Network of Ohio, which strives to generate awareness, promote education, and be an advocate for quality treatment of problem gamblers in the state of Ohio; has programs that are designed to further their mission and provide much needed services for their partners across Ohio. Ms. Zietlow-

DeJesus reported that they released a statement recognizing their fight against several gambling legislation; that did not meet the requirements for safe betting; as a result, all the legislation was tabled and will be reintroduced in the future. However, Legislators will be collaborating with the Problem Gambling Network of Ohio on all future gambling legislation.

### **5. Advocacy Action Agenda**

Ms. Zietlow-DeJesus reported the Advocacy Action Agenda is designed to inform the Board, community and system providers of the advocacy goals for each year to advance important behavioral health issues. The 2020 Advocacy Action Agenda was developed with the overarching goal of promoting recovery of individuals living with mental illness and addictions by adopting and acting on the five Recovery Oriented System of Care principles:

1. Focusing on Clients and Families
2. Ensuring Timely Access to Care
3. Promoting Healthy, Safe and Drug-Free Communities
4. Prioritizing Accountable and Outcome-Driven Financing
5. Locally Managing Systems of Care

The 2021 Advocacy Action Agenda was developed with the overarching goal of promoting recovery of individuals living with mental illness and substance use disorders by adopting and acting on the six 2021-2025 Strategic Plan Goals, which align with the Recovery Oriented System of Care principles:

1. Strengthening Service Delivery System
2. Measuring Impact
3. Maximizing Available Funding
4. Maintaining a High-Performing Organization
5. Strengthening Behavioral Health Workforce
6. Sharing Information

The Advocacy Action Agenda is in addition to the advocacy and collaboration that the Alcohol, Drug Addiction and Mental Health Services (ADAMHS) Board provides on a daily basis through its work of ensuring that mental health, addiction treatment and prevention and recovery services and supports are available to help children and adults reach and sustain recovery.

Ms. Zietlow-DeJesus assisted committee members in reviewing each of the goals for the CY2020 Advocacy Action Agenda and noted that all items were completed and/or ongoing.

Ms. Zietlow-DeJesus explained the steps involved in formulating the CY2021 Action Advocacy Agenda and identified that staff have taken an initial look at potential CY2021 goals. The recommended goals were brought first before the Community Relations & Advocacy Committee for feedback and suggestions. These goals will then go on to the full Board for consideration and approval. The approved CY2021 Advocacy Action Agenda will be posted on the Board's website and shared with Legislators.

Mr. Scott Osiecki, Chief Executive Officer, reported that the ADAMHS Board has accomplished a tremendous amount of work; even during COVID-19, to better serve clients and improve the overall Cuyahoga County mental health and addiction recovery support system by focusing Board efforts, activities, decisions and funding to advance important behavioral health issues and initiatives. He highlighted the Opioid Lawsuit, the Board's Capital Plan for the Ohio Department of Mental Health and Addiction Services (OhioMHAS) and the Board's Strategic Plan.

### **Committee Member Input:**

- Ms. Rosenbaum commended staff for their efforts regarding the CY2020 and CY2021 Advocacy Action Agendas and inquired as to whether the Board is sufficiently staffed to accomplish the new goals highlighted in the CY2021 Advocacy Action Agenda. Mr. Osiecki reported that additional staff will be hired to fulfill newly created positions within the Compliance Auditing department and the Education and Training department to accommodate the Board's new goals. Additionally, Board members will be introduced to a new metrics collection system at the next scheduled Planning & Oversight Committee meeting, which will reduce the administrative burden associated with the efficient collection of program performance metrics.

**Motion to recommend acceptance of the CY2020 Advocacy Action Agenda review and adoption of the CY2021 Advocacy Action Agenda to the full Board.** MOTION: J. Olsen / SECOND: K. Kern-Pilch / AYES: G. Boehm, G. Howard, K. Kern-Pilch, J. Olsen, S. Rosenbaum, H Snider / NAYS: None / **Motion passed.**

#### **6. ADAMHS Board Conferences, Trainings and Events Discussion**

Mr. Osiecki noted that prior to COVID-19, the ADAMHS Board sponsored a number of monthly activities and events; but does not pay for these sponsorships until the event is complete, which is outlined in the Board's Sponsorship Requests Policy Statement; and as indicated in our sponsorship contracts. For that reason, the Board did not sponsor events during the pandemic because they were either canceled or moved to a virtual platform. Mr. Osiecki asked the Board to review a revised Sponsorship Policy that would allow for the sponsorship of virtual events; and reported that from the onset of the Pandemic, the activities within the ADAMHS Board's Education and Training department have been successfully completed via a virtual platform.

Hence, due to the length of the Pandemic and the fact that virtual platforms have been successful with conferences, trainings and events, staff is requesting Board member consideration for ADAMHS Board sponsorship of conferences, trainings and events. Ms. Zietlow-DeJesus added that clarification for ADAMHS Board conferences, trainings and events will be helpful with planning for such events, including but not limited to, the upcoming ADAMHS Board's Annual Meeting and the Roads to Recovery Conference.

Ms. Zietlow-DeJesus inquired with Board members regarding consideration for holding the ADAMHS Board's Annual Meeting either via a hybrid model or completely via a virtual platform. Ms. Katie Kern-Pilch inquired with staff regarding the success of the Thursday, December 17, 2020 Client Holiday Event. Ms. Christina Bohuslawsky-Brown, Clients Rights Officer II, reported that this successful event encouraged individuals to think outside the box. She stated that overall, much has been successfully accomplished virtually throughout the majority of 2020.

Additional comments were had by Ms. Carole Ballard, Director of Education and Training, who stated that the Training Institute has completed over 110 trainings virtually since mid-March and consisted of a variety of scenarios; whether three hour, four hour, all day and/or a series of trainings to reach a total of 3,704 participants. She highlighted that holding conferences, trainings and events could work, but depends on what the program is and how the program is implemented. Ms. Ballard reported that the Training Institute has been the sponsor of virtual events as well as the presenters; and noted that the recent Crisis Intervention Team (CIT) training was had via a hybrid model of virtual/face-to-face.

Ms. Gwendolyn Howard reported that she has also attended various virtual trainings; and indicated that virtual trainings can be more beneficial, effective and engaging when a limited number of individuals participate. After a lengthy discussion of this matter, Board members requested ADAMHS Board staff closely monitor the vaccine rollout and acceptance while maintaining the safety of all involved.

#### **7. WOVU 95.9 FM Radio Partnership Proposal**

Ms. Zietlow-DeJesus reported that WOVU 95.9 FM "Our Voices United" a Burten, Bell, Carr Community Radio Station, located at 7201 Kinsman Road, Cleveland, Ohio is a 501(c)(3) non-profit community radio station that is two years old. WOVU 95.9 FM strives to bring its listeners programming of excellent. As a community radio station, WOVU 95.9 FM provides an inclusive media platform that connects, engages and informs the entire community to achieve ongoing social and economic progress for all. Core values include WOVU 95.9 FM commitment to inclusion, outreach, education, transparency, accuracy and accountability. WOVU staff focus efforts on building quality on-air programming relevant to the needs and interest of the community. The station's coverage area consists of the entire city of Cleveland, Ohio with an average weekly listening audience of 20,000 individuals. The station broadcasts on the 95.9 terrestrial signal, mobile apps on Google and Apple and its website: [www.wovu.org](http://www.wovu.org). The studio has been set up to allow for social distancing during the pandemic and the station uses Zoom, FaceTime, RingCentral and live calls to host programming. The General Manager, Jae Williams, said, "Our goal is to build a partnership that can help change lives in our community and with the ADAMHS Board, also help save lives."

This is a 52-week proposal that is estimated to reach an audience of 20,000 individuals per week or 1,040,000 over the course of the year for broadcast alone. Additional exposure will be garnered through events and website views. The 52-week proposal includes the following benefits for the ADAMHS Board:

- Fifty-two 15-minute weekly segments (live or recorded), content chosen by the ADAMHS Board.
- Sponsorship of show Public Service Announcements (PSAs) - "This program is being brought to you by the ADAMHS Board of Cuyahoga County." These will run in four different programs weekly for 52 weeks.
- One thousand, thirty-second spots during the 12-month run (Best Times Available), as many messages as the Board chooses.
- One thousand, sixty-second spots per week during the 12-month run (Best Times Available), as many messages as the Board chooses.
- Banner ads on WOJU 95.9 FM Social Media platforms (Website, Instagram, Facebook, Twitter and Mobile Apps).
- WOJU hosts an audio event calendar and 2-minute segments from ADAMHS Board pre-recorded sessions will be shared on air for fifty-two weeks.
- Opportunity to connect with WOJU audience daily during WOJU music sessions (also called live remotes), when ADAMHS Board information will be shared.
- Open invitation to participate in WOJU sponsored events and be included on marketing materials, flyers, posters and video screens.

Ms. Zietlow-DeJesus reported that this partnership aligns with objectives from Strategy 6.2 in the Strategic Plan to:

- Seek new and/or strengthen opportunities to collaborate with community groups and organizations.
- Build a grassroots system to support and disseminate Behavioral Health information to the community.
- Create relationships with influencers to better communicate the work and impact of ADAMHS Board.

Committee Member Input:

- Mr. Snider inquired with staff regarding payment (monthly, quarterly, or annually) of the contractual amount of \$20,000 and advocated that payment occur upon utilization, whether monthly or quarterly. Mr. Osiecki concurred.

**Motion to recommend that the Board approve a contract in the amount of \$20,000 with WOJU 95.9 FM for a radio and community partnership to expand the reach of the ADAMHS Board as outlined in the Strategic Plan to the Finance & Operations Committee.** MOTION: S. Rosenbaum / SECOND: J. Olsen / AYES: G. Boehm, G. Howard, K. Kern-Pilch, J. Olsen, S. Rosenbaum, H Snider / NAYS: None / **Motion passed.**

**8. Sponsorship Requests Policy Statement Revision Discussion RE: Virtual Events**

Mr. Osiecki highlighted the minor changes made to the policy statement up for revision, which were also reviewed and explained in item 6 on the agenda.

- Sponsorship Requests

Given no further policy revisions were proposed by committee members, the vote was taken.

**Motion to recommend approval of the Policy Statement Revision, listed above, to the full Board.** MOTION: G. Boehm / SECOND: J. Olsen / AYES: G. Boehm, G. Howard, K. Kern-Pilch, J. Olsen, S. Rosenbaum, H Snider / NAYS: None / **Motion passed.**

**9. Cuyahoga County NaloxBox Initiative**

Ms. Zietlow-DeJesus reported that although a lot of focus has been placed on the pandemic, we are still living within the opioid epidemic and we continue efforts to save as many lives as possible. Overdose deaths are on par to exceed 600 this year, most related to fentanyl in multiple substances including cocaine, methamphetamine, pressed pills that imitate prescription medication such as Percocet, Oxycodone and Xanax. Harm reduction efforts such as fentanyl test strip distribution and increasing access to Naloxone are two ways we hope to reduce the number of fatal overdoses. Installing

NaloxBoxes in public areas and/or areas where a high number of overdoses are reported, may be one way to reduce these numbers going forward. In 2020, the COVID-19 pandemic created added limitations for distribution of Naloxone and increased stress in the community, which meant people who needed life-saving naloxone had trouble accessing it while overdoses were on the rise. The NaloxBox program is proven to be an effective way to reduce overdose deaths and stigma around opioid use in Rhode Island by placing boxes that hold naloxone in them in public spaces. The opportunity to have these in our public spaces, local businesses, and education systems potentially holds great benefit to Cuyahoga County.

NaloxBox sales are managed by RIDMAT, Inc. a non-profit organization in Rhode Island, and their mission is to improve the capacity of bystander rescuers to save the lives of victims of opioid overdose by strategically placing innovative rescue cabinets in settings most in need of quickly accessible, public use Naloxone. The ADAMHS Board will purchase and install 100 NaloxBoxes in various private/public areas where high number of overdoses are reported, as well as marketing and print materials and media buys for community outreach. MetroHealth's Project DAWN has agreed to supply and bear the cost of Naloxone for use in the NaloxBoxes. This funding will include administration costs, including the salary for a part-time Project DAWN Assistant who will be responsible for filling/inventorying Naloxone and monitoring supply and expiration dates of Naloxone in the NaloxBoxes, in addition to scheduling education/training sessions for administering Naloxone (as necessary), and maintaining records and reporting out on NaloxBox utilization.

Committee Member Input:

- Ms. Jena Olsen inquired with Ms. Zietlow-DeJesus regarding RIDMAT, Inc. Ms. Zietlow-DeJesus reported that she will forward information via email regarding said non-profit organization.

**Motion to recommend that the Board approve \$75,000 to launch the Cuyahoga County NaloxBox Initiative for the purchase and installation of the 100 Naloxboxes, management of the Naloxone distribution program through MetroHealth and purchase community outreach marketing materials to the Finance & Operations Committee.**

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

**10. Training Institute CY2020 Wrap-up**

Ms. Carmen Gandarilla, Training Officer, Ms. Regina Spicer, Training Officer, and Ms. Ballard provided comparison data between the ADAMHS Board's Training Unit activities for 2019 and 2020. This report was inclusive of the following activities:

- The Training Institute facilitated 39 community education/trainings as requested by groups in the community under Training Institute Workshops. These workshops reached 942 individuals; which was an increase from CY2019. Ms. Gandarilla reported that face-to-face trainings were held through March 2020. March through December trainings were held virtually and costs for the trainings were free to participants until September 2020 when a nominal fee was charged. She noted that not only were staff able to service and continue providing Continuing Education Units (CEUs) to professionals in the behavioral healthcare system locally, throughout the state, out of state, and internationally.
- The Training Institute facilitated 11 Question, Persuade, and Refer (QPR) trainings that have reached 119 participants; which is a decrease from CY2019. The ADAMHS Board received licensure to provide QPR Training virtually in 2020. In 2019 the Board had a QPR-A-Thon in the month of September.
- The Training Institute facilitated/coordinated 18 trainings for local law enforcement/public safety. These trainings reached 412 individuals; which was a decrease in the number of trainings; however, an increase in number of participants from CY2019. This does not include the facilitation and implementation of the Cleveland Division of Police In-Service training; which is separate and apart from this discussion.
- The Training Institute facilitated 7 public education/trainings as requested by groups in the community under public education. These public education/trainings reached 170 individuals; which was a decrease from CY2019.
- The Training Institute sponsored 35 training events. The ADAMHS Board provided Continuing Education Credits to these events. These sponsorships reached 2,098 individuals; which was an increase from CY2019.

Ms. Spicer reported that the total number of trainings for CY2020 was 110, awarded 143 CEUs and the grand total of individuals trained in CY2020 was 3,741. She also provided clarification of sponsorship by indicating that sponsorship encompasses locating and coordinating presenters, providing CEUs, registration and certificates - basically facilitating the entire training curriculum.

Committee Member Input:

- Mr. Snider provided accolades to Ms. Ballard, Ms. Gandarilla and Ms. Spicer regarding the thoroughness of the Training Institute's activities during CY2020.

**11. Ohio Association of County Behavioral Health Authorities (OACBHA) Crisis Text \$1,500.00 Mini-grant**

For the fourth year in a row, the ADAMHS Board has received a mini-grant from OACBHA to promote a crisis text line; tentative plans are to use the funds in the following manner:

1. Request students from local school districts, i.e., Cleveland School of the Arts, to provide video and infographics to promote the crisis text line, which was the same manner as in previous years; and
2. Promote the videos and images on social media.

**12. Media Tracking Reports**

The Media/Press Clipping Report from 9/02/20 through 1/05/21 indicated that the ADAMHS Board had a total of 93 media mentions; 91 were positive, 2 neutral and 0 negative. The total media mentions for CY2020 include 315 mentions (2 in 2021); 286 were positive (2 in 2021), 29 neutral and 0 negative. Ms. Zietlow-DeJesus indicated that the majority of stories in CY2020 were based on COVID-19 related stress, as well as information on substance use health regarding fentanyl test strips, harm reduction, suicide prevention, and the Diversion Center.

As a direct response to the tragic homicide/suicide that occurred in Shaker Heights, Ohio, Ms. Zietlow-DeJesus reported that media partners tend to include the Board's crisis and outreach numbers in stories of such nature.

Committee Member Input:

- Mr. Snider provided accolades to Mr. Osiecki and Ms. Zietlow-DeJesus regarding a story that was printed in the Op-ed section of the Plain Dealer.

**13. Social Media**

Tracking Reports

- Ms. Madison Greenspan, External Affairs Officer, provided committee members with an overview of the social media statistics since the last Community Relations & Advocacy Committee meeting. She reported that total impressions for the time period (9/02/20 through 1/04/21) were seen 152,505 times, there were 4,509 engagements and 272 post link clicks. The total social media statistics for CY2020 include 874,055 impressions, 17,939 engagements and 1,613 post link clicks.

2021 Plan

- Ms. Greenspan reported on the ADAMHS Board of Cuyahoga County Social Media Strategy 2021 and highlighted the social media activities that will help the External Affairs department work towards its six 2021 department goals:
  1. Expand public relations to enhance the mission and vision of the ADAMHS Board by building trust and relationships through transparency, community involvement, advocacy and legislation to enhance the Cuyahoga County Recovery-Oriented System of Care (ROSC).
  2. Support effort to reduce stigma, increase public education/awareness and build resiliency in the community by focusing on recovery, Social Emotional Learning /Coping skills and person-centered care.
  3. Advocating for behavioral health legislation that increases access to local, state and federal funding and uphold the Advocacy action agenda.
  4. Develop strategic partnerships in the community to gain access to new funding sources/corporate and community sponsorships.

5. Strengthen system-wide communication through coordination within the community behavioral health system.
6. Utilize technology to advance all goals/objectives, increase productivity and create a more streamlined and efficient department.

**14. New Business – None**

**15. Upcoming January and February Board Meetings:**

- Planning & Oversight Committee Meeting: January 13, 2021
- Finance & Operations Committee Meeting: January 20, 2021
- General Meeting: January 27, 2021
- Faith-based Outreach Committee Meeting: February 3, 2021
- Planning & Oversight Committee Meeting: February 10, 2021
- Finance & Operations Committee Meeting: February 17, 2021
- General Meeting: February 24, 2021

***There being no further business, the meeting adjourned at 5:13 p.m.***

***Submitted by: Linda Lamp, Executive Assistant***

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