

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE

MARCH 3, 2021

Committee Members Present: Harvey A. Snider, Esq., Committee Chair, Reginald C. Blue, Ph.D., Elsie Caraballo, Katie Kern-Pilch, ATR-BC, LPC-S, Jena Olsen, Sharon Rosenbaum, MBA / Other Board members: Rev. Benjamin F. Gohlstin, Sr., Gwendolyn A. Howard, LSW, MSSA

Absent: Gregory X. Boehm, M.D., Erskine Cade, MBA

Board Staff Present: Scott Osiecki, Chief Executive Officer, Joseph Arnett, Carole Ballard, Christina Bohuslawsky-Brown, Danielle Clark, Cheryl Fratalonie, Carmen Gandarilla, Madison Greenspan, Felicia Harrison, Bill Hebble, Richanda Jackson-Birks, Linda Lamp, Erika Losse, Clare Rosser, Jessica Saker, Allison Schaefer, Jordan Scharfeld, Starlette Sizemore-Rice, Larry Smith, Jr., Regina Spicer, Beth Zietlow-DeJesus

1. Call to Order

Mr. Harvey Snider, Committee Chair, called the meeting to order at 4:00 p.m. Ms. Jena Olson read into the record the Committee Mission Statement: *“To establish mental health and addiction as a permanent civic priority, enhance the public’s perception of people with mental illness and addiction, increase community support and future funding opportunities, and broaden communication, cooperation and partnerships with people living with mental illness and addiction, family members, organizations, other governments and the public.”*

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 January 6, 2021 meeting were approved as submitted.

4. Training Update

- Grief Recovery Method (GRM)

Ms. Carole Ballard, Director of Education & Training, introduced Ms. Tracy Carter, System Director, Government Affairs and Health Policy, Summa Health System. Ms. Carter presented the Community Mental Health Support-Pregnancy and Infant Loss (PAIL) – Grief Recovery Paraprofessional Training. She reported that in 2020, the Pregnancy and Infant Loss Committee of First Year Cleveland earned a \$20,500 grant from the ADAMHS Board for the Wave of Light Event in the amount of \$500 and the GRM Training in the amount of \$20,000. The YWCA of Greater Cleveland served as the committee’s fiscal agent. The Wave of Light Event is an international remembrance ceremony that is held on October 15th each year as part of Pregnancy and Infant Loss Awareness Month. The ADAMHS Board has been a sponsor of this ceremony for three consecutive years. The 2020 event was held virtually to comply with state and local government COVID-19 regulations. In 2018, 66 babies were honored. In 2019, 101 babies were honored; and in 2020, 176 babies were honored, 98 households watched live via YouTube and 625 views on YouTube. The Wave of Light Event attracted men and women to the Pregnancy and Infant Loss Society, which has 96 members that are now engaged with the society.

The ADAMHS Board grant was utilized to cover the cost of 10 African American therapists and paraprofessionals to be trained and certified in the GRM. The training helps specialists strengthen their heart so they can better support others with their emotional support needs. Individuals competed for an opportunity to be trained during late September/October 2020. Individuals were given additional grief, culture, and faith education in November 2020. Class members are currently completing their onboarding process with The Grief Recovery Institute to assure they are ready to serve others.

Ms. Carter reported that grief is the normal and natural emotional response to change or loss of any kind – death, divorce, moving, financial changes, health changes, relationship changes and on and on... Grief is also the result of unmet hopes, dreams and expectations and the loss of intangible concepts such as safety, trust, security, respect, faith, dignity,...and hope. The GRM is a tool used by the network that is an evidence-based and action-oriented program; and has been shared for over 40 years, on six of seven continents. The program has a set number of sessions that contains one to one and group formats and is facilitated by a grief recovery specialist.

The GRM achieves recovery by first exploring the old, ineffective tools that have been used; and then the process shifts to the introduction of new tools. The griever is respected, listened to and heard without judgement or analysis; and it can be used over and over again, to address other past losses, and to help more quickly address new losses. The Pregnancy and Infant Loss Committee of First Year Cleveland has attracted grant funding with the help of their new fiscal agent - Birthing Beautiful Communities – to assist the GRM specialists access advanced training. The advanced training would afford the specialists an opportunity to practice GRM virtually. The training would also help the specialist learn how to help adults who are supporting children who are grieving and individuals who have experienced pet loss. (The PowerPoint presentation is attached to the original minutes stored in the Executive Unit.)

Ms. Ballard indicated that several members from the community and from community agencies were the licensed therapists for this program; two from Applewood, one from Hope Behavioral; one from Cornerstone of Hope; and one from Williams Community Center.

Committee Member Input:

- Mr. Snider provided accolades to Ms. Carter and Board staff for the opportunity to have services provided through this endeavor.

• Crisis Intervention Team (CIT)

Ms. Richanda Jackson-Birks, Training Officer, reported on the Board's efforts relative to Community CIT Training during the first quarter of 2021. Community CIT participant agencies included the following:

- o Beachwood Police
- o Cleveland Heights Police
- o Cuyahoga Community College Police
- o Cuyahoga Metropolitan Housing Authority (CMHA) Police
- o Euclid Police
- o Lyndhurst Police
- o North Olmsted Police
- o Strongsville Police
- o University Heights Police

CIT Refresher Training was held in January and February; and is scheduled in March:

- o 15 participants were had in January 2021
- o 14 participants were had in February 2021; and
- o 12 participants are scheduled for March 2021

CIT Dispatch Training was held in February; and is scheduled in March:

- o 20 participants were had in February 2021; and
- o Presently, 11 participants are scheduled in March 2021

Community CIT Training was held in February; and is scheduled in March:

- o 47 participants were had in February 2021
- o Presently, 66 participants are scheduled in March 2021; and
- o The ADAMHS Board contracts with Cuyahoga Community College for the use of its Simulated Scenario Village for in-person role playing exercises twice per month as part of the ADAMHS Board 40-hour CIT Training.

- **State Opioid Response (SOR) Grant**

Ms. Regina Spicer, Training Officer, reported that the Board was awarded a \$15,290 SOR grant to provide training; whereby trainers target Opioid Use Disorder (OUD) and Substance Use Disorder (SUD). The goal of the Board's Training Institute is to have two to three trainings per month, beginning in April through September; and currently seven presenters are on board and are inclusive of the following:

- Mr. Darryl Turpin and Mr. Guy Wheeler, Pinwheel Consulting
- Dr. S. Molock – Suicide Prevention
- Mr. Jim Joyner – “OUD A Closer Look”
- Mr. Randy Garcia – Thrive – Peer Recovery Support & Impact
- Ms. Billie Gilliam – Intersectionality of Race and SUD
- Ms. Erin Helms – Relapse Prevention/Recovery Housing/COVID-19
- Mr. Mark Sanders – Topic TBD

- **Training Institute Spring Series**

Ms. Carmen Gandarilla, Training Officer, reported on the Board's Training Institute; and provided clarification of sponsorship by indicating that external entities reach out the Board's Training Institute to assist them through sponsorship. Sponsorship encompasses locating and coordinating presenters, providing Continuing Education Units (CEUs) and Recertification Credit Hours (RCHs), registration and certificates - basically facilitating the entire training curriculum. The report was inclusive of the following activities:

- The Training Institute will be facilitating two requests for sponsorships; Case Western Reserve University (CWRU) and Cleveland Clinic to assist them with upcoming trainings being provided to the community and/or staff. The Training Institute also assisted CWRU during the Fall of 2020; whereby they provided a series of webinars on a variety of topics.
- The Training Institute will be facilitating a Question, Persuade, and Refer (QPR) training on April 15, 2021; and 50 individuals have completed registration for this training.
- Ms. Gandarilla and Ms. Spicer are certified instructors in Mental Health First Aid (MHFA) and will be providing two virtual trainings on May 4 and June 29, 2021 for the Cuyahoga County Board of Health (CCBOH) in conjunction with the Adverse Childhood Experiences (ACEs) grant.
- The Training Institute has the following three confirmed trainings:
 - May 3, 2021 - Vicki Lynn Milnark, ATR, LPC: Art Therapy & Trauma
 - June 14, 2021 – Billie Gilliam: Client Resistance
 - Date To Be Determined (TBD) – Anita Bradley
- Additional trainings will be added to the Spring Series; and staff have been working very hard with presenters to schedule these trainings.
- A goal of the Training Institute is to offer Supervision and Ethics training on a quarterly basis, as well as QPR.

Ms. Ballard reported that the Training Institute's Spring Training Series has reinstated a fee for participants. However, QPR Training, which is suicide prevention; and MHFA Training, which is funded via a grant from the CCBOH, are offered free of charge. The ADAMHS Board does not charge for CIT Training; and an incentive is provided to departments in order to send officers to this training. (The PowerPoint presentation is attached to the original minutes stored in the Executive Unit.)

5. State Fiscal Year 2022-2023 Budget Update

Mr. Scott Osiecki, Chief Executive Officer, provided a State Fiscal Year 2022-2023 budget update. Mr. Osiecki reported that Ms. Cheri Walter, MA, LICDC, Chief Executive Officer, Ohio Association of County Behavioral Health Authorities, recently provided testimony to the Ohio House Finance Subcommittee on Health and Human Services.

The State Fiscal Year 2022-2023 budget really shows a continued commitment supporting Ohioans impacted by mental illness and/or substance use disorders, which is great news. The budget includes \$7.5 million for withdrawal management and crisis stabilization, which will be forwarded to the Collaboratives. The ADAMHS Board, the fiscal agent for the Northeast Ohio Collaborative, will receive \$1,250,000 to support withdrawal management and crisis stabilization efforts. However, the Boards have requested an additional \$15 million to the budget; requesting to repurpose the \$9 million per

year that is currently appropriated to the student wellness and success funds and move these funds to line item 421, which is the continuum of care line item for the Boards. This scenario would allow the Boards to continue their K-12 investments made in the last biennium; and include establishing a community based K-12 prevention education intervention treatment and recovery supports within all of the local school districts.

Also, an additional appropriation of \$6 million annually is being requested for line item 421 to enable boards to effectively respond to the surge in demand for behavioral health services as a result of the COVID-19 pandemic; and the ongoing need to address health inequities in communities throughout Ohio. These funds would be used to enhance suicide prevention, crisis response, treatment and recovery support services to provide personalized care for children and adults struggling with issues and other emotional stressors.

Committee Member Input:

- Mr. Snider commended Mr. Osiecki and Ms. Zietlow-DeJesus, Director of External Affairs, for their efforts regarding an article on the front page of the Plain Dealer; which outlined the necessity of the mental health budget that was presented to the Governor's office.

6. 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:

- Milestones Autism Conference, June 16-17, 2021 – (\$1,700 Sponsor)
 - Ms. Zietlow-DeJesus reported that Milestones Autism Resources puts on the yearly “Milestones National Autism Conference”, which will be held virtually June 16-17, 2021. Milestones aims to improve the lives of individuals on the autism spectrum by educating, coaching and connecting the autism community with evidence-based information.
 - Ms. Zietlow-DeJesus noted that staff is recommending the \$1,700 Sponsorship Package, which provide scholarships for approximately ten clients/parents/family members and two professional staff at the ADAMHS Board; and provides the following benefits:
 - ❖ Dedicated, customized page in the Conference Expo Hall
 - ❖ Waiting room video introduction
 - ❖ One social media mention
 - ❖ Logo included on pre-conference emails
 - ❖ Full page color ad in digital program book; and
 - ❖ Sponsor logo and link on conference web page throughout 2021
- Cleveland International Film Festival, April 7-20, 2021 – (\$2,000 Sponsor)
 - Ms. Zietlow-DeJesus reported that the 45th Cleveland International Film Festival (CIFF45) will be held virtually April 7-20, 2021, through streaming on clevelandfilm.org; and noted that the CIFF45 promotes artistically and culturally significant film arts through education and exhibition to enrich the life of the community. This year, ADAMHS Board staff recommend waiting to choose a film sponsor until all films have been selected by mid-March. This will ensure the film most relevant to the ADAMHS Board's work is selected to sponsor. If there is no film that is a good fit, the ADAMHS Board will not sponsor a film.
 - Ms. Zietlow-DeJesus noted that staff is recommending the \$2,000 Film Sponsorship, which provides the ADAMHS Board with the following benefits:
 - ❖ Presenting Sponsorship of CIFF45 Streams film
 - ❖ Logo or name on screen prior to start of sponsored film
 - ❖ Logo or name will appear with other sponsors on trailer that precedes all CIFF45 films
 - ❖ Logo or name placement on all CIFF broadcast e-mails
 - ❖ Logo or name on CIFF website sponsor page

- ❖ Logo or name on festival annual report
 - ❖ 2 CIFF45 Virtual Opening Night tickets
 - ❖ 2 CIFF45 Virtual Closing Awards Ceremony tickets
 - ❖ 10 CIFF45 vouchers for individual virtual screenings
 - ❖ \$1 discount code for distribution to company stakeholders
 - ❖ Access to CIFF45 Programmers Picks event; and
 - ❖ Depending on film chosen, a live streamed interview with the director about film topic
- Greater Cleveland NAMIWalks, September 11, 2021 – (\$2,500 Sponsor)
 - Ms. Zietlow-DeJesus reported that NAMI Greater Cleveland's NAMIWalks will celebrate its 19th anniversary in Greater Cleveland on Saturday, September 11, 2021, at Edgewater Park (Kite Field). This year's theme is, *Mental Health for All*, and will be held in-person following social distancing and COVID-19 guidelines. Over the past 19 years, NAMIWalks has raised funds for NAMI Greater Cleveland to continue and expand educational, advocacy and support programs for individuals living with mental illness and their families. In addition, NAMIWalks raises the public's awareness of mental illnesses and helps to eliminate stigma.
 - Ms. Zietlow-DeJesus noted that staff is recommending the \$2,500 Silver Sponsor, which provides the ADAMHS Board with the following benefits:
 - ❖ Social media shout out
 - ❖ Logo displayed on website
 - ❖ Logo printed on Walk t-shirts; and
 - ❖ Display table (if allows at time of the event)

Motion to approve the three sponsorships (Milestones Autism Conference, Cleveland International Film Festival and Greater Cleveland NAMIWalks) to the Finance & Operations Committee. MOTION: S. Rosenbaum / SECOND: J. Olsen / AYES: R. Blue, E. Caraballo, K. Kern-Pilch, J. Olsen, S. Rosenbaum / NAYS: None / **Motion passed.**

7. Annual Meeting Update

Ms. Zietlow-DeJesus reported that the ADAMHS Board's Annual Meeting will be held virtually on Monday, May 10, 2021, 11:00 a.m. She stated that staff are finalizing the marketing materials and will forward invitations in the near future. As was discussed at the Board's General Meeting, presentations will be had by Rev. Gohlstin, Board Chair, and Mr. Osiecki; including the acceptance of the 2020 Annual Report. Awards will be provided via a virtual platform. The Honoree list is still being determined; and will be shared with Board members prior to the announcements being forwarded. Also, Board staff were able to transfer the use of the hotel for the 2022 Annual Meeting, at no additional cost to the Board. As a result, the next Annual Meeting will be held on Monday, May 16, 2022 at the Cleveland Marriott East, 26300 Harvard Road, Warrensville Heights, Ohio 44122.

8. Media Tracking Reports

The Media/Press Clipping Report from January 5 – March 2, 2021 indicated that the ADAMHS Board had a total of 45 media mentions; 35 were positive, 10 neutral and 0 negative. Ms. Zietlow-DeJesus indicated that two articles were submitted to the Call and Post and have not been verified as to whether they were published yet. The neutral stories were a lot of print and television advertisements, including the crisis hotline. The total media mentions for CY2021 include 47 mentions; 37 were positive, 10 neutral and 0 negative. Ms. Zietlow-DeJesus highlighted that staff collaborated with Fox 8 on a story that was featured on all the news segments for two entire days, February 18 and 19, 2021. She reported that Mr. Osiecki was interviewed for a story regarding opioids and then staff connected them with a mother that had lost a son to an overdose.

9. Social Media and Website Tracking Reports

Social Media

- 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 for the time period January 6 to March 2, 2021, the Board had over 50,000 impressions and over 1,500 engagements, gained 82 new followers and 114 post link clicks. Board staff posted 189 times and received 203 messages. The top post on Twitter was a photograph from a previous vaccine clinic. The top post on Facebook was a reminder to take a break from social media and phone numbers to reach out for support following the events on January 6, 2021. The top Instagram post shared a collection of heart-themed client artwork for Valentine's Day.

Website

- Ms. Greenspan reported that the ADAMHS Board's new website had 7,017 unique visitors since January 6 for a total of 10,238 visits as of Tuesday, March 2, 2021. The average time spent on our website was 2:31 seconds which is better than the average of 15 seconds. 54% of website users came to the site directly meaning they typed it in, about 42% from google searches and the remainder (4%) from social media/referral from another page. Job opportunity and training pages saw a lot of traffic (over 2,000 visits). The Board's initiatives pages regarding task forces and coalitions (over 400 visits). Individuals are also using the service finder, especially searching by provider agency (over 500 visits). Staff is working on revising/redesigning the mental health and SUD facts pages, which was a suggestion from a board member; and will help drive more traffic to those pages.

10. New Business – None

11. Upcoming March and April Board Meetings:

- Planning & Oversight Committee Meeting: March 10, 2021
- Finance & Operations Committee Meeting: March 17, 2021
- General Meeting: March 24, 2021
- Faith-based Outreach Committee Meeting: April 7, 2021
- Nominating Committee Meeting: April 14, 2021
- Planning & Oversight Committee Meeting: April 14, 2021
- Finance & Operations Committee Meeting: April 21, 2021
- General Meeting: April 28, 2021

There being no further business, the meeting adjourned at 5:02 p.m.

Submitted by: Linda Lamp, Executive Assistant

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