

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

## COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE MAY 5, 2021

**Committee Members Present:** Harvey A. Snider, Esq., Committee Chair, Gregory X. Boehm, M.D., Katie Kern-Pilch, ATR-BC, LPC-S, Jena Olsen

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

**Board Staff Present:** Scott Osiecki, Chief Executive Officer, Joseph Arnett, Carole Ballard, Christina Bohuslawsky-Brown, Danielle Clark, Tami Fischer, Cheryl Fratalone, Carmen Gandarilla, Madison Greenspan, Woo Jun, Linda Lamp, Erika Losse, Vicki Roemer, Clare Rosser, Jessica Saker, Allison Schaefer, Larry Smith, Jr., Beth Zietlow-DeJesus

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

Mr. Harvey Snider, Committee Chair, called the meeting to order at 4:00 p.m. Ms. Beth Zietlow-DeJesus, Director of External Affairs, 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.

*[Gregory X Boehm, M.D., entered the Zoom meeting.]*

### **3. Approval of Minutes**

The Community Relations & Advocacy Committee minutes from the March 3, 2021 meeting were approved as submitted.

### **4. Legislative Update**

Mr. Scott Osiecki, Chief Executive Officer, reported that representatives from the Ohio Association of County Behavioral Health Authorities (OACBHA) and himself met with Senator Nickie J. Antonio to discuss the budget, along with additional items of interest. He also reported that Ms. Clare Rosser, Chief Public Affairs Officer, and Ms. Zietlow-DeJesus met with Senator Sherrod Brown’s Aide, Brian Ayers.

Ms. Zietlow-DeJesus reported that a discussion was had with Mr. Ayers regarding efforts at the local level; and Ms. Rosser also provided some information related to advocacy that the Board would like to see at the federal level.

Mr. Osiecki provided a State Budget Bill update. He reported that the proposed language change in Ohio Revised Code (ORC) §340.02 regarding the number and way that ADAMHS Board Members are appointed – including eliminating specifications that ensure client, family and clinical voice and reducing the number to five - is included in the version of the State Budget Bill that was passed by the House. As a result, the ADAMHS Board passed Resolution No. 21-04-05 Position on Substitute Measure of HB 110 (2022-2023 State Operating Budget), which indicates that the ADAMHS Board of Cuyahoga County states that the current system of Board appointment is working well. The substitute measure of HB 110 is a change that is not requested or supported by the ADAMHS Boards across the state and it is our position that the measure should be revised, at minimum, to only apply to Erie and Ottawa Counties.

Mr. Osiecki reported that opposition to HB 110 is growing beyond the ADAMHS Boards and OACBHA. It was reported that the Coalition for Healthy Communities issued a letter to all Senators to oppose and request removal of the language all together from the budget bill. The Coalition includes 16 statewide organizations, including NAMI Ohio, Mental Health

& Addiction Advocacy Coalition, Ohio Children's Alliance, and the Ohio Council of Behavioral Health and Family Services Providers.

Mr. Osiecki reported that discussion was had with Cuyahoga County staff that facilitate the appointment of Board members on behalf of the County Executive and emphasized that this is something that the County Executive should not support. As a result, the County Executive's Office informed the government affairs advisor in Columbus that the County Executive opposes this legislation as it is but would agree to the legislation if it only supports Erie and Ottawa Counties efforts; and that he does not want this bill to impact Cuyahoga County's ADAMHS Board.

Ms. Cheri Walter, Chief Executive Officer, OACBHA, provided testimony earlier today before the Senate Health Committee for legislation changes that passed the House version of the Budget Bill. Ms. Walter spoke about the need for removal of the ADAMHS Board appointment language. She also spoke about the need to keep access and protection to data that will ensure that local ADAMH Boards are in a position to engage in data sharing relationships at the state and local level as part of their planning and system coordination responsibilities. The ability to access and share timely data is a key component in providing a holistic view of the services and supports currently being provided and is key for the community to be able to identify and respond to service needs before they turn into a crisis. Ms. Walter's testimony also included the elimination of the 120-day notice from all contracts throughout the State between boards and providers, recommending a restoration to the Administration's as-introduced funding and language related to the Student Wellness and Success provisions within the state budget and the removal of specific behavioral health earmarks to various providers throughout the state.

Mr. Osiecki reported that the federal Family First Prevention Services Act (Family First) was adopted on February 9, 2018 and will be implemented nationwide by October 1, 2021. Family First places emphasis on the use of evidence-based prevention services to alleviate the need for placement of children in foster care, and ensuring appropriate settings are used for children in foster care.

Senate Bill 2, sponsored by Senator Theresa Gavarone, will amend and enact sections of the Revised Code to make changes to the requirements for competency evaluations and mental health treatment in criminal cases, to eliminate a provision authorizing the hospitalization, on an emergency basis, of a person found after a hearing to meet the criteria for involuntary substance abuse treatment, and to enter into the Psychology Interjurisdictional Compact (PSYPACT).

Senate Bill 57, sponsored by Senator Bob Hackett and Senator Nickie Antonio, authorizes a property tax exemption for permanent supportive housing properties used by individuals suffering from a mental disability or substance abuse disorder.

Ms. Rosser provided a basic overview of the biennial budget process. She reported that the budget process is about spending and funding, however it is also about policy priorities and sets the path for what the priorities are going to be for the Governor and the General Assembly. On February 1, 2021, Governor DeWine proposed his budget, which is called - as introduced budget. Once this budget is introduced, it then goes to the House of Representatives and is given a number. This year's budget bill is House Bill (HB) 110. Legislators then take the first few months of the year to consider this budget and develop their own versions in order to come to consensus. The House of Representatives had this budget bill until April, 2021, at which time recommendations for changes and amendments were requested. This year they opted to do these amendments through the House as an Omnibus Amendment, which means that numerous amendments get put together into one amendment. As a result, the House voted to accept these amendments and move the budget on to the Senate for the same process to transpire and wrap up by June. Once the House and Senate complete this process, a conference committee meets to determine a final version for the Governor's signature by June 31, 2021.

## **5. 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:

- Northeast Ohio Black Health Coalition's *8<sup>th</sup> Annual State of African American Family Disparities Conference*, August 13-14, 2021 – (\$1,000 Sponsor)
  - Ms. Zietlow-DeJesus reported that the Northeast Ohio Black Health Coalition is the first coalition in the state of Ohio dedicated to addressing African American disparities in education, employment, housing and health by working to educate, advocate for and empower communities. The goal of the conference is to examine how political and social policies have impacted health disparities, including behavioral health, in the African American community. The conference will examine the state of chronic disease disparities by exploring the impact through historical documentation, breakout sessions and personal testimony. Conference attendees will leave with the knowledge to create and advocate for relevant policies at the national, state and local levels.
  - Ms. Zietlow-DeJesus noted that staff is recommending the \$1,000 Bronze Sponsorship, which provides the following benefits:
    - ❖ Logo on program book and marketing materials
    - ❖ Session presenter
- Recovery Resources Run for Recovery, August 14, 2021 – (\$1,000 Sponsor)
  - Ms. Zietlow-DeJesus reported that Recovery Resources, a contract provider of the ADAMHS Board, will hold its Annual Run for Recovery on Saturday, August 14, 2021 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.
  - Ms. Zietlow-DeJesus noted that the ADAMHS Board previously sponsored the Run for Recovery at the \$1,000 Sprinter Level. The Sprinter Level Sponsorship funds will help Recovery Resources defray the costs of the event and raise funds for the continuation of programs and to celebrate wellness, create awareness and reduce the stigma associated with addiction and mental illness.
  - Benefits of the Sprinter Sponsorship include the following:
    - ❖ Registration for four participants (value \$100)
    - ❖ Listing on all event promotional materials
    - ❖ Listing in all event press releases
    - ❖ Logo recognition including:
      - Crain's Cleveland Business 2x
    - ❖ Listing Recognition Included:
      - Recovery Resources Website
      - Social media
      - Email updates
      - Runner t-shirts
      - Race day banner
      - Race day signage
- Project LIFT's *Life Skills Summit for Young Men*, June 19, 2021 – (\$1,200 Sponsor)
  - Ms. Zietlow-DeJesus reported that Project LIFT (Learn, Ingenuity, Fortitude and Triumph) is a social justice and prevention agency that serves Black males 14 – 24 years of age. Project LIFT's behavioral health and prevention services unit provides a supportive environment that promotes self-discovery to develop tools that assist with problem-solving, conflict resolution, as well as the application of coping skills to help young men thrive. The goal of Project LIFT's prevention services is to eliminate barriers to successful independence through programming, resource connection and assistance with identifying and navigating through barriers. Programming provided includes housing, legal, parenting, financial and behavioral health prevention services.
  - The *Life Skills Summit for Young Men* will be held on June 19, 2021, at Luke Easter Park in Cleveland and will cover the following topics: Making Difficult Decisions, Mental Health and Substance Use, Managing Legal Barriers, Civic Engagement, Healthy Relationships and Sexual Health, Employment and

Finances, A Fathers Session, Health and Nutrition, and Housing and Tenancy. Project LIFT is creating a directory of services available to assist young men in Cuyahoga County and help close the gaps that exist between resources and men. This directory will be printed and provided to event attendees in the wellness kits being provided to all attendees.

- Project LIFT is requesting funding to assist with printing of the directories and to help offset the cost of the event in the amount of \$1,200. The ADAMHS Board would receive the following sponsorship benefits:
  - ❖ Sponsorship acknowledgment at the event
  - ❖ ADAMHS Board name and logo displayed on the event materials and the service directory
  - ❖ Resource table at the event

**Motion to approve the three sponsorships (Northeast Ohio Black Health Coalition's 8<sup>th</sup> Annual State of African American Family Disparities Conference, Recovery Resources Run for Recovery and Project LIFT's Life Skills for Young Men) to the Finance & Operations Committee.** MOTION: G. Boehm / SECOND: K. Kern-Pilch / AYES: G. Boehm, K. Kern-Pilch, J. Olsen / NAYS: None / **Motion passed.**

#### **6. Fentanyl Awareness Campaign Update and Continuance**

Ms. Zietlow-DeJesus reported that the Fentanyl Awareness Campaign is similar to the campaign that ran last year. This campaign will run during historically high overdose time periods (Memorial Day, 4<sup>th</sup> of July, Labor Day and week leading up to New Year's Eve. She emphasized that since the opioid epidemic is a true community health crisis Board staff asked vendors for a further reduction in cost or an added value. This request resulted in a cost reduction of \$102,250 in addition to many added value elements (interviews, additional impressions and social media posts).

Cuyahoga County continues to experience the devastating effects of the opioid crisis and the deadly impact of synthetic opioids, especially fentanyl. The County Medical Examiner data trends indicate that Cuyahoga County will have 758 overdose fatalities for 2021. Fentanyl is the leading cause of drug overdose death in Cuyahoga County, with 75% of 2021 overdoses directly related to its presence in heroin, powdered and crack cocaine, methamphetamine, and illicit pressed pills. Cuyahoga County saw the highest fatalities to date in March of 2021 with 75 fatal overdoses (including cocaine). In April of 2021, the numbers have not slowed down and in the first two and a half weeks there were 46 fatalities. The result of fentanyl in other drugs has shifted the death rate for African Americans, particularly males in Cleveland and the inner ring east side suburbs to over 26% of the total overdose deaths.

The Overdose Fatality Review Committee suggested the addition of music streaming apps to this year's campaign, iHeart Radio and Spotify were the two apps chosen. Estimated impressions (times the ads are heard) for Spotify is 580,000 and estimated impressions for iHeart Radio streaming app is 1,251,488 impressions. The ADAMHS Board of Cuyahoga County fentanyl awareness campaign will target adults 18-64 in Cleveland and the following zip codes, which have been identified as high incidence overdose areas: 44109, 44102, 44111, 44105, 44107, 44135, 44125, 44130, 44104, 44120, 44106, 44108, and 44128. These target demographics are based on drug overdose death data from the Cuyahoga County Medical Examiner's office and non-fatal presentations to emergency room departments for overdose. Internet and terrestrial radio messages will be combined with social media posts. There will also be a grassroots distribution of printed collateral materials on the ground in the hardest hit areas and to high-risk populations as part of the grassroots Fentanyl Test Strip and naloxone distribution.

Ms. Madison Greenspan, External Affairs Officer, shared a slide showing a visual of the social media image and radio spots; and based on estimates from advertising partners, hundreds of thousands of individuals will be exposed to the campaign, with millions of impressions.

**Motion to approve the ADAMHS Board to continue the Fentanyl Awareness Campaign during high overdose time periods in 2021, via the following listed media (Brothers Printing, Radio One Cleveland, La Mega Media, iHeart Media, Voice It Radio, Spotify, Wix) at an amount not to exceed \$75,737 during the term of May 27, 2021 through December 31, 2021 to the Finance & Operations Committee.** MOTION: G. Boehm / SECOND: K. Kern-Pilch / AYES: G. Boehm, K. Kern-Pilch, J. Olsen / NAYS: None / **Motion passed.**

Ms. Zietlow-DeJesus provided a NaloxBox update. She reported that the Board was informed that funds were obtained from the County to purchase the NaloxBoxes and the first 32 of the 100 NaloxBoxes have arrived. 25 of these NaloxBoxes will be distributed during May, in addition to the fentanyl awareness efforts. Two locations in high incidence overdose areas that are already designated as service entities for naloxone distribution and is another part of the Board's efforts to drive down overdose deaths.

#### **7. Suicide Prevention Campaign**

Ms. Rosser reported that a suicide prevention advertising campaign was approved as a priority item in the request to Cuyahoga County Council for the \$4.1 million addition to the ADAMHS Board's ongoing base allocation. The full amount dedicated to the advertising campaign for calendar year 2021 is \$300,000. She stated that the Cuyahoga County Suicide Prevention Coalition's Campaign Committee met on April 22, 2021, to plan the timing and message of the advertising campaign. On May 17, 2021, the full Suicide Prevention Coalition will review and approve or amend the proposal of the Campaign Committee. Phase 1 campaign will meet immediate education needs by seeking a partnership with the Ohio Suicide Prevention Foundation to run the Life is Better With You Here campaign targeted to African American and Black youth and adults, in the timeframe of May through September of this year. While this advertising is underway, there is a plan for the following:

- community mini-grants to help reach underserved audiences using the Life is Better campaign
- collaborative advertising with a regional prevention campaign to reach healthcare and frontline workers
- a Phase 2 campaign to launch in September 2021 (Suicide Prevention Month) and run through December 31, 2021

Ms. Rosser reported that contracts with advertising vendors are forthcoming after the Suicide Prevention Coalition approves the campaign proposal.

Mr. Osiecki noted that there is no telephone number on the advertising sample provided. Ms. Rosser stated that the sample shown to committee members is a base image of the site and that the Cuyahoga County Suicide Prevention Campaign can be tailored locally to our own local resources. She also mentioned that the Ohio Suicide Prevention Foundation will provide their advertising firm to the Board for free as part of spreading this awareness campaign.

**Motion to approve the not to exceed amounts for various advertising mediums (Digital, Print, Social Media, Billboard/Outdoor, Transit, Television and Radio) in the amount of \$82,400 for the term of May 17, 2021 through September 30, 2021 to the Finance & Operations Committee.** MOTION: K. Kern-Pilch / SECOND: G. Boehm / AYES: G. Boehm, K. Kern-Pilch, J. Olsen / NAYS: None / **Motion passed.**

#### **8. Substance Abuse and Mental Health Services Administration (SAMHSA) COVID-19 Emergency Supplemental Grant**

Ms. Rosser reported that the SAMHSA COVID-19 Emergency Supplemental Grant provides funding for advertising across the Northeast Ohio Collaborative involving Boards from Geauga, Lorain, Lake, Summit, Ashtabula and Cuyahoga Counties. The advertising goals for the grant are to reach the state's frontline healthcare professionals as well as other Ohioans with less than severe mental illness who require mental health care as a result of COVID-19. The goal is to promote local crisis hotlines and services or call centers, mobile crisis teams, children mobile response stabilization units, crisis stabilization centers (if the community has one) or other means to connect to services for the first time.

Ms. Rosser stated that the SAMHSA COVID-19 Emergency Supplemental Grant is underway and that more details will be forthcoming. She reported that she convened a group of communications professionals from all the Board areas on April 23, 2021, and reviewed the grant parameters, discussed what each county has done thus far in this area that was successful and started identifying how regional collaborative outreach will work considering the different resources that each county has.

#### **9. NAMI Community Collaborative Awareness Campaign #StigmaFreeCLE**

Ms. Zietlow-DeJesus reported that NAMI Greater Cleveland (NAMI GC), the ADAMHS Board and the Mental Health and Addiction Advocacy Coalition (MHAC) joined together to create a collaborative community public awareness campaign #StigmaFreeCLE. The purpose of the campaign is to enhance the capacity of Cuyahoga County service providers to



promote behavioral health and to reduce the stigma associated with mental illness and substance use disorders. The #StigmaFreeCLE campaign also encourages Cuyahoga County residents to reach out for help if they are living with mental health and/or substance use disorders.

More than 30 agencies contributed to the creation of the campaign with several focus groups held to collect feedback from the community. The campaign materials were released on Friday, April 30, 2021. This campaign is part of the Board's May is Mental Health awareness efforts. All of the materials are housed on NAMI Greater Cleveland's website and are designed to be used by any agency, whereby partners can pull out materials for use. The materials that the ADAMHS Board is sharing contains our logo and staff are promoting the 24-hour hotline. Ms. Zietlow-DeJesus reported that these are all local community members who volunteer to be in the campaign. She stated that quotes were obtained to be used during Recovery Month and that more information will be forthcoming.

Mr. Snider commended staff for their efforts with NAMI Greater Cleveland and advised staff that the full Board would like to be apprised of this important campaign.

#### **10. Association of People Against Lethal Drugs (APALD) Event, June 4, 2021**

At the direction of Ms. Katie Kern-Pilch, Committee Vice Chair, Ms. Zietlow-DeJesus followed up with a woman who lost her son to fentanyl poisoning, who was featured in a television segment on News 5, to learn more about the Association of People Against Lethal Drugs (APALD). Ms. Zietlow-DeJesus reported that APALD is a group of individuals who are advocating for harsher punishment for fentanyl traffickers and promote education and awareness about the dangers of fentanyl. The group is also advocating for the media and others to stop using the word overdose. They would rather use the language lethal drug death or lethal drug fatality. This advocacy piece is built around the stigma felt by families in their group who have lost loved ones. They feel that the word overdose portrays the wrong image and is not what today's opioid epidemic looks like.

On June 4, 2021, an event will be held in Public Square, whereby 23 chapters of APALD from other cities and states will be in attendance; and the Board agreed to have a resource table at this event. Ms. Zietlow-DeJesus requested committee input regarding APALD's suggested language change regarding the word overdose being stigmatizing. Mr. Snider reported that the Board needs some education with regard to this proposal for Board involvement.

#### **11. Training Update**

Ms. Carole Ballard, Director of Education & Training, introduced Ms. Carmen Gandarilla, Training Officer. Ms. Gandarilla 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 assisted Case Western Reserve University during the Fall of 2020; whereby they provided a series of webinars on a variety of topics and are doing another series of trainings and webinars this year as well.
- The Training Institute will be assisting Benjamin Rose Institute with the Hoarding Conference to be held virtually during October 2021.
- The Training Institute has scheduled the following two confirmed trainings for the Spring Series:
  - April 14, 2021 – Stacy Simera: The Three R's of Ethics
  - June 14, 2021 – Billie Gilliam: Managing Client Resistance
- Additional trainings will be added to the Spring Series; and staff have been working very hard with presenters to schedule these trainings.
- The Training Institute has scheduled the following two confirmed trainings for the Summer Series:
  - August 18, 2021 – Mark Sanders: Cultural Competence and Mental Health/Addiction
  - September 1, 2021 – Stacy Simera: Supervision
- A goal of the Training Institute is to offer Supervision and Ethics training on a quarterly basis, as well as Question, Persuade, and Refer (QPR).
- The Training Institute facilitated three QPR trainings:

- January 26, 2021, 32 individuals attended
- March 3, 2021 – Eaton Corporation, 163 individuals attended
- April 15, 2021, 16 individuals attended
- Two additional QPR trainings are scheduled for:
  - May 20, 2021 – Western Reserve Area Agency on Aging (WRAAA)
  - June 21, 2021 – Jewish Family Services Association (JFSA)
  - July 21, 2021
- Ms. Gandarilla and Ms. Regina Spicer, Training Officer, are certified instructors in Mental Health First Aid (MHFA) and provided a virtual training on May 4, 2021 with 17 participants; and will be providing a virtual training on June 29, 2021 for the Cuyahoga County Board of Health (CCBOH) in conjunction with the ACEs grant.
- The Board was awarded a \$15,290 State Opioid Response (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 2021; and currently several presenters are on board and are inclusive of the following:
- Mr. Darryl Turpin and Mr. Guy Wheeler, Pinwheel Consulting:
  - April 13, 2021 – OUD and the African American Community, 49 individuals attended
  - May 24, 2021 – Impact of Racial Trauma & Clinical Implications
  - August 9-11, 2021 – 3 day H.E.A.T training (Habilitation Empowerment Accountability Therapy) – provides certification for this treatment model
- Mr. Jim Joyner:
  - April 16, 2021 – “OUD” A Closer Look” and “Addiction & the Family”, 53 individuals attended.
  - June 17, 2021 – Opiate Addiction and the Family
- Mr. Mark Sanders:
  - May 5, 2021 – Best Practices in Stimulant Disorders: Treatment & Recovery, 21 individuals attended.
  - July 9, 2021 – Creating a Healing Forest: The Entire Community as a Treatment Center
- Mr. Randy Garcia:
  - May 19, 2021 – Thrive – PRS & Impact
- Ms. Billie Gilliam:
  - June 28, 2021 – Intersectionality of Race and SUD
- Ms. Erin Helms:
  - July 7, 2021 – Relapse Prevention/Recovery Housing/COVID-19
  - September 10, 2021 – MH/SUD Safety in Recovery Housing
- Ms. Vicki Milnark:
  - August 12, 2021 – The Angel's Earring: Healing Through Dreams and Creativity. Ms. Milnark is a new presenter on the relevance of using art and dreams in therapy, based on Jungian, object relations, and existentialist theories. She will provide practical guidance for counselors seeking to engage clients by exploring the images they create.
- Cuyahoga County Adult Protective Services/Cuyahoga County Department of Children and Family Services Partnership:
  - Ms. Elizabeth Nickoloff, Administrator of Hotline/Childcare Room – Child Abuse and Neglect, 35 individuals attended.
  - Ms. Natasha Pietrocola, Deputy Administrator Community Programs, and Mr. Larry Varvo, LSW, Chief, Adult Protective Services – Division of Senior and Adult Services Elder Abuse Mandated Reporter Training, 33 individuals attended.
- Prevention Series 2021
  - Mr. John Lisy – Date is yet to be determined with two sessions, morning and afternoon.

Ms. Ballard reported that the Board has been facilitating the Prevention Series for the last several years; and all the prevention providers typically participate. Also, the Education and Training Department has been working hard at being creative with bringing new resources to Cuyahoga County. She reported that there is legislation being proposed to

mandate individuals with a Social Work and/or Chemical Dependency license to attend Cultural Competency training to keep their license. (The PowerPoint presentation is attached to the original minutes stored in the Executive Unit.)

Committee Member Input:

- Ms. Katie Kern-Pilch commended the Board's Education and Training Department for their efforts through the Training Institute.

**12. Media Tracking Reports**

The Media/Press Clipping Report from March 3 – May 5, 2021 indicated that the ADAMHS Board had a total of 105 media mentions; 59 were positive, 46 neutral and 0 negative. Ms. Zietlow-DeJesus indicated that there were a lot of neutrals during this reporting period due to the Board being listed as a resource in multiple articles about the overdose death surges in March. She reported that for the year, the ADAMHS Board had a total of 150 media mentions; 94 were positive, 56 neutral and 0 negative. Mr. Osiecki's letter to the Editor, which was requested by Mr. Snider, was published online and in the Plain Dealer's Friday print edition. Channel 5 included the Board in a story about a man that was rescued from a suicide attempt by an officer and several bystanders in Lorain. This story made national news.

Mr. Osiecki referenced a story by Monica Robbins regarding the Diversion Center. He also referenced that he participated in a story regarding the behavioral health workforce shortage.

**13. 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 March 3 to May 4, 2021, the Board had 76,294 impressions and 2,141 engagements, gained 70 new followers and 339 post link clicks. Board staff posted 250 times and received 175 messages. The top posts on Twitter were about opioid use disorder and also our Cleveland International Film Festival sponsorship. The top post on Facebook was about the video series Board staff are working on as part of an Adverse Childhood Experiences grant from the Centers for Disease Control and Prevention (CDC). These posts got a lot of engagement because the Board did paid promotion. The top Instagram post was about the new #StigmaFreeCLE campaign.

**Website**

- Ms. Greenspan reported that the ADAMHS Board's new website had 7,445 unique visitors since March 3, 2021 for a total of 11,714 visits as of Tuesday, May 4, 2021. There were 38,317 page views. 44% of website users came to the site directly meaning they typed it in, about 48% from google searches and the remainder (8%) from social media/referral from another page. Board staff are seeing the same trends in terms of page views and include the following:
  - Job opportunity pages saw a lot of traffic (over 4,000 visits) as well as training pages (over 2,700 visits)
  - People are also using the service finder (over 3,500 visits to different pages in the service finder)
  - Our initiatives pages for task forces and coalitions (over 1,200 visits)

**14. New Business**

Mr. Osiecki reported that the Diversion Center ribbon cutting ceremony transpired on Tuesday, May 4, 2021. Ms. Rosser and her team worked very hard on the publicity related to this event. He also commended Board staff for their efforts with facilitating the opening of the Diversion Center.

Ms. Zietlow-DeJesus reported that the ADAMHS Board's Annual Meeting will be held virtually on Monday, May 10, 2021, 11:00 a.m. Board members were requested to log in early to ensure entry into the Zoom meeting.

**15. Upcoming May and June Board Meetings:**

- Annual Meeting: May 10, 2021



- Planning & Oversight Committee Meeting: May 12, 2021
- Finance & Operations Committee Meeting: May 19, 2021
- General Meeting: May 26, 2021
- Faith-based Outreach Committee Meeting: June 2, 2021
- Planning & Oversight Committee Meeting: June 9, 2021
- Finance & Operations Committee Meeting: June 16, 2021
- General Meeting: June 23, 2021

***There being no further business, the meeting adjourned at 5:15 p.m.***

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

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