

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

## COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE

JULY 7, 2021

**Committee Members Present:** Harvey A. Snider, Esq., Committee Chair, Gregory X. Boehm, M.D., Katie Kern-Pilch, ATR-BC, LPC-S, Jena Olsen / Other Board Members: Rev. Benjamin F. Gohlstin, Sr.

**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, Tami Fischer, Cheryl Fratalone, Madison Greenspan, Bill Hebble, Anthony Henderson, Linda Lamp, Erika Losse, Samantha Maloy, Clare Rosser, Jessica Saker, 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., welcomed everyone in attendance; and commended the Board Chair and staff for their great grace, input and direction during the COVID-19 Pandemic. Ms. Katie Kern-Pilch 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. Approval of Minutes

The Community Relations & Advocacy Committee minutes from the May 5, 2021 meeting were approved as submitted.

### 3. State Budget Update

Mr. Scott Osiecki, Chief Executive Officer, reported that Governor DeWine has signed Ohio’s Fiscal Year 2022-2023 Budget Bill into law, highlighted that this budget is good for mental health and addiction services and stated that the Ohio Department of Mental Health and Addiction Services (OhioMHAS) received a slight increase over previous budgets. OhioMHAS has also just completed their Strategic Plan and have some priorities, whereby the additional funding will be allocated. OhioMHAS is presently working on County Alcohol, Drug Addiction and Mental Health Services (ADAMHS) Board allocations and will be forwarding this information once completed. OhioMHAS will be focusing on youth, young adults and early intervention; and continue to focus on children, youth and families, enhanced focus on adults with serious mental illness, expanding crisis services, protecting community funding for a full continuum of prevention, treatment and recovery, empowering families and communities, addressing needs of the criminal justice involved Ohioans, sustaining regional psychiatric hospitals and equitable system of care. Mr. Osiecki reported that these priorities match the Board’s priorities as well.

Mr. Osiecki reported on the substitute measure of House Bill (HB) 110 (2022-2023 State Operating Budget). The substitute measure of Ohio HB 110 would have incorporated changes to the number and way that Governing Board members are appointed to local ADAMHS Boards, in a manner that would meet one County’s need but unnecessarily disrupt other Board areas across the state. Currently ADAMHS Boards have either 14 or 18 members on their Board of Directors. Membership is comprised of County Commissioner or Executive appointments, as well as appointments by OhioMHAS. Membership also includes “category” appointments that ensure client, family and clinical voice in the governing process of Boards, including:

- clinician with experience in the delivery of mental health services
- clinician with experience in the delivery of addiction services
  - o a single member who meets both qualifications may fulfill the requirement for a clinician
- person who has received or is receiving mental health services
- parent or other relative of such a person receiving/has received mental health services
- person who has received or is receiving addiction services
- parent or other relative of a person receiving/has received addiction services

The HB 110 substitute measure would have removed the requirement that client, family and clinical voice would be included, and would also allow for a decrease in the number of Board members to five or nine without input from the

current Board. As a result of advocacy efforts relative to the success of the current system of Board appointments, the HB 110 substitute measure was vetoed by Governor DeWine. However, a provision was added for the board area, Erie and Ottawa Counties, that requested this measure.

Mr. Osiecki noted that Dr. Fowler provided testimony before the full Senate Finance Committee on keeping language to allow Boards access to data and removing the language about the elimination of categories and reducing the number of Board members. Dr. Fowler and Mr. Osiecki also texted Senator Dolan about where we stand on having the board appointment language removed. Senator Dolan responded that he was working on it and that one county issue shouldn't disrupt every other county. Additionally, Rev. Benjamin F. Gohlstein, Sr., Board Chair, forwarded a letter to the Editor about removing the Board appointment language from the budget bill and not changing the law that is working well for 99% of the counties. This correspondence was published in the Sunday edition of the Plain Dealer and on cleveland.com.

The Coalition for Healthy Communities crafted a letter opposing the changes to the Governing Board Appointments. The National Alliance on Mental Illness (NAMI) Ohio, including our local NAMI, has been very active opposing the changes, and other Behavioral Health advocacy groups have weighed in with their concerns. NAMI Ohio was also advocating for \$6 million each year for Adult Care Facilities (ACF) to improve the quality of services in the ACFs located throughout the state; and Board staff are waiting to hear more information regarding this request, as well as some additional line items within the budget.

#### **4. Advocacy Action Agenda Half Year Review**

Ms. Beth Zietlow-DeJesus, Director of External Affairs, reported that 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 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 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 reported that the Board has made progress on thirteen of the fifteen goals in the six-month timeframe. She noted that the second goal, Support programs that reach underserved populations identified in the 2020 Needs Assessment, will be addressed through the upcoming budget process.

Mr. Osiecki stated that staff is committed to using the Advocacy Action Agenda to develop messages to legislators, state agencies, policy makers, clients, families, providers and the general public to advance important behavioral health issues, such as Racism as a Public Health Crisis, COVID-19, the opioid epidemic, suicide prevention efforts and best practices in treatment and recovery support services.

#### **Committee Member Input:**

- Mr. Snider complimented staff for their efforts regarding the CY2021 Advocacy Action Agenda Half Year Review.
- Ms. Katie Kern-Pilch concurred.

#### **5. Sponsorships**

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

- Edna House Race for Recovery (October 3, 2021) - \$1,000
  - Ms. Zietlow-DeJesus reported that The Edna House Race for Recovery will take place at Edgewater Park on Sunday, October 3, 2021. The goal for the race is to raise funds for the continuation of Edna House programs, build awareness about recovery for women in a sober living environment, as well as addiction issues throughout the community.
  - The mission of the Edna House is to offer long-term, structured sober living and education to women seeking recovery from addiction to drugs and alcohol. This mission is accomplished by a program that is available without regard for ability to pay and is designed by women who are committed to helping other women get sober and restore them to their vital roles in the community.
  - As a Gold Sponsor, ADAMHS Board of Cuyahoga County will receive the following:
    - ❖ ADAMHS Board name included in e-newsletter
    - ❖ Small Logo placement on T-shirt and event signage
    - ❖ Six race entries and T-shirts
    - ❖ ADAMHS Board name included in post-event email to all participants and donors.
  - Since 2004, the Edna House has started over 1,200 women on the road to recovery. Edna House can accommodate up to 47 women at a time and serves approximately 100 women per year. This is a six-month, residential program with the average stay being 8-10 months.
  - Gold Sponsorship funding will help Edna House raise funds for the continuation of programs, build awareness about recovery for women in a sober living environment and awareness of addiction issues throughout the community.
  - Proceeds from this event will be used to continue providing food, shelter and safety for many women in need and recovery.
  
- Community Solutions Health and Human Services Celebration (October 22, 2021) - \$500
  - Ms. Zietlow-DeJesus reported that The Center for Community Solutions has provided nonpartisan research, analysis and recommendations regarding public policy for 108 years.
  - The Center for Community Solutions is hosting the 2021 Celebration of Human Services virtually on October 22, 2021, for which the ADAMHS Board is requesting to purchase a Non-profit Organization (NPO) Sponsorship in the amount of \$500.
  - The 2021 Celebration of Human Services will highlight nonpartisan human services-related issues, research, analysis, and recommendations regarding public policy including mental health and the justice system. These issues are important to the Cuyahoga County Continuum of Care and to the ADAMHS Board as we advocate on behalf of clients.
  - This will be our third year as a sponsor (2018, 2019, 2021).
  - As an NPO sponsor, ADAMHS Board of Cuyahoga County will be:
    - ❖ Listed as a sponsor on all marketing materials for the event and in the Center for Community Solutions' 2021 Annual Report.
    - ❖ ADAMHS Board name will be displayed during the event presentation (The presentation will be available on YouTube and may be viewed multiple times after the original event).
  - Sponsoring this conference will:
    - ❖ Complement the ADAMHS Board mission, vision, value statements, strategic plan, and/or Advocacy Action Agenda.
    - ❖ Not be political in nature, except for general advocacy events/efforts to raise awareness and funding for behavioral health services.

**Motion to approve the two sponsorships (Edna House Race for Recovery and Community Solutions Health and Human Services Celebration) to the Finance & Operations Committee.** MOTION: K. Kern-Pilch / SECOND: J. Olsen / AYES: G. Boehm, K. Kern-Pilch, J. Olsen / NAYS: None / **Motion passed.**

## **6. NEO Collaborative COVID-19 Grant Advertising Campaign Update**

Ms. Clare Rosser, Chief Public Affairs Officer, reported that the Substance Abuse and Mental Health Services Administration (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. 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. The intention is to have a combined advertising campaign, while highlighting individual county resources. Ms. Rosser highlighted that the committee has partially completed decision making endeavors, however, the budget has yet to be finalized as well as all outreach efforts. Their main focus is a positive approach, a thank you, an acknowledgement to say, "you make today better, thank you for everything you have done".

A mockup of a postcard that will reach 5,000 targeted frontline healthcare professionals within each county was shared. This postcard contains a peel off magnet that has localized crisis contact information for future utilization. The overall goal of this advertising campaign is very cheerful, very bright and in appreciation of what is being done; and to connect frontline healthcare professionals to additional resources. In addition to direct mailers, various mediums will be utilized, i.e., digital radio, transit and outdoor advertising, to forward practical tips for wellness and self-care throughout the remainder of calendar year 2021.

## **7. Naloxblitz and NaloxBox Update**

Ms. Zietlow-DeJesus reported that OhioMHAS facilitated a naloxone blitz in partnership with local Boards, Harm Reduction Ohio and the Ohio Lodging Association. The blitz involved getting Narcan into the hands of community members, family members and individuals living with substance use disorders. The distribution targeted high incident zip codes for fatal and non-fatal overdoses, which was based on the number of emergency room visits for that zip code. The state created a tier system to determine the allocation of Narcan in each of the 23 counties in Ohio that were identified as high-risk overdose counties. Tier 1 (lowest tier) includes zip codes that had 30 to 39 fatalities or 124 to 174 non-fatal presentations to emergency departments. Tier 2 (middle tier) includes zip codes that had 40 to 69 fatalities or 175 to 274 non-fatal presentations to emergency departments. Tier 3 (highest tier) includes zip codes that had 70 plus fatalities or 275 plus non-fatal presentations to emergency departments. Cuyahoga County has two Tier 3 zip codes - 44109 and 44102, two Tier 2 zip codes - 44111 and 44105 and four Tier 1 zip codes - 44107, 44135, 44125, and 44130. Ms. Zietlow-DeJesus reported that the state provided a total of 3,468 units of Narcan to the Board for distribution in these zip codes.

The Board's distribution strategy included community events and grassroots distribution efforts with several partners. Board staff distributed 2,287 Narcan kits through grassroots canvassing efforts, the Board's provider agencies and community partners. Thrive Peer Support distributed 655 Narcan kits through grassroots efforts and community outreach events; and Project White Butterfly distributed 526 Narcan kits through grassroots efforts. Ms. Zietlow-DeJesus highlighted that during this distribution process, fentanyl test strips were also distributed. She also shared that through these grassroots efforts, the businesses and individuals really care and want to help. Ms. Rosser reported that she assisted with the Narcan distribution efforts; and provided accolades regarding staff interaction with various individuals to ensure success with this endeavor.

The state is facilitating this naloxone blitz because historically there has been a record number of overdoses in May since 2015. Cuyahoga County is already breaking records for March and April 2021. In April 2021, Cuyahoga County had 57 fatalities, compared to 30 in April 2020. In March 2021, Cuyahoga County had 61 fatalities, compared to 32 in March 2020; and while some cases remain pending for May 2021, presently, 53 fatalities have occurred, compared to 52 in May 2020. As a result, this community distribution is important to Cuyahoga County's efforts to save lives.

Ms. Zietlow-DeJesus reported that MetroHealth has installed 13 of the first 25 NaloxBoxes. She stated the NaloxBoxes are being installed in Recovery Homes, Drop-In Centers, Residential Treatment Facilities, food distribution centers and homeless shelters. The Board is still waiting for NaloxBox to deliver an additional 48 boxes; however, conversations have transpired with the City of Cleveland, Regional Transit Authority (RTA) and Metro Parks police about possibly installing NaloxBoxes in various high incident overdose areas. Some community organizations have also reached out to receive boxes; and staff will be vetting these organizations to ensure they are placed in public areas within high incident zip codes to increase access to Narcan for bystanders and help with rescue. Each NaloxBox comes with Narcan, instructions on use, a rescue breathing kit, and information about connecting with help and the Good Samaritan Law.

Committee Member Input:

- Dr. Gregory Boehm commended all involved with the Naloxblitz and NaloxBox grassroots distribution efforts.
- Ms. Kern Pilch shared that she attended an event hosted by Project White Butterfly; and provided accolades regarding their outstanding and compassionate efforts to assist individuals in need.

**8. Adverse Childhood Experiences Grant Activities Update (Training/Video series)**

Ms. Madison Greenspan, External Affairs Officer, highlighted that the Board has been involved in a partnership project called ACEs (Adverse Childhood Experiences). This campaign is part of a \$12,500 grant allocation that was given to the ADAMHS Board by the Cuyahoga County Board of Health, which is from a Centers for Disease Control and Prevention (CDC) grant regarding ACEs and the Opioid crisis. She noted that ACEs are events that may have a negative impact on a person's lifelong health and prosperity and that this public awareness plan is designed to show local community members the impact of ACEs on individuals and families through storytelling.

The ADAMHS Board, in partnership with the Cuyahoga County Board of Health, has been involved in a video series, which contains six episodes and runs through August 2021. A Vision of Change and Creating Greater Destinies produced the *Our Stories, Our Healing* video series as part of the ACEs grant. Every episode explores a different topic related to ACEs/trauma with two to five guests sharing their stories. Four episodes are available on the Board's YouTube page; and so far, have over 4,000 views total and have reached over 30,000 people through the social media promotion. Ms. Greenspan highlighted some quotes from participants in the first episode that were very powerful and shared a quick rundown of the episodes that are available so far:

- The first, which aired in March, provided background on the series, what ACEs are and how storytelling can help with healing.
- The April episode featured two friends who discussed what it's like to be "girl dads", Black men in today's world and the discussions they have to have with themselves.
- May's episode featured a brave group of domestic violence survivors and professionals who discussed how to identify harmful relationships, how to get out of one safely, and how they are healing.
- A special episode was recorded for Pride month. Members of the LGBTQ+ community had a powerful discussion about coming out, the importance of finding community, and the beauty of recovery from substance use disorders.
- The July episode, which was released on July 23, 2021, is all about knowing your worth.
- The final episode to wrap up the series will be released in August and will focus solely on healing.

The series aims to raise awareness through storytelling by community members who have overcome trauma and found healing. Participants share what healing means to them, how they maintain their self-worth, and what resources they use to cope and recover.

Ms. Carole Ballard, Director of Education and Training, reported that so far in 2021, the Board has provided ten 40-hour Crisis Intervention Team (CIT) trainings and incorporated Question, Persuade and Refer (QPR) training. QPR is an Evidenced Based Practice Model that teaches three simple steps that anyone can learn to help save a life from suicide. QPR trainings raise awareness about suicide, dispel myths and misconceptions and teach warning signs of suicide. The last 40-hour CIT training reached 284 officers.



Additionally, two Mental Health First Aid (MHFA) electronic version trainings, reaching 27 individuals, transpired. These trainings included the staff of the Cuyahoga County Board of Health, along with some stakeholders. MHFA is a public education program that introduces participants to risk factors and warning signs of mental illnesses, builds understanding of their impact, and overviews common supports. This training uses role-playing and simulations to demonstrate how to offer initial help in a mental health crisis and connect persons to the appropriate professional, peer, social and self-help care. The program also teaches the common risk factors and warning signs of specific types of illnesses, like anxiety, depression, substance use, bipolar disorder, eating disorders and schizophrenia.

Also, a training regarding Handling ACEs and Handling Crisis from a Trauma-informed Care Lens is scheduled for Monday, July 26, 2021, with Dakota L. King-White, Ph.D., LPC, LPSC; whereby 85 participants are currently registered to attend.

#### **9. Suicide Prevention and Recovery Month (September) Celebrations**

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 previously met to plan the timing and message of the advertising campaign. 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 Phase 2 of the Suicide Prevention Campaign, which includes the following:

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

Life is Better With You Here campaign was put together in response to data about the rising rate of suicide attempts and deaths in Black communities; and is specifically created through the Ohio Suicide Prevention Foundation. The campaign contains messages of hope, along with the identification of mental health and addiction resources. Ms. Rosser shared that between 1991 and 2017, suicide attempts among Black adolescents increased by 73%. As of 2018, suicide became the second leading cause of death in Black children, 10-14 age range, and the third leading cause of death in Black adolescents, 15-19 age range. Fortunately, Black youth suicide has become a national priority through the issuing of the Ring the Alarm report through the Congressional Black Caucus, which brought a lot of national attention and resources to this matter, in addition to our local statistics. In Cuyahoga County during 2020, there were 25 deaths by suicide of individuals 25 and under, and 12 of these individuals were Black, 7 males and 5 females.

Ms. Rosser reported that the Suicide Prevention Campaign, using the Life is Better With You campaign, will reach audiences via print, radio, digital, social media, billboards and television. Based on data, 12 billboards have been placed throughout Cuyahoga County, in addition to 20 bus interiors and 13 bus exteriors. Intermittent television, radio, digital and social media will also transpire over this 12-week timeframe. This is the first of a two-part suicide prevention campaign that will run this year.

Ms. Zietlow-DeJesus shared statistical data from the Cuyahoga County Medical Examiner's office. So far in 2021, 47 residents have died by suicide. Ages ranged from 15 to 75; 13 individuals were under the age of 25; 18 individuals were ages 26-45; 12 individuals were ages 46-65; and 4 individuals were over the age of 66. By the end of June 2020, the Medical Examiner's Office reported that there were 78 deaths by suicide, with 64 being Cuyahoga County residents; with ages ranging from 13-88; 13 individuals were 25 and under; 12 individuals were 26-45; 23 individuals were 46-65; 16 individuals were over the age of 66.

Mr. Osiecki commended Ms. Rosser's efforts with maximizing the available funding for the suicide prevention advertising campaign.

#### **10. First Responder Appreciation Week**

Ms. Greenspan reported that First Responder Appreciation Week will take place September 20-26, 2021. The Week of Appreciation is an opportunity to show support and appreciation to those who work directly with individuals struggling to overcome substance use disorders. This includes police officers, firefighters, Emergency Medical Technicians (EMTs), children's services workers, emergency department staff, behavioral healthcare workers and anyone else who may experience burnout or secondary trauma as a result of their work with individuals with addiction. She reported that the Board received a mini grant of \$1,500 from the Ohio Association of County Behavioral Health Authorities (OACBHA) to support our efforts and have come up with two ideas to show our appreciation while also promoting self-care for first responders

- Plan A is to ask local businesses to donate fun activities first responders can engage in (examples: indoor rock climbing, zip lining, golf). Taking a break and having fun is important to mental health, so staff wanted to create those opportunities for our first responders.
- The pandemic has left many businesses struggling, so if donations were not easily obtained, plan B is to put together care packages with tokens of appreciation and information about self-care for first responders.

Ms. Zietlow-DeJesus added that First Responder Appreciation Week is also part of Recovery Month and Suicide Prevention Awareness Month. As a result, the Board has also received several recovery speaker requests through the Board's web portal; in addition to creating little vignettes to be shared on social media. She stated that Board staff are also working on an anti-stigma campaign with the HEALing Communities Study. This campaign will feature personal stories of individuals that have used Medication Assisted Treatment (MAT) to recover. Additionally, Overdose Awareness Day, August 31, 2021, will be highlighted; and national materials created by SAMHSA, along with other national partners, will be shared via social media.

#### **11. Media Tracking Report**

The Media/Press Clipping Report from May 6 to July 6, 2021, indicated that the ADAMHS Board had a total of 64 media mentions; 61 were positive, 3 neutral and 0 negative. Ms. Zietlow-DeJesus reported that for the year, the ADAMHS Board had a total of 214 media mentions; 155 were positive, 59 neutral and 0 negative. She highlighted Rev. Gohlstin's letter to the Editor related to the ADAMHS Board member appointment advocacy, the Suicide Prevention Campaign, Life is Better With You Here, featuring Mr. Osiecki and Ms. Charde' Hollins, Behavioral Health Prevention Specialist, several Diversion Center articles (one of which received national news attention), and the Board's efforts with Naloxblitz and NaloxBox.

Mr. Snider reported that Rev. Gohlstin's letter to the Editor was very profound and set forth everything the ADAMHS Board stands for. Rev. Gohlstin thanked staff for their assistance with this correspondence.

#### **12. Social Media and Website Tracking Reports**

##### **Social Media**

- Ms. Greenspan provided committee members with an overview of the social media statistics since the last Community Relations & Advocacy Committee meeting. She reported that for the timeframe May 5 to July 6, 2021, the Board had 545,487 impressions – 7 times more than the last reporting period, 5,984 engagements, gained 85 new followers and 1,129 post link clicks. Board staff posted 253 times and received 194 messages. The significant jump in impressions and some of the Board's other statistics was due to several paid social media campaigns that were being promoted. These campaigns included the Life is Better with You Here suicide prevention campaign, Crisis Text Line promotion, and the Our Stories, Our Healing series promotion. The top posts on Twitter were about the With You Here campaign and posts promoting the Our Stories, Our Healing series as part of an ACEs grant from the CDC. The top posts on Instagram were Crisis Text Line promotions and StigmaFreeCLE posts.

##### **Website**

- Ms. Greenspan reported that 8,417 people have visited the Board's website since May 5, 2021 for a total of 11,768 times as of July 6, 2021. This is very consistent with the last reporting period. There were 35,508 page

views (also consistent) and 54% of users came to the site from google searches, 37% came to the site directly meaning they typed it in and the remainder (9%) from social media/referral from another page.

### **13. New Business**

Ms. Zietlow-DeJesus reported that Ms. Erika Losse, the Board's AmeriCorps VISTA Worker, will be completing her tenure at the Board on Friday, July 16, 2021. Ms. Losse, who was the primary tracker for the Board's fentanyl test strip distribution program, thanked the Board for the opportunity to gain new skills and experiences; and plans to remain involved with several activities moving forward.

Ms. Zietlow-DeJesus introduced Ms. Samantha Maloy, the Board's new AmeriCorps VISTA, who started on Tuesday, July 6, 2021. Ms. Maloy stated that she brings six years of experience in business and marketing and is excited to be involved with the Board.

Rev. Gohlstin requested that the Eliminating Structural Racism Work Group's Community Collaboration, Education and Stigma as well as the Policy and Advocacy Subcommittees provide routine subcommittee updates at Community Relations & Advocacy committee meetings going forward. Ms. Zietlow-DeJesus indicated that Ms. Regina Spicer, Training Officer, and Ms. Ballard are co-chairs of those subcommittees and will be asked to provide updates at the September committee meeting.

Mr. Osiecki reported that the Board is re-issuing a Request For Proposals (RFP) titled Behavioral Health Diversity, Equity and Inclusion (DEI) Assessment and Strategic Implementation Plan to solicit proposals from consulting firms and/or independent consultants to provide diversity, equity and inclusion (DEI) assessment and planning services. He stated that additional questions have been included with the original RFP; and previous respondents will be encouraged to participate.

Mr. Osiecki introduced Mr. Anthony Henderson, Chief Compliance Officer, who introduced himself and indicated that he is looking forward to working with everyone.

Mr. Woo Jun, Director of Risk Management, introduced himself and indicated that he is also looking forward to working with everyone.

Mr. Snider congratulated Mr. Henderson and Mr. Jun and wished them success in their new positions at the Board.

### **14. Upcoming July and September Board Meetings:**

- Planning & Oversight Committee Meeting: July 14, 2021
- Finance & Operations Committee Meeting: July 21, 2021
- General Meeting: July 28, 2021
- Community Relations & Advocacy Committee Meeting: September 1, 2021
- Joint Planning & Oversight Committee and Finance & Operations Committee Meeting: September 22, 2021
- General Meeting: September 29, 2021

***There being no further business, the meeting adjourned at 5:03 p.m.***

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

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