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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE SEPTEMBER 1, 2021

<u>Committee Members Present</u>: Patricia James-Stewart, M.Ed., LSW, Committee Chair, Ashwani Bhardwaj, Reginald C. Blue, Ph.D., Gregory X. Boehm, M.D., Erskine Cade, MBA, Katie Kern-Pilch, ATR-BC, LPC-S, / Other Board Members: Gwendolyn A. Howard, LSW, MSSA

Absent: Elsie Caraballo, Sharon Rosenbaum, MBA, Harvey A. Snider, Esq.

Board Staff Present: Scott Osiecki, Chief Executive Officer, Carole Ballard, Danielle Clark, Tami Fischer, Cheryl Fratalonie, Madison Greenspan, Felicia Harrison, Bill Hebble, Anthony Henderson, Woo Jun, Linda Lamp, Samantha Maloy, Vicki Roemer, Clare Rosser, Jessica Saker, Larry Smith, Jr., Beth Zietlow-DeJesus

1. Call to Order

Ms. Patricia James-Stewart, Committee Chair, called the meeting to order at 4:00 p.m. and welcomed everyone in attendance. Dr. Reginald Blue 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. Public Comment on Agenda Items – None.

3. Approval of Minutes

The Community Relations & Advocacy Committee minutes from the July 7, 2021, meeting were approved as submitted.

4. Legislative Update

Mr. Scott Osiecki, Chief Executive Officer, reported that on Thursday, August 26, 2021, Ms. Cheri L. Walter, MA, LICDC, Chief Executive Officer of the Ohio Association of County Behavioral Health Authorities (OACBHA) and he met with Senator Nikki Antonio to discuss a variety of agenda items that included gaining her support of virtual meetings and workforce issues.

Mr. Osiecki highlighted that OACBHA is in the process of drafting legislative language on virtual public meetings that would allow certain public bodies to meet virtually as was previously done prior to the expiration of the public health orders on Wednesday, June 30, 2021. This draft language would include permissive language that would allow Boards options to host virtual, in-person, or hybrid public meetings. However, it is not expected that legislation on this topic would move very quickly. As a result, Board meetings must continue to be held in person. During this timeframe, the Board continues to explore technology options that would allow for virtual meetings.

Mr. Osiecki provided an update on Senate Bill 2 (SB 2) Competency Restoration. He reported that OACBHA provided a Competency Restoration Training and Discussion for all members regarding the new competency restoration requirements in SB 2, which became effective as of Tuesday, August 3, 2021. The Board received an allocation of \$74,000 from the Ohio Department of Mental Health and Addiction Services (OhioMHAS) to fund the competency restoration training piece. As previously put forth through the July 2021 Board cycle, the Board is contracting with Murtis Taylor Human Services System (MTHSS) to provide outpatient competency restoration training. OhioMHAS has withheld a portion of this allocation to determine if the actual number of cases varies from the estimate of 35 cases. Overall, the State of Ohio received \$570,000 for this new endeavor.

Mr. Osiecki also updated committee members on OACBHA's Ohio Revised Code (ORC) 340 Workgroup, which he is a member. This workgroup met on Friday August 6, 2021, for the purpose of reviewing and modernizing the rules regarding Boards. Revising the code is also of interest to OhioMHAS, and Director Lori Criss is interested in engaging in the Boards' work around ORC 340. Mr. Osiecki reported that there is renewed interest in OACBHA's recommendations for system modernization. Members of the ORC 340 Workgroup reviewed their initial identified policy priorities. The next scheduled ORC 340 Workgroup meeting will be held virtually on Thursday, September 2, 2021.

During the Board's Behavioral Health Workforce Task Force meeting, staff learned that local advocates are talking with legislators about broadening or changing licensure requirements for certain health professions. This change will make it easier for individuals to join the behavioral health field as credentialed professionals that can fill gaps in our workforce. Presently, these talks are preliminary, and will keep all informed of any movement on this topic.

The Ohio Department of Medicaid (ODM) is delaying reforming the Medicaid managed care system until July 2022. All of the modernization work, including managed care organization contracts, OhioRISE, provider network management module, centralized credentialing, and fiscal intermediary, have all been pushed back. ODM noted that the delay is partly due to the unanticipated persistence of COVID-19 and its impact on individuals served by the program and their providers.

5. Review of Updated Social Media Policy

Mr. Woo Jun, Director of Risk Management, highlighted the changes made to the policy statement up for renewal, Social Media.

Due to the familiarity with social media, this policy was revised to delete portions of the policy that describe social media and more text was included regarding the purpose of this policy. The layout of the policy was also changed to lend reader ease through content sections. Information in the comments section was streamlined, and a section was added to clarify the removal and retention of comments/posts. Minimal changes were made to the procedure section to update roles to match the current table of organization.

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 Joint Planning & Oversight and Finance & Operations Committee. MOTION: G. Boehm / SECOND: K. Kern-Pilch / AYES: A. Bhardwaj, R. Blue, G. Boehm, E. Cade, K. Kern-Pilch / NAYS: None / Motion passed.

6. Sponsorship Requests

Ms. Beth Zietlow-DeJesus, Director of External Affairs, highlighted the five sponsorships recommended by Board staff to the CR&A Committee and referenced the details provided in the individual agenda process sheets for the following:

- EDEN 30th Anniversary Celebration (September 11, 2021) \$500
 - Ms. Zietlow-DeJesus reported that Emerald Development and Economic Network, Inc., (EDEN) is hosting its 30th Anniversary Garden Party Celebration on Saturday, September 11, 2021, at the Madison, for which the ADAMHS Board is requesting to purchase a Daisy Sponsorship in the amount of \$500.
 - For the past 30 years, EDEN has provided housing solutions to individuals facing the challenges of housing insecurities and homelessness, and individuals and families who are vulnerable and disadvantaged. Housing helps provide individuals with stability, advance their independence, and fulfill their aspirations.
 - As a Daisy sponsor, ADAMHS Board of Cuyahoga County will receive the following benefits:
 - Name and link to website on EDEN's website
 - Name in program book
 - One social media post by EDEN showcasing our sponsorship
 - 1/8-page ad in the program book and on the event website
 - ❖ Four tickets to the event
 - EDEN is expecting more than 300 attendees at this event.
 - Daisy Sponsorship funding will help EDEN offset the costs of the event
- Ohio Association of Alcohol and Other Drug Addiction Counselors (OAADAC) Conference (April 2022) \$1,000
 - Ms. Zietlow-DeJesus reported that the OAADAC Conference will be held in April 2022. The actual date and location have yet to be determined by the Conference Committee.
 - OAADAC is a state affiliate of the National Association for Addiction Professionals (NAADAC).

- NAADAC is the premier global organization of addiction focused professionals who enhance the health and recovery of individuals, families and communities.
- OAADAC's mission is to lead, unify and empower addiction focused professionals to achieve excellence through education, advocacy, knowledge, standards of practice, ethics, professional development and research.
- The goal of the conference is to bring together addiction-focused professionals for education, training, networking, and capacity-building with leaders in the addiction profession.
- The conference will be transpiring in Cuyahoga County this year and the ADAMHS Board's Education and Training unit will be providing the CEUs for the event.
- The \$1,000 Gold Sponsorship provides the following benefits:
 - Two conference registrations
 - Full table booth
 - Half page digital conference ad
 - Logo placement on conference banner
- Mental Health and Addiction Advocacy Coalition (MHAC) Public Officials Breakfast (Date to be determined) \$1,000
 - This is the MHAC's 18th annual Public Officials Breakfast Reception.
 - This annual event provides an opportunity for representatives from the behavioral health treatment, recovery and advocacy community to interact with local, state, and federal public officials to talk informally about funding and legislation that impacts our community.
 - The MHAC Public Officials Breakfast Reception will take place at Nuevo Modern Mexican Restaurant. The
 actual date has yet to be determined. The ADAMHS Board would sponsor at the Bronze Level in the amount
 of \$1,000.
 - As a Bronze Sponsor, the ADAMHS Board will receive the following:
 - Announced at event as a Bronze Sponsor
 - Listing in event program as supporter
 - Listing as supporter on MHAC Website for 1 year
 - Logo displayed a minimum of 2 times in sponsor video loop at the reception
 - ❖ Four social media mentions per year on the MHAD Facebook or Twitter account
- LifeAct Into the Light Suicide Prevention Walk (October 17, 2021) \$1,000
 - LifeAct is hosting its 17th annual Into the Light Walk on October 17, 2021, at the Cleveland Metroparks Zoo, of which the ADAMHS Board is requesting to purchase a Beacon Sponsorship in the amount of \$1,000.
 - The annual event, Into the Light Walk by LifeAct, helps to fund lifesaving depression awareness and suicide prevention education for more than 5,500 students across Northeast Ohio.
 - With school closures, isolation, and upheaval that we all experienced due to the COVID-19 pandemic, the need for mental health education and support has never been greater.
 - As a Beacon Sponsor, ADAMHS Board will get the following benefits:
 - Sponsorship acknowledgement on banner at Walk
 - Sponsor's name and logo displayed on Walk website
 - Five complementary Walk registrations
- Wave of Light (October 15, 2021) \$500
 - First Year Cleveland (FYC) is a multi-sector collaborative working towards a unified strategy to reduce infant mortality and racial disparities in Cuyahoga County.
 - The goal of FYC is to lower infant deaths by addressing three strategic areas: 1) reduce racial disparities, 2) address extreme prematurity. 3) and eliminate sleep related deaths.
 - The Pregnancy and Infant Loss (PAIL) Society, founded under the umbrella of FYC, exists to create an
 opportunity for African American families who are impacted by pregnancy and infant loss to be heard and
 to be connected to vital mental health and supportive services.

- The Wave of Light event will provide a forum in which the community at large and public officials can hear directly from African Americans who have experienced pregnancy and infant loss.
- Engaging Black families to share their experiences of loss will help inform comprehensive efforts to achieve
 equity in birth outcomes and empower systems and providers to deliver the best services possible and
 support Black families during their pregnancy and/or infant loss journey.
- This event is being held on Pregnancy and Infant Loss Remembrance Day, October 15, 2021, to create awareness of infant loss and prevention strategies to combat infant loss.
- As a sponsor, the ADAMHS Board will be publicly thanked at the event and be recognized via name or logo on all event materials.

Motion to approve the five sponsorships (EDEN 30th Anniversary Celebration, OAADAC Conference, MHAC Public Officials Breakfast, LifeAct Into the Light Suicide Prevention Walk and Wave of Light) to the Joint Planning & Oversight and Finance & Operations Committee. MOTION: R. Blue / SECOND: K. Kern-Pilch / AYES: A. Bhardwaj, R. Blue, G. Boehm, E. Cade, K. Kern-Pilch / NAYS: None / Motion passed.

7. NEO Collaborative COVID-19 Grant Advertising Campaign Amendment

Ms. Clare Rosser, Chief Public Affairs Officer, reported that the Substance Abuse and Mental Health Services Administration (SAMHSA) COVID-19 Supplemental Emergency 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 Board approved the advertising not-to-exceed amount of \$76,230 in June 2021. This amendment specifies the vendors that will be used for the advertising.

Motion to approve amending the advertising portion of the SAMHSA Supplemental Emergency COVID-19 Grant (Resolution No. 21-06-03) to specify vendors and expected costs and contract with the various vendors for the NEO Collaborative Advertising Campaign to the Joint Planning & Oversight and Finance & Operations Committee. MOTION: G. Boehm / SECOND: R. Blue / AYES: A. Bhardwaj, R. Blue, G. Boehm, E. Cade, K. Kern-Pilch / NAYS: None / Motion passed.

8. Suicide Prevention Coalition Advertising Campaign Amendment

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. The original list of vendors and term of service was approved by the Board in May 2021, and included Digital, Print, Social Media, Billboard/outdoor, Transit, Television and Radio.

The Suicide Prevention Coalition Campaign Subcommittee met on August 10, 2021 and decided that the term of service should be extended to December 31, 2021. This is due to two factors: 1) COVID staffing issues at some vendors have resulted in delays in publication, and 2) It is desirable to extend the campaign due to its high visibility and engagement. The subcommittee also approved adding a faith-based advertising vendor to the campaign: JEMOH Enterprises, LLC. The advertising reaches the Greater Cleveland religious, senior and online communities through:

- monthly newspaper ads and articles in the OHIO Life NEWS, distributed in 150 churches, senior buildings, and high traffic areas in Greater Cleveland
- o posters, displays & information to the local churches
- social media impressions through OHIO Life NEWS Online Instagram and Facebook
- FCB Radio Network, 84 spots per week and five interviews

Motion to amend Resolution No. 21-05-03 to include funding for JEMOH Enterprises, LLC, in the amount of \$8,500 as part of the Suicide Prevention Campaign, for the time period of May 17, 2021 through December 31, 2021 and

to amend Resolution No. 21-05-03 term of service for the Suicide Prevention Campaign to May 17, 2021 through December 31, 2021 to the Joint Planning & Oversight and Finance & Operations Committee. MOTION: K. Kern-Pilch / SECOND: G. Boehm / AYES: A. Bhardwaj, R. Blue, G. Boehm, E. Cade, K. Kern-Pilch / NAYS: None / Motion passed.

9. MindWise Online Mental Health Screening Contract Renewal Ratification

MindWise Innovations provides large-scale mental health screening for the public, innovative mental health and substance abuse resources, and links individuals in need with treatment options. The ADAMHS Board of Cuyahoga County's programs, offered online and in-person, educate, raise awareness, and screen individuals for common mental and behavioral health disorders, and suicide. The screenings are offered in Spanish and English. The subscription for the screening tool costs \$1,200 and the subscription expires on September 15, 2021. Ms. Zietlow-DeJesus noted that the ADAMHS Board has utilized the online screenings since 2014, which has resulted in 8,503 completed screenings. The screenings over the last year decreased from the previous year (1,209 in 2019). This decease may be due to a drop in social media use during 2020, which we saw on our platforms during the pandemic. From September 16, 2020 to August 24, 2021, 600 individuals took the online screenings. Last year, from August 24 to September 15 an additional 48 screening were completed, making 648 the total estimated number of screenings completed from September 16, 2020 to September 15, 2021. The top screenings taken were: 216 wide range screenings, 91 for generalized anxiety and 84 for depression.

Motion to ratify the cost of renewing the online mental health screening in the amount of \$1,200 to the Joint Planning & Oversight and Finance & Operations Committee. MOTION: R. Blue / SECOND: G. Boehm / AYES: A. Bhardwaj, R. Blue, G. Boehm, E. Cade, K. Kern-Pilch / NAYS: None / Motion passed.

10. HEALing Communities Study Grant for Deterra Bag Distribution

Ms. Zietlow-DeJesus reported that the HEALing Communities Study aims to reduce opioid overdose deaths by 40% over three years in participating communities - Cuyahoga County is one of these communities. The study is supported by SAMHSA and the National Institutes of Health (NIH) Heal initiative. One of the goals of the HEALing Communities study is to increase education about and reduce access to prescription opioids as an overdose prevention strategy. The HEALing Communities Study would like to provide the ADAMHS Board with a \$30,000 grant to purchase Deterra at home drug disposal bags as part of the previously mentioned goal. This grant would allow for the purchase and distribution of approximately 8,500 Deterra bags at community events and to other partner agencies to help reduce access to old prescription medications, including opioids. The Study partners chose the ADAMHS Board for this grant because of our role as a community convener and collaborator, and past successes distributing these disposal bags.

Motion to accept a \$30,000 grant from the HEALing Communities study and utilize those funds to purchase and distribute approximately 8,500 Deterra bags in Cuyahoga County by the end of 2021 to the Joint Planning & Oversight and Finance & Operations Committee. MOTION: R. Blue / SECOND: G. Boehm / AYES: A. Bhardwaj, R. Blue, G. Boehm, E. Cade, K. Kern-Pilch / NAYS: None / Motion passed.

11. <u>Video Series on Behavioral Health Careers in Partnership with Cleveland Metropolitan School District Career Connects Program and the Behavioral Health Workforce Task Force</u>

Ms. Rosser reported that studies predict that the behavioral health workforce will continue to shrink, while the need for behavioral health services will continue to rise. Both OhioMHAS and the ADAMHS Board are already seeing the effects of workforce shortages in Ohio and Cuyahoga County and have made workforce development a strategic priority. The ADAMHS Board created a Behavioral Health Workforce Task Force of providers and staff to document what is happening locally and explore creative ways to educate, recruit and retain mental health and substance use professionals. This video project addresses two creative approaches:

- o Partner with schools to generate behavioral health career interest at a young age, ensuring a healthy workforce for the behavioral health field in the future
- o Highlight the diversity of career options within the behavioral health field, and the diverse backgrounds of the people who work within the field

A series of videos will educate potential workers about the behavioral health field, as a creative way to recruit new professionals to the field and generate interest in young people who are determining their career path. A series of three career highlight videos will be developed for different age groups (elementary, middle and high school students) in partnership with the Cleveland Metropolitan School District's Career Connects program. The videos will be used as part of their career-exploration efforts and will be added to their library of career videos to be used with new students each year. A series of 30 short video vignettes will be developed for social media, highlighting the diversity of careers and career paths within behavioral health care.

Motion to approve a contract in the amount of \$3,765 with Wake Up Call Media to complete the behavioral health careers video project to the Joint Planning & Oversight and Finance & Operations Committee. MOTION: G. Boehm / SECOND: R. Blue / AYES: A. Bhardwaj, R. Blue, G. Boehm, E. Cade, K. Kern-Pilch / NAYS: None / Motion passed.

12. <u>Eliminating Structural Racism Work Group Policy and Advocacy and Community Collaboration/Education and Stigma Subcommittee Updates</u>

On June 24, 2020, the ADAMHS Board of Directors passed Resolution No. 20-06-01 declaring Racism as a Public Health Crisis. The ADAMHS Board committed to work with its partners to plan immediate, short-term and long-term goals for eliminating structural racism in the behavioral health community. The first work group met on October 5, 2020. At this meeting it was determined that a large work group would meet the first Monday of each month at 1:00 p.m. It was also decided that the group would divide into five subcommittees: Workforce; Health Equity; Policy and Advocacy; Data and Research; and Community Collaboration/Education and Stigma.

Ms. Carole Ballard, Director of Education and Training, provided updates on two subcommittees of the Board's standing committee, Eliminating Structural Racism Work Group. The first subcommittee, Community Collaboration/Education and Stigma, which is chaired by Ms. Regina Spicer, Training Officer, has been reviewing training that not only includes training within our system, but also around our system in terms of what has been made available - what do agencies actually do around cultural competency, cultural humility, and cultural awareness, in addition to what type of training is the community being exposed to. As a result, this committee has been talking a lot about surveying our providers and/or community to gain an understanding as to whether agencies are providing this training to their staff and, if so, the frequency and content of this training. Also, is this training being delivered via additional means within the community. Ms. Ballard reported that eliminating structural racism does not only include training, however, training can be a springboard toward other conversations.

Ms. Ballard reported that she chairs the Policy and Advocacy Subcommittee; and indicated that this subcommittee had dialogue with Senator Nikki Antonio, who is sponsoring SB 48, whereby all health care professionals would have annual cultural competency training towards licensure renewal. Ms. Ballard reported that Senator Antonio has been meeting with various constituents to gain input as to additional content. Presently, healthcare professionals need three hours of ethics training annually to maintain licensure, however, Senator Antonio is saying that an additional three hours of cultural competency training should be a prerequisite, in addition to ethics training, for licensure renewal.

The Board included diversity, equity and inclusion work as part of its 2021-2025 Strategic Plan, specifically Goal 1: Ensuring a collaborative and diverse behavioral health service delivery system that prioritizes equity and inclusion and meets the needs of residents of Cuyahoga County. To continue this work, the Board released a Request for Proposal (RFP) seeking an organization or individual consultant to conduct an assessment of the scope of structural racism in the Cuyahoga County Behavioral Health System, as well as develop a plan for the ADAMHS Board in addressing and eliminating structural racism. To date, three responses have been received; and once these responses have been reviewed, a recommendation will be put forth for Board approval. (The PowerPoint presentation is attached to the original minutes stored in the Executive Unit.)

13. Media Tracking Report

Since July 7, 2021, the ADAMHS Board has had 42 media mentions: 41 were positive, 1 neutral and 0 negative. Ms. Zietlow-DeJesus reported that for the year, the ADAMHS Board had a total of 256 media mentions; 196 were positive, 60 neutral and 0 negative. She highlighted Mr. Osiecki's story on the Diversion Center, which was featured on the front page of the Friday print edition of The Plain Dealer as well as on Cleveland.com. The story was also picked up by Scene

Magazine. Ms. Zietlow-DeJesus stated that the Board also received great press on the ADAMHS Board and MetroHealth partnership on the NaloxBox initiative, with stories by WKSU and News 5.

14. 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 timeframe July 7 to August 31, 2021, the Board had 582,611 impressions – which is up by about 40,000 from the last reporting period, 6,903 engagements, gained 54 new followers and 1,322 post link clicks. Board staff posted 218 times and received 166 messages. The Board's reporting system provides a new statistic – video views. The Board had 25,784 video views on our social media accounts (mostly on Facebook). The top post on Twitter was a thank you to Rapid Transit Authority (RTA) and transit police for their work beautifying the women's garden at the Diversion Center. The top posts on Facebook were from the With You Here campaign and the top post on Instagram was from the StigmaFreeCLE Campaign.

Website

• Ms. Greenspan reported that 9,285 people have visited the Board's website since July 7, 2021, for a total of 13,466 times as of August 31, 2021. This is up a bit from the last reporting period. There were 36,918 page views and 50% of users came to the site from google searches, 39% came to the site directly meaning they typed it in and the remainder (11%) from social media/referral from another page.

15. New Business

Mr. Osiecki reported that OACBHA will be providing a Robert's Rules of Order training in October (date to be determined) for the membership. Each Board in attendance will receive the latest edition of Robert's Rules of Order as well as Robert's Rules of Order – In Brief.

Due to the postponement of OACBHA's in-person Recovery Conference, they have planned a virtual Celebration of Recovery for Friday, October 1, 2021. This virtual celebration will feature inspiring recovery stories, a recovery-centered trivia game, and a keynote presentation from comedian, writer, and podcast host, Mr. Chris Gethard. At 3:00 P.M. attendees will have the option to attend one of two breakout sessions: 1) Art for the Heart or 2) Yoga and Mindfulness for Recovery. This event is hosted in partnership with NAMI Ohio, Ohio Citizen Advocates for Addiction Recovery (OCAAR), and Ohio Peer Recovery Organizations (Ohio-PRO). The Virtual Celebration of Recovery is generously sponsored by OhioMHAS.

16. Public Comment Period – None.

17. <u>Upcoming September and October Board Meetings:</u>

- Joint Planning & Oversight and Finance & Operations Committee Meeting: September 22, 2021
- General Meeting: September 29, 2021
- Faith-based Outreach Committee Meeting: October 6, 2021
- Committee of the Whole Meeting: October 20, 2021
- General Meeting: October 27, 2021

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

Submitted by: Linda Lamp, Executive Assistant

Approved by: Patricia James-Stewart, M.Ed., LSW, Community Relations & Advocacy Committee Chair