

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE MAY 4, 2022

Committee Members Present: Patricia James-Stewart, M.Ed., LSW, Committee Chair, Ashwani Bhardwaj, Reginald C. Blue, Ph.D., Harvey A. Snider, Esq.

Absent: Gregory X. Boehm, M.D., Erskine Cade, MBA, Katie Kern-Pilch, ATR-BC, LPC-S, Sharon Rosenbaum, MBA

Board Staff Present: Scott Osiecki, Chief Executive Officer, Carole Ballard, Danielle Clark, Tami Fischer, Cheryl Fratalone, Madison Greenspan, Bill Hebble, Anthony Henderson, Woo Jun, Linda Lamp, Samantha Maloy, Tawanna Pryor, Vicki Roemer, Nakia Yucas, 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. Mr. Harvey Snider 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**

No audience input regarding agenda items was received.

3. **Board of Directors 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 of Directors, 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 of Directors attendance roll call.

4. **Approval of Minutes**

The minutes from the March 2, 2022 Community Relations & Advocacy Committee were approved as submitted.

5. **Legislative Update**

Mr. Scott Osiecki, Chief Executive Officer, highlighted several legislative bills that are currently being considered.

MHAC Advocacy Week / meeting with Representative Kent Smith

Mr. Osiecki and Ms. Clare Rosser, Chief of Strategic Initiatives, joined Ms. Joan Englund, Executive Director, and Ms. Megan Burke, State Program and Policy Director of the Mental Health and Addiction Advocacy Coalition (MHAC), in a meeting with Ohio House Representative Kent Smith on Tuesday, April 5, 2022, as part of the MHAC’s Advocacy Week. Rep. Smith received updates from the ADAMHS Board and MHAC staff about efforts including workforce development, addressing racial disparities in mental health and addiction care, crisis response and diversion, and preparing for a national three-digit suicide and mental health crisis hotline. Mr. Osiecki reported that meeting with legislators is a way that the ADAMHS Board advocates for families and clients affected by mental illness and substance use disorders and the mental health and addiction services and supports needed in our community.

Senate Bill 296

On Friday, March 18, 2022, the ADAMHS Board submitted a letter of support to the Ohio Senate Health Committee regarding Senate Bill 296, which would more clearly authorize the use of narcotic testing products, including fentanyl test strips, and would deregulate naloxone. The Board was an early leader in promoting harm reduction for individuals and families living with addiction and substance use disorders. Mr. Osiecki reported that the Board has been a vocal advocate for fentanyl test strips and naloxone/Narcan distribution. In 2019, the Cuyahoga County community began grassroots partnerships to share education about these lifesaving harm reduction strategies in response to a large increase in overdose fatalities related to fentanyl in cocaine (72 fatalities in May of 2019, 50% of whom were African American). In

addition to the Board's letter of support, the MHAC provided proponent testimony in support of Senate Bill 296. The bill is currently in committee in the Senate.

Senate Bill 215

Mr. Osiecki reported that Senate Bill 215, the concealed carry bill, was signed into law. Ohio's new gun law will take effect on Monday, June 13, 2022. This legislation changes two basic tenets of Ohio's concealed firearms law. First, a qualified adult will no longer be required to obtain a concealed handgun license to carry a concealed handgun in the state. Under Ohio's current law, a person is required to complete minimum educational requirements that include eight hours of training with a minimum of two hours of in-person range time and live-fire training. Ohio's new law effectively gives the right of a qualifying adult to carry a concealed handgun in the same manner as if the person were a licensee and does not require training.

Second, a qualified adult who is stopped for a law enforcement purpose and is carrying a concealed handgun does not need to promptly notify law enforcement of the presence of the firearm, although the individual must disclose that information if asked. This change in law is an opportunity to continue our suicide prevention education about safe storage of firearms, access to lethal means, and identifying the warning signs of suicide.

Mr. Osiecki reported on the Board's efforts with the *Life Side Ohio* Campaign. The ADAMHS Board is one of three locations participating in a statewide launch of the Ohio Suicide Prevention Foundation's (OSPF) new Suicide Prevention Campaign, *Life Side Ohio*. The campaign is a dedicated outreach campaign to help educate the firearms community statewide about reducing suicide deaths by firearms. Similar campaigns have been successful in other states. The Media Event took place at the ADAMHS Board on Tuesday, May 3, 2022, at 5:30 p.m. In addition to Mr. Tony Coder from OSPF, Mr. Osiecki spoke alongside Ms. Charde' Hollins, Behavioral Health Prevention Specialist, and Mr. Rick Oliver, FrontLine Service, and other campaign representatives from across Ohio. Several County Law enforcement agency representatives (Cleveland Division of Police, Cleveland Metroparks Police, Euclid Police, Strongsville Police and the Westshore Enforcement Bureau) also came to stand in support of the campaign.

6. 2022 Substance Use Prevention Treatment and Anti-Stigma Campaign Update

Ms. Beth Zietlow-DeJesus, Director of External Affairs, reported that In January 2022, the Board granted staff permission to build a substance use prevention, treatment and anti-stigma campaign. The campaign will run in four phases, beginning in May 2022 and running through March 2023. She reported that the four phases are as follows:

- Prevention (May, June and July 2022)
- Connection to treatment (August, September and October 2022)
- Stigma Reduction, including stigma related to Medication Assisted Treatment for alcohol and opioid use disorders
- Celebrating Recovery

Ms. Zietlow-DeJesus reported that the campaign is very broad and includes digital apps like Spotify and Pandora; and social media – the ADAMHS Board is also in partnership with some media vendors, television and television streaming apps, radio, print – including local publications, billboards, bus ads, and printed materials. She highlighted that the current vendors Board staff is working with include the following:

- Lamar Billboards
- Lamar RTA
- Spectrum
- iHeart Radio
- Radio One
- La Mega
- Advance Ohio/Plain Dealer
- Call and Post

- Fox 8
- Audacy
- Local Publications (Parma and Lakewood Observer; and more will be added)

Ms. Zietlow-DeJesus stated that a few more vendors will be added as the campaign moves along. Right now, Board staff is running the prevention portion of the campaign. Board staff decided to use the Substance Abuse and Mental Health Services Administration's (SAMHSA's) "Talk. They Hear You."® Campaign because it is research-backed and has been studied. This allowed the Board to launch it quickly. The "Talk. They Hear You." Campaign aims to reduce underage drinking and other substance use among youths under the age of 21 by providing parents and caregivers with information and resources they need to address these issues with their children early and often. Ms. Zietlow-DeJesus shared some of the public awareness materials that everyone should start to see or hear during May 2022.

[Reginald C. Blue, Ph.D., entered the Zoom meeting.]

7. HEALing Community Study Public Awareness Partnership Update

Ms. Zietlow-DeJesus reminded committee members that the HEALing Communities Study had some funds that they needed to use very quickly for public awareness. As a result, they partnered with the Board to help get out fentanyl awareness, naloxone awareness and how to recognize an overdose. There were two separate spends totaling \$22,500. The first was in the amount of \$15,000 and included the following:

- Advance Ohio print and digital - \$8,000
- Call & Post print ads - \$2,237.19
- iHeart Radio Streaming Ads - \$1,800
- Lakewood Observer - \$960
- Social media - \$1,000 (approximately \$166.66 per site, per campaign toolkit)
- Spotify - \$1,002.81

The campaign only ran for two weeks and received over one million impressions – times people saw the ads. The digital ads resulted in over 900 click links, which went to a naloxone training. Eight people even ordered naloxone via mail order after completing the training. Ms. Zietlow-DeJesus reported that overall, this was a very successful campaign. The idea was shared at the statewide harm reduction meeting and they have asked Board staff to share the idea to see if they can implement something similar statewide.

The second part of the campaign was in the amount of \$7,500. These funds were invoiced directly through the study. However, they used a similar strategy as the first round, just two different vendors, which included:

- Parma Observer - \$1,344
- La Mega Hispanic Radio, Newspaper and social media - \$2,656
- Advance Ohio – digital only - \$3,500

This portion of the campaign runs through June 2022. As a result of the timeline, final outcomes cannot be identified yet.

8. Roads to Recovery Conference: The Culture of Recovery 2022 Update

Ms. Carole Ballard, Director of Education and Training, reported that the Roads to Recovery Conference has been successfully held in 2005, 2007, 2009, 2011, 2013, 2015, 2017 and 2019. Based on the tremendous success of these eight conferences, the Community Relations & Advocacy Committee and staff agreed that it is a worthwhile endeavor that should be held every other year. Due to unforeseen issues related to COVID-19 and the pandemic, the 2021 Roads to Recovery Conference was postponed. The purpose of the Roads to Recovery Conference is to educate clients, family members, providers, mental health professionals, alcohol and other drug addiction professionals, media and legislators that personal recovery from mental illness and alcohol and other drug addiction is possible. Specifically, the goals and objectives of the conference include:

- Illustrating successful mental health and alcohol and other drug addiction recovery models and best practices.

- Establishing a trusting relationship between clients, family members, and providers to foster recovery.
- Educating the public that personal recovery from mental illness and alcohol and other drug addiction is possible.
- Educating the public, providers, family members and others about the Board's commitment towards diversity, equity and inclusion and the role it plays in a person and community recovery.

The Recovery Conference illustrates the Board's commitment to recovery and that the Board has fully embraced the concept of personal recovery from mental illness and alcohol and other drugs. Staff recommend that Monday, October 17, 2022, would be the best day to hold the conference because it does not interfere with any religious or national holidays, and is the similar week that prior conferences have been held. Due to ongoing issues related to the COVID-19 pandemic, the planning for the Roads to Recovery Conference is challenging as it relates to how to facilitate the conference. Staff recommend hosting a smaller in-person event to serve no more than 200 with the option of virtual if needed. This model would satisfy issues associated with social distancing, masking and decreasing ultimately the continued spread of the virus. Staff is in the process of identifying conference venue options with accessibility, quality meeting space and services, free parking and competitive pricing.

9. Sponsorships

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

- Removing the Stigma's *Bowl to Remove Stigma* Event (May 22, 2022) - \$500
 - Ms. Zietlow-DeJesus reported that Removing the Stigma's *Bowl to Remove Stigma* event is being held on Sunday, May 22, 2022, at the Lanes, 21400 Southgate Park Boulevard, Maple Heights, Ohio.
 - Removing the stigma is a 501(c3) nonprofit tax-exempt grassroots organization with a mission to educate, empower and cultivate hope while promoting mental and emotional wellness and removing the stigma associated with mental illness and suicide.
 - The event is being held as part of May is Mental Health Awareness Month with the theme, "Bowl to Remove Stigma and Bring Awareness."
 - This is Removing the Stigma's first public awareness event and is a fundraiser to support the International Survivors of Suicide Loss Day event the organization will be holding on Saturday, November 19, 2022.
 - Board staff is requesting a \$500 sponsorship to help support this event.
 - This event will allow individuals and families the opportunity to gather and bowl for a cause, while learning about the resources, opportunities and services available to help them and their loved ones beat the many challenges they face with mental illness.
 - As a sponsor, the ADAMHS Board would receive the following benefits:
 - ❖ Logo/name on event video presentation and the Removing the Stigma website
 - ❖ One complimentary ticket
 - ❖ ADAMHS Board featured on all Removing the Stigma social media platforms
 - Board staff is requesting to sponsor this new event as it meets the Board's sponsorship requirements and aligns with Strategic Plan goal 6.2.2: Seek new and/or strengthen opportunities to collaborate with community groups and organizations.
 - Ms. Denise Holcomb, from Removing the Stigma, was present to answer any questions the Board of Directors had.
- *Pride in the CLE* (June 4, 2022) - \$1,000
 - Ms. Zietlow-DeJesus reported that Board staff is requesting to sponsor *Pride in the CLE*, a march and festival, being held on Saturday, June 4, 2022, at Malls B and C in Cleveland.
 - The event serves as an extension of the LGBT Center's mission to enrich the lives of LGBTQ+ individuals in Northeast Ohio through advocacy, support, education and celebration. Also, it supports the LGBTQ+ community that already faces stigma and discrimination regularly, which is compounded when individuals are living with addictions and/or mental illness.
 - As a sponsor, the ADAMHS Board would receive the following benefits:

- ❖ Listing as a partner on Pride in the CLE webpage
 - ❖ Logo placement on website with a link to the Board's site on the event page
 - ❖ Name listed on partnership page in Pride in the CLE Pride Guide
 - ❖ Half-page ad
 - ❖ Resource table at the event
- Previously, this event was in-person and staff handed out thousands of resources; and assisted a person in crisis to connect with the Board's local hotline.
- NAMIWalks Cleveland (September 24, 2022) - \$2,500
 - Ms. Zietlow-DeJesus reported that NAMI Greater Cleveland's NAMIWalks will celebrate its 20th anniversary in Greater Cleveland on Saturday, September 24, 2022, at Edgewater Park (Kite Field). This year's theme is, *Mental Health for All*, and will be held in-person following any required COVID-19 guidelines.
 - Over the past 19 years, NAMIWalks has raised funds for the National Alliance on Mental Illness (NAMI) Greater Cleveland to continue and expand educational, advocacy and support programs for individuals living with mental illness and their families. In addition, NAMIWalks raises the public's awareness of mental illness and helps to eliminate stigma.
 - As a Gold Level sponsor, the ADAMHS Board would receive the following benefits:
 - ❖ Logo on local NAMIWalks Your Way website
 - ❖ Exhibit space including table and tent at the local NAMIWalks Your Way event
 - ❖ Sponsor's name included in press releases
 - ❖ Logo on NAMIWalks event day signage, poster and t-shirt
 - ❖ Cross promotion on social media and/or in electronic newsletters (3 posts, minimum)
 - NAMI Greater Cleveland reports that funding from this annual event helps to reach more than 6,200 residents of Cuyahoga County affected by mental illness.
- *Cuyahoga County Teen Mental Health Summit* (October 2022) - \$1,000
 - Ms. Zietlow-DeJesus reported that the Parma City School District in collaboration with Cleveland State University and the Educational Services Center (ESC) would like to present a *Cuyahoga County Teen Mental Health Summit* in October 2022.
 - The goal of this summit is to train up to 750 students from at least five school districts to be Mental Health Ambassadors in their schools. Currently, Bedford, Brecksville, Cleveland Heights, North Royalton and Parma are participating in the summit.
 - The role of a Mental Health Ambassador is to understand signs and symptoms of mental health, suicidal ideation, and trauma in their classmates and over social media. Students will become the bridge between students in crisis and a trained caring adult.
 - Mental Health Ambassadors are not trained to become therapists in the school district and must be carefully selected by advisors to make sure that students understand and agree to the role of a Mental Health Ambassador.
 - By destigmatizing mental health and promoting positive mental health and resilience in schools, school culture and climate will improve as will academic performance.
 - The Parma City School District has successfully presented this program to approximately 100 students at a time within the three high schools in the district. The Board provided training at this event, which was well attended by engaged students interested in mental health, suicide prevention and substance use disorder education.
 - Surrounding school districts have requested to participate in this training and Parma School District agreed to offer this program on a larger scale with new community partners including, Cleveland State University, Educational Services Center, Journey Center for Safety and Healing, LGBTQ+ Community Center, NAMI Greater Cleveland, OhioGuidestone and Recovery Resources.
 - The above-mentioned partners as well as the ADAMHS Board are members of the Advisory Committee for the planning of the event.

- The entire summit is expected to cost \$22,350 and the ADAMHS Board is requesting to sponsor the event in the amount of \$1,000 to defray the cost of hosting the event.
- As a sponsor, the ADAMHS Board would receive the following benefits:
 - ❖ Logo and name on all Summit materials
 - ❖ Speaker session at the event
 - ❖ Resource table at the event

Motion to approve the four sponsorships (Removing the Stigma's Bowl to Remove Stigma Event, Pride in the CLE, NAMIWalks Cleveland and Cuyahoga County Teen Mental Health Summit) to the Finance & Operations Committee. MOTION: R. Blue / SECOND: H. Snider / AYES: A. Bhardwaj, R. Blue, H. Snider / NAYS: None / ABSTAIN: None / **Motion passed.**

10. Media Tracking Report

Ms. Zietlow-DeJesus reported that the ADAMHS Board had a total of 25 media mentions between Wednesday, March 2, 2022, and Tuesday, May 3, 2022. 15 of these mentions were positive and ten were neutral. She stated that this brings this year's total to 79 media mentions, of which 51 were positive and 28 were neutral. Some highlights shared included Mr. Osiecki representing the statewide Beat the Stigma campaign on Radio One, and stories about filling Board vacancies. Ms. Zietlow-DeJesus and Ms. Hollins were also on Tea and Honey with Dr. Gwen Jarvis to discuss Suicide prevention. Ms. Zietlow-DeJesus stated that this reporting period also included stories about local Boards and their role in public mental health and addiction treatment services and stories about the Board's discussion about transparency.

On Tuesday, May 3, 2022, the Board hosted and participated in the Ohio Suicide Prevention's *Life Side Ohio* Campaign kickoff. This event was live streamed on social media and shared by the Cleveland Documenters. Media unfortunately did not attend, likely because it was primary elections day. Board staff will be following up with media to see if they will pick the story up during the month. Mr. Osiecki will also be submitting a letter to the editor or Op-ed related to the campaign. Ms. Zietlow-DeJesus reported that this campaign aims to reduce death by suicide with firearms by increasing gun safety and suicide prevention information in partnership with gun retailers, hunters and other gun enthusiasts, the military and veterans' community and law enforcement officers.

11. Social Media and Website Tracking Reports

Social Media Report

- Ms. Madison Greenspan, External Affairs Officer, provided committee members with an overview of the social media statistics. She reported that for the timeframe Wednesday, March 2, 2022, to Tuesday, May 3, 2022, the Board had 107,103 impressions, 3,180 engagements (likes, comments, retweets, mentions, etc.), gained 135 new followers and 701 post link clicks. Board staff posted 193 times and had 319 video views on the Board's social media accounts. Posts that did well this reporting period included a promotion of the Department of Mental Health and Addiction Services (OhioMHAS) board vacancy on Twitter, on Facebook, the April episode of the Our Stories, Our Healing video series and posts about how to recognize signs of an overdose and Alcohol Awareness Month posts did well on Instagram

Website

- Ms. Greenspan reported that 12,487 people have visited the Board's website since Wednesday, March 2, 2022, for a total of 17,504 times. There were 48,962 page views and 69% of users came to the site from google searches, 22% came to the site directly meaning they typed it in and the remainder (9%) from social media/referral from another page or email.

12. Diversity, Equity and Inclusion (DEI) in Behavioral Health Care Update

Mr. Osiecki provided an update on DEI Strategic Planning. He reported that the Board is entering its third month of DEI initiative planning, and he will continue to provide an update at each meeting. As a reminder, the updates provided build upon the previous reports, so he will not be repeating the reports that were given in the previous months. The DEI in Behavioral Health Care Work Group met on Monday, May 2, 2022. During the meeting, the group finalized its discussion

on its name; and the group officially selected Eliminating Structural Racism Advisory Group to the ADAMHS Board. The group aligned on a sub-group structure, meeting schedule, and a statement describing their purpose:

- The Eliminating Structural Racism Advisory Group to the ADAMHS Board will serve as a partner to the Board. Their role will be to identify and address structural inequities with a focus on racism in the areas of workforce, health equity and data and research in the local mental health, addiction, and recovery network. Additionally, the group will advise the Board on the implementation of key strategies and actions of the DEI Strategic Implementation Plan.

Mr. Osiecki reported that the meeting also included two DEI learning topics led by Rice Education Consulting (REdCon), including metrics to help organizations prioritize DEI, and hiring practices to encourage diversity. An updated draft of the DEI Strategic Implementation Plan is expected this week and the ADAMHS Board will seek community feedback on the draft by distributing a survey between Thursday, May 5, 2022, through Sunday, May 15, 2022. A final plan is expected the week of Monday, May 30, 2022.

13. New Business

Ms. Zietlow-DeJesus reported that Ms. Samantha Maloy, the Board's AmeriCorps VISTA Worker, who started on Tuesday, July 6, 2021, will be completing her tenure at the Board. Ms. Maloy, who brought six years of experience in business and marketing, was excited to have been able to be involved with the Board.

14. Public Comment Period

Mr. Snider reminded everyone that the ADAMHS Board's Annual Meeting Brunch, Awards Ceremony and Client Art Show, is scheduled for Monday, May 16, 2022, at the Cleveland Marriott East, 26300 Harvard Road, Warrensville Heights, Ohio 44122.

Ms. Zietlow-DeJesus shared that registration and the Art Show begins at 9:00 a.m., Welcome at 9:40 a.m., Brunch is served at 9:45 a.m. and Speaker/Program begins at 10:30 a.m.

15. Upcoming May and June Board Meetings:

- Nominating Committee Meeting: May 11, 2022
- Planning & Oversight Committee Meeting: May 11, 2022
- Annual Meeting: May 16, 2022
- Finance & Operations Committee Meeting: May 18, 2022
- General Meeting: May 25, 2022
- Faith-based Outreach Committee Meeting: June 1, 2022
- Nominating Committee Meeting: June 8, 2022
- Planning & Oversight Committee Meeting: June 8, 2022
- Finance & Operations Committee Meeting: June 15, 2022
- General Meeting: June 22, 2022

There being no further business, the meeting adjourned at 4:47 p.m.

Submitted by: Linda Lamp, Executive Assistant

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