



**COMMUNITY RELATIONS & ADVOCACY COMMITTEE**  
**Wednesday, January 4, 2023**  
**4:00 P.M.**

**2012 West 25th Street, United Bank Building / 6th Floor - Ohio Room**

**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.*

**AGENDA**

- 1. Call to Order** – *Patricia James-Stewart, M.Ed., LSW, Committee Chair*
- 2. Audience Input on Agenda Items** – *Patricia James-Stewart*
- 3. Approval of Minutes:** September 7, 2022 – *Patricia James-Stewart*
- 4. Legislative Update** – *Clare Rosser / Scott Osiecki*
- 5. Suicide Prevention Awareness Campaign** – \$35,000 – (Action Requested) – *Clare Rosser*
- 6. Acceptance of Centers for Disease Control and Prevention Overdose to Action Grant Funds (OD2A) for Fentanyl Test Strips** – \$25,000 – (Action Requested) – *Madison Greenspan*
- 7. 2023 Opioid Awareness and Response Initiative** – Not to exceed \$265,500 – (Action Requested) – *Madison Greenspan*
- 8. WOJU 95.9 FM Radio Partnership** – \$20,000 – (Action Requested) – *Madison Greenspan*
- 9. Project White Butterfly's Dispelling Stigma Traveling Gallery Sponsorship** – \$16,471 – (Action Requested) – *Madison Greenspan*
- 10. 2022 Advocacy Action Agenda Wrap-up** – *Madison Greenspan / Scott Osiecki*
- 11. Roads to Recovery Conference Update** – *Carole Ballard*
- 12. Training CY2022 Report** – *Carole Ballard*
- 13. Media Tracking Report** – *Madison Greenspan*
- 14. Social Media and Website Tracking Reports** – *Madison Greenspan*
- 15. New Business**
- 16. Follow Up**

## 17. Public Comment Period

### 18. Upcoming January and February Board Meetings:

- Planning & Oversight Committee Meeting: January 11, 2023
- Finance & Operations Committee Meeting: January 18, 2023
- General Meeting: January 25, 2023
- Faith-based Outreach Committee Meeting: February 1, 2023
- Planning & Oversight Committee Meeting: February 8, 2023
- Finance & Operations Committee Meeting: February 15, 2023
- General Meeting: February 22, 2023

### **Community Relations & Advocacy Committee**

***Patricia James-Stewart, M.Ed., LSW, Chair; Ashwani Bhardwaj, Committee Vice Chair***  
*Reginald C. Blue, Ph.D.; Gregory X. Boehm, M.D.; Erskine Cade, MBA;*  
*Sadigoh Galloway, MSW, LIW, LICDC-CS; Rev. Benjamin F. Gohlstin, Sr.; Daniel Kelly;*  
*Katie Kern-Pilch, MA, ATR-BC, LPC-S; Sharon Rosenbaum; MBA, Harvey A. Snider, Esq.*

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

**COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE  
SEPTEMBER 7, 2022**

**Committee Members Present:** Patricia James-Stewart, M.Ed., LSW, Committee Chair, Sadigoh C. Galloway, MSW, LSW, LICDC-CS, Rev. Benjamin F. Gohlstin, Sr., Daniel Kelly, Katie Kern-Pilch, MA, ATR-BC, LPC-S

**Absent:** Ashwani Bhardwaj, Reginald C. Blue, Ph.D., Gregory X. Boehm, M.D., Erskine Cade, MBA, Sharon Rosenbaum, MBA, Harvey A. Snider, Esq.

**Board Staff Present:** Scott Osiecki, Chief Executive Officer, Carole Ballard, Madison Greenspan, Anthony Henderson, Linda Lamp, Starlette Sizemore, Beth Zietlow-DeJesus

**1. Call to Order**

Ms. Patricia James-Stewart, Committee Chair, called the meeting to order at 4:00 p.m.

**2. Public Comment on Agenda Items**

No audience input regarding agenda items was received.

**3. Approval of Minutes**

The minutes from the May 4, 2022 Community Relations & Advocacy Committee were approved as submitted.

**4. The Ohio Department of Mental Health and Addiction Services (OhioMHAS) State Opioid Response (SOR) 2.0 Carryover Funding for Overdose Awareness Day and Recovery Month Activities**

Ms. Beth Zietlow-DeJesus, Director of External Affairs, reported that OhioMHAS has offered up to \$12,000 to each Board for Overdose Awareness Events and Celebrating Recovery Month. She stated that this was a very quick turnaround request made while the ADAMHS Board of Directors were on break. The ADAMHS Board of Cuyahoga County applied for and received funding in the amount of \$11,879.14, which is from SOR 2.0 carryover funds. This funding must be completely spent by Thursday, September 29, 2022. The ADAMHS Board used this money to purchase signage and do social media promotion of the following overdose awareness day events:

- Tuesday, August 30, 2022 – Project Noelle Candlelight Vigil at Edgewater;
- Wednesday, August 31, 2022 – Planting Awareness Event, which was hosted by Stella Maris, the ADAMHS Board, the Board of Health and Project White Butterfly;
- Wednesday, August 31, 2022 – Glenbeigh Rocky River Naloxone Distribution;
- Wednesday, August 31, 2022 (and several days in September) – Pop Up naloxone distribution by Circle Health Services.

Ms. Zietlow-DeJesus reported that the ADAMHS Board is also using these funds to re-run the Overdose Awareness campaign throughout September. This educational campaign included information about how to recognize an overdose and links to a naloxone order form. She stated that in the three days following the first advertisement, 40 naloxone kits were ordered. This campaign also includes yard signs, which were available for attendees; and contains a QR code that links to a naloxone order form. These funds may also be used to create and promote a video that directly addresses overdose in the Black community related to cocaine and fentanyl mixtures. Hundreds of individuals attended the events and over 260 naloxone kits were distributed. Ms. Zietlow-DeJesus reported that hundreds of thousands will see the social media promotions by the end of September; and that the last time this campaign ran for a month, it had 1.2 million impressions. Once the campaign has concluded, a report including the number of naloxone kits ordered will be had. Ms. Zietlow-DeJesus requested that the Board of Directors officially accept the funds from SOR 2.0 carryover for the events and educational campaign mentioned.

**Motion to accept OhioMHAS SOR 2.0 Carryover Funding in the amount of \$11,879.14 to support activities and events for Overdose Awareness Day and Recovery Month for the term of September 30, 2021 to September 29, 2022 to the Finance & Operations Committee.** MOTION: B. Gohlstin / SECOND: K. Kern-Pilch / AYES: B. Gohlstin, D.

Kelly, K. Kern-Pilch / NAYS: None / ABSTAIN: None / Motion passed.

**5. Acceptance of Week of Appreciation Mini-grant Funding from the Ohio Association of County Behavioral Health Authorities (OACBHA)**

Ms. Madison Greenspan, External Affairs Officer, reported that each year for the past five years, OACHBA has provided mini-grants in the amount of \$1,500 for Week of Appreciation to help recognize individuals working on the frontlines of the opioid epidemic. This year, the Week of Appreciation is Sunday, September 18, 2022 through Saturday, September 24, 2022. Ms. Greenspan reported that for the past several years the Board has focused on law enforcement, fire fighters, Emergency Medical Services (EMS) and hospital emergency room workers. This year, the Board would like to focus on the Board's provider agencies and community partners (harm reduction partners, the Cuyahoga County Medical Examiner's Office, etc.). Also, the Board will be purchasing candles from Mr. Josh Ruminski's Happy Thoughts Candle Company. Mr. Ruminski, who was the Keynote speaker and honoree at the Board's 10th Anniversary Annual Meeting, is a suicide attempt survivor, who now uses his voice; and created a candle company to share inspirational quotes, along with the Lifeline number on them. The candles will be paired with a meditation/affirmation card that has coping tips on the back. Each agency will be asked to nominate several frontline workers to receive this gift from the ADAMHS Board. Also, Ms. Greenspan reported that the Board was just informed that this year's grant amount may be increased. If that happens, Board staff will ensure the correct amount is identified for the Board's Finance & Operations Committee.

**Motion to accept OACBHA Week of Appreciation funding in the amount of \$1,500 for the term of September 1, 2022 through September 30, 2022 to the Finance & Operations Committee.** MOTION: D. Kelly / SECOND: B. Gohlstin / AYES: B. Gohlstin, D. Kelly, K. Kern-Pilch / NAYS: None / ABSTAIN: None / Motion passed.

*[Sadigoh C. Galloway, MSW, LSW, LICDC-CS, arrived.]*

**6. MindWise Online Mental Health Screening Subscription Renewal Ratification**

MindWise Innovations (formerly Screening for Mental Health, Inc.) 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. Ms. Zietlow-DeJesus noted that the ADAMHS Board has been utilizing the online screenings since 2014, whereby over 9,000 screenings have been completed using this tool. She noted that the cost of \$1,500 for renewing the subscription for MindWise is slightly higher than in previous years, \$1,200, and had informed the Board of Directors about this increase last year. From September 15, 2021 to August 30, 2022, 573 individuals took the online screenings. The top screenings taken were: 198 wide range screening, 99 for depression, 66 for generalized anxiety and 47 for bipolar disorder.

**Motion to ratify the cost of renewing the MindWise online mental health screening in the amount of \$1,500 to the Finance & Operations Committee.** MOTION: K. Kern-Pilch / SECOND: B. Gohlstin / AYES: S. Galloway, B. Gohlstin, D. Kelly, K. Kern-Pilch / NAYS: None / ABSTAIN: None / Motion passed.

**7. Harm Reduction Pilot Program**

Ms. Zietlow-DeJesus reported that in July 2022, the Board of Directors approved acceptance of nearly \$1.2 million in SOR 2.0 carryover funds for a Harm Reduction Pilot program that included naloxone vending machines, naloxone emergency cabinets (Naloxboxes), overdose sensors and buttons and localizing the Brave Application. The funding would not allow for the program administration fees past September 2022. As a result, the ADAMHS Board is requesting to pay the following agencies for program administration of the vending machines and naloxone emergency access cabinets:

- MetroHealth will manage the additional 447 naloxone emergency cabinets and one vending machine with the proposed cost for one year of \$51,300.
- Circle Health Services will manage three vending machines (East, Central and West Locations) with the proposed cost for one year of \$23,400.
- Murtis Taylor Human Services System will manage one vending machine at the Kinsman location with the proposed cost for one year at \$8,100.

Ms. Zietlow-DeJesus highlighted that the Board of Directors is being requested to approve an amount not to exceed \$82,800 for the vending machine and naloxone program administration because these programs will be billed monthly once the supplies arrive (all have been ordered).

Ms. Katie Kern-Pilch inquired as to the provision of statistics relative to the Harm Reduction Pilot program. Ms. Zietlow-DeJesus reported that the Board launched the original naloxone program with 100 boxes that were installed in approximately six months and had nine overdose reversals during this timeframe. An additional order of 60 boxes is forthcoming and includes outdoor location boxes. She noted that the Board had to wait for an approval from the Board of Pharmacy on the outdoor boxes. The additional boxes will be placed as they arrive. Ms. Zietlow-DeJesus noted that the Cuyahoga Metropolitan Housing Authority (CMHA) has agreed to allow naloxone boxes to be placed on their premises once protocol has been established with their approval. Ms. Kern-Pilch also inquired as to whether hot areas have been identified. Ms. Zietlow-DeJesus reported that data from the Medical Examiner's office, in addition to a data team that has been collecting data for several years, shows an overlay map that includes data through 2020. Additionally, real time information is received on a weekly basis from the Medical Examiner's office; whereby this information is utilized to determine hot spot locations of high overdose to target grassroots distribution and box placement. Regular zip codes identified include: 44109, 44102, 44105, and 44107. Ms. Zietlow-DeJesus stated that she will put together a detailed heat map with zip codes identifying overdose data for Board of Directors review.

Ms. Zietlow-DeJesus reported that the majority of fatalities in 2022 have been directly related to fentanyl mixed stimulants like methamphetamines and cocaine; and 60% of the fatalities were related to cocaine. Over 100 Black individuals died during the timeframe of January through July specifically related to fentanyl and cocaine mixtures.

**Motion to approve program administration fees to MetroHealth in the amount of \$51,300, Circle Health Services in the amount of \$23,400 and Murtis Taylor Human Services System in the amount of \$8,100 for the Harm Reduction Pilot program for an amount not to exceed \$82,800 for the term of October 1, 2022 through September 30, 2023 to the Finance & Operations Committee.** MOTION: B. Gohlstin / SECOND: D. Kelly / AYES: S. Galloway, B. Gohlstin, D. Kelly, K. Kern-Pilch / NAYS: None / ABSTAIN: None / **Motion passed.**

## **8. Legislative Update**

Mr. Scott Osiecki, Chief Executive Officer, highlighted several legislative bills that are currently being considered. He reported that the Ohio Legislature is currently on recess; and between the present and the November election, do not expect movement on any bills under consideration at this time. However, this timeframe will be utilized to educate our lawmakers on important topics to ensure that they are prepared for the lame-duck session after the November election.

### **House Bill (HB) 523**

Mr. Osiecki reported that the Board has previously discussed HB 523; and passed Resolution No. 22-06-01, Support of House Bill 523: Requesting the Ohio General Assembly to Pass HB 523 to make needed changes to Ohio Revised Code (ORC) Chapter 340. This section of code, which is the statutory operating authority for ADAMHS Boards, has seen minor revisions in recent years, but remains largely unchanged from when it was initially enacted in the late 1980s. HB 523 will modernize ORC Chapter 340 regarding several areas, including contracting, exchange of Medicaid recipient data, governing board appointments, composition and size, and provide for consideration of additional information related to certification of providers.

HB 523 will make needed updates to ORC Chapter 340, which was originally crafted in an effort to establish a community mental health system and a community addiction treatment system. As times have changed and the local systems of care have evolved, changes to this statute have not kept pace with the world around us. Mr. Osiecki reported that to educate legislatures on this bill, OACBHA has requested that counties join together to provide information to State Representatives and Senators. The ADAMHS Board, in addition to the additional counties in the Northeast Ohio Collaborative, which consist of Cuyahoga County, Lake County, Geauga County, Lorain County, and Summit County. Ashtabula County, which is part of the Northeast Ohio Collaborative, will be going with a different group due to the way that the districts are broken out. A virtual meeting has been scheduled for Monday, September 19, 2022, for the Northeast Ohio Collaborative to meet with state legislatures. Ms. Clare Rosser, Chief of Strategic Initiatives, will be forwarding the invitations to state legislatures.

#### HB 492

Mr. Osiecki stated that HB 492 requires school athletic coaches complete mental health training. This bill has passed the House and was introduced in the Senate during June 2022. (Loychik – R, Pavliga – R)

#### HB 632

Mr. Osiecki reported that HB 632 will amend sections 340.034 and 5119.01 and to enact sections 5119.39, 5119.391, and 5119.392 of the Revised Code regarding recovery housing. This bill requires recovery housing to be certified in order to be eligible to receive public funds or referrals. This bill requires OhioMHAS establish a voluntary certification for recovery housing and to establish a statewide registry of certified recovery housing providers. This bill also requires OhioMHAS establish a list of rights for residents of recovery housing, a system for residents of recovery housing to file grievances and complaints and a committee to review the grievances and complaints. Mr. Osiecki stated that this bill was introduced in the House and was referred to the House Behavioral Health and Recovery Supports Committee for consideration during May 2022. OhioMHAS is in support of HB 632 and will be following these guidelines to ensure that any public funds are used for recovery houses that are certified through the Ohio Recovery Housing Network. (Baldrige – R)

#### HB 657

Mr. Osiecki reported that HB 657 also went to the House Behavioral Health and Recovery Supports Committee in May 2022. HB 657 requires community addiction services providers and office-based opioid treatment providers to conduct tobacco use assessments, provide information about impact on Substance Use Disorder (SUD) recovery, recommend treatment in treatment plan and offer or refer to treatment. (Ingram – D)

#### HB 454

Mr. Osiecki stated that a provider agency informed the Board about HB 454, which is Save Adolescents from Experimentation (SAFE) Act. This bill was introduced in the House and was referred to House Committee in 2021, but has not been updated recently. The description of the bill is that it prohibits medical health care professionals, including psychiatrists, psychologists and other licensed mental health providers, from providing or referring to gender transition procedures to minors. It prohibits school staff from withholding or encouraging a minor to withhold gender identity from their parents. It prohibits government provided services and public funds be used for gender transition procedures; and the provision for gender transition procedures to a minor is considered unprofessional conduct subject to disciplinary action for health care providers. As a result, state policy partners have been contacted to provide context on this bill from a behavioral health perspective.

#### Senate Bill (SB) 357

Mr. Osiecki reported that during August 2022, SB 357 was introduced by State Senator Matt Dolan (R-Chagrin Falls) to enhance public safety and reduce the threat of gun violence in Ohio. Mr. Osiecki and OACBHA staff met with Senator Dolan to discuss this bill. State Senator Dolan is hoping to garner support from the behavioral health community. Mr. Osiecki reported that OACBHA will be discussing this bill at the next scheduled membership meeting.

Senator Dolan stated that “SB 357 protects the Second Amendment rights of law-abiding citizens while also providing the opportunity for those suffering from mental illness to get the help and treatment they need before tragedy occurs. This bill develops a process with abundant procedural safeguards for law enforcement to retrieve firearms from those legally prohibited from possessing them. It requires rigorous due process, addresses safety protection orders, enhances the effectiveness of background checks, and repurposes existing funding resources to bolster our behavioral health workforce and crisis centers throughout Ohio.”

When situations arise regarding a suicide attempt (by use of a firearm) with police involvement, the police would have to notify the prosecutor even though the situation is not a criminal offense; and would still go through civil court (pink slip). The prosecutor would determine whether the firearms should be taken away from the individual in question. Mr. Osiecki stated that OACBHA will be forwarding additional information to Senator Dolan for consideration regarding this bill. He also stated that individuals with mental illness are often more a victim of crime than a perpetrator of crime. Senator Dolan

has good intentions with this bill; and more information will be forthcoming once OACBHA has discussed this bill with their membership.

Rev. Gohlstin shared his appreciation regarding Mr. Osiecki's discussion with State Senator Dolan, and inquired with Mr. Osiecki as to whether discussion has transpired with State Representative Juanita O. Brent, House District 12, or State Senator Nickie J. Antonio (D-Lakewood), regarding this matter. Mr. Osiecki responded that State Representative Brent spoke with the Board of Directors at the July General Meeting and information regarding the American Rescue Plan Act (ARPA) funds was forwarded to her attention shortly thereafter. He also noted that he was just informed about this issue earlier today.

#### SB 25

Mr. Osiecki reported that SB 25 passed and was signed by the Governor and became effective in July 2022. SB 25, the Relapse Reduction Act, enhances penalties for certain drug trafficking offenses committed on the premises of a substance addiction services provider or in the vicinity of a recovering addict, to prohibit defrauding an alcohol, drug, or urine screening test including prohibiting the manufacturing, marketing, selling, possession of synthetic urine or additive used to defraud a urine screening test. (Gavarone – R)

*[Rev. Benjamin F. Gohlstin, Sr., left the meeting.]*

#### **9. 2022 Substance Use Prevention, Treatment and Anti-stigma Campaign Update**

Ms. Zietlow-DeJesus reported that Phase one of the SUD Campaign, which was focused on prevention, was completed in July 2022. She shared some of the images from the bus advertisements, billboards and digital graphics; and reported that Phase one was very successful. The bus advertisements had 688,975 impressions – over 6.3 million in 10 weeks. 20 print ads ran – reaching tens of thousands of individuals. Television commercials have reached over 5.9 million views. Ms. Zietlow-DeJesus reported that the billboards reached approximately 635,456 impressions weekly for 11 weeks – a total of nearly 7 million impressions. The radio ads played over 1,200 times. The digital reach (social media, partner web content and streaming) has had over 2.1 million impressions. The ADAMHS Board campaign webpage has had more than 1,660 visits.

Phase two – Connection to treatment commenced on Friday, July 15, 2022, alongside the launch of 988. Ms. Zietlow-DeJesus shared some of the images that will run into October 2022. Phase three – Reducing Stigma, including Medication Assisted Treatment (MAT) stigma, runs October 2022 through December 2022. Phase four – Celebrating Recovery will run January 2023 through March 2023. (The presentation is attached to the original minutes stored in the Executive Unit.)

Ms. James-Stewart commended Board staff for their efforts with the 2022 Substance Use Prevention, Treatment and Anti-stigma Campaign. Mr. Osiecki stated that this campaign is clear and to the point.

#### **10. 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: The Culture of Recovery 2022 is scheduled for Monday, October 17, 2022, at the Wyndham Cleveland Airport Hotel. She shared that Board staff are proud that they have launched registration for this conference at the end of August 2022 and have approximately 85-90 individuals registered thus far. The capacity for this conference is 300 individuals. Due to ongoing issues related to the COVID-19 pandemic, the planning for the Roads to Recovery Conference has been challenging as it relates to how to facilitate the conference, but believe that they are in very good shape with a capacity of 300 individuals. Ms. Ballard stated that the keynote speaker is a peer of Ms. James-Stewart's, Dr. Josephine Ridley, Adjunct Professor from Case Western Reserve University. Dr. Ridley will be talking about the current state of mental health in diverse communities, exploring the impact of diversity factors within the counseling dyad and discussing the evidence of culturally competent care for historically underrepresented and marginalized populations. The luncheon speaker will be Mr. Waverly Williams, President of the Urban Barbershop Association. Mr. Williams will talk about his recovery and his participation in community recovery, not only on how to get boxes of material, but for individuals to stay for a discussion of the material within the boxes and what that distribution is like within barbershops.

Ms. Ballard reported that a variety of presenters have confirmed their participation in the Recovery Conference, ranging from youth – OhioRISE, LGBTQ population – two presentations, Latino population, African American population, looking at up and coming Evidence Based Practices, women in recovery and Mr. Jim Joyner will be talking about alcoholism, the hidden addiction. Discussion will also transpire regarding gambling addiction.

Ms. James-Stewart shared that she is pleased to see that Board staff have put forth a phenomenal effort to encompass all areas of addiction in this conference. Ms. Ballard shared that she is excited that one presenter, Mr. Jewel Woods, who has presented with OACBHA, has a Black mental health agency that works with men and boys in direct practice utilizing a unique therapeutic approach called Masculinist Therapy (MT). Ms. Kern-Pilch reported that she is pleased that there are workshops for caregivers and providers; and that the Project White Butterfly panels will be incorporated into the conference. Mr. Osiecki highlighted that there are a number of sponsors and partners that have contributed to the planning success of the Recovery Conference. Ms. Ballard added that Board staff had a nice collaboration between the External Affairs Unit and the Education and Training Unit to assist with all aspects of this conference.

### **11. Suicide Prevention Awareness Month QPR-a-Thon**

Ms. Ballard reported that QPR (Question, Persuade and Refer) is an Evidence 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 Board will be providing one and a half hour training sessions on Suicide Prevention to as many individuals as possible in Cuyahoga County. In 2022, open trainings will transpire on September 7, 14, 27 and 29. Also, the Education and Training Unit will provide QPR training to five special groups throughout September, and will deliver QPR training during the Crisis Intervention Team (CIT) training, Community CIT training, and Cleveland Division of Police training. Ms. Ballard reported that 20 individuals have signed up for the Wednesday, September 14, 2022, QPR training, had 35 individuals for the training on Wednesday, September 7, 2022, and 32 individuals from Cleveland Clinic on Thursday, September 1, 2022.

Ms. Kern-Pilch inquired about the use of red-vested transit ambassadors by the Greater Cleveland Regional Transit Authority (RTA). Ms. Ballard reported that RTA is deploying red-vested transit ambassadors on Healthline buses and at RTA rail stations to help riders in situations that do not call for armed police. RTA is following a national model that came out of California. The ten unarmed workers –during two shifts – will assist customers in navigating the transit system; and will be called upon to defuse tense, but non-criminal, situations that arise on RTA buses. Also, RTA will be hiring two crisis specialists to accompany transit police officers. Both the crisis specialists and the ambassadors have undergone CIT training.

### **12. Media Tracking Report**

Ms. Zietlow-DeJesus reported that the ADAMHS Board had a total of 187 media mentions between Tuesday, May 3, 2022, and Sunday, September 4, 2022. 175 of these mentions were positive and 12 were neutral. She stated that this brings this year's total to 266 media mentions, of which 226 were positive and 40 were neutral. Some highlights shared were related to the Cuyahoga County Diversion Center, especially related to the launch of 988, the overdose spike in July 2022, Mr. William M. Denihan's passing, Care Response Teams, workforce shortages and their impact on services (crisis beds) and Overdose Awareness Day.

### **13. 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, May 4, 2022, to Tuesday, September 6, 2022, the Board had over 3 million impressions on social media, 13,248 engagements (likes, comments, retweets, mentions, etc.), gained 465 new followers – which brings the Board's audience total to 6,546 – and 2,164 post link clicks. Board staff posted 388 times and had over 1,000 video views on the Board's social media accounts. Posts that did well this reporting period included a promotion of the Our Stories, Our Healing video series, promotion of Overdose Awareness Day events as part of the grant that was shared, an overdose alert that was shared in July 2022 and photographs from in-person events.



### **Website**

- Ms. Greenspan reported that 32,136 people have visited the Board's website since Wednesday, May 4, 2022, for a total of 46,645 times. 83% of the individuals were new visitors to the Board's website; and 17% are returning visitors. There were 111,828 page views and 55% of users came to the site from google searches, 33% came to the site directly meaning they typed it in and the remainder (12%) from social media/referral from another page or email.

### **14. New Business**

Ms. Kern-Pilch acknowledged that Ms. Maggie Tolbert, Assistant Chief Clinical Officer, received a Top Nurse award 2022 and was featured in the Plain Dealer. Ms. Tolbert received accolades for her efforts in the behavioral health field.

### **15. Follow-up**

Ms. James-Stewart reported that Follow-up will be a new agenda item going forward and will be used to discuss any items previously mentioned that need further review.

### **16. Public Comment Period**

No public comment was received.

### **17. Upcoming September, October and November Board Meetings:**

- Planning & Oversight Committee Meeting: September 14, 2022
- Finance & Operations Committee Meeting: September 21, 2022
- General Meeting: September 28, 2022
- Committee of the Whole Meeting: October 19, 2022
- General Meeting: October 26, 2022
- Committee of the Whole Meeting: November 9, 2022
- General Meeting: November 16, 2022

***There being no further business, the meeting adjourned at 4:58 p.m.***

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

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



**Agenda Process Sheet**  
**Date: January 4, 2023**

- Community Relations & Advocacy Committee**
- Planning & Oversight Committee**
- Committee of the Whole**
- Faith-Based Outreach Committee**
- Finance & Operations Committee**
- General Meeting**

**Topic:** Suicide Prevention Awareness Campaign

**Contractual Parties:** Indoor Media  
American Solutions for Business

**Term:** February 1, 2023 – December 31, 2023

**Funding Sources:** ADAMHS Board Operating Budget

**Amount:** \$35,000

- New Program**     **Continuing Program**     **Expanding Program**     **Other Awareness Campaign**

**Service Description:**

- Suicide Prevention Awareness Campaign

**Background Information:**

- The 2023 Suicide Prevention Campaign will have three components:
  - Direct mail advertising through American Solutions for Business
  - Newspaper, radio, social media advertising through Jemoh Enterprises. This component was already approved through December 31, 2023 on Resolution 22-11-05.
  - Advertising in grocery stores through Indoor Media
- This continues the 2022 campaign. In 2022:
  - Direct mailers with suicide prevention information reached 42,860 residential households in every zipcode of Cuyahoga County in April. Each mailer included a detachable magnet with crisis contact information. The primary focus was on homes with a family that included a male in a high-risk age group for depression/suicide and substance use/overdose and families with children between the ages of 11 and 17. (Note: an additional 8,692 households in Cuyahoga County were reached with a similar mailer funded through a project with the Northeast Ohio Collaborative in July.)
  - Monthly newspaper ads and articles continued in OHIO Life NEWS, distributed in 125 churches, senior facilities, and high traffic areas in Greater Cleveland, alongside advertising on FCB Radio and Ohio Life social media.
  - Grocery-store advertising was approved for funding in 2022, but was put on hold and is now being launched in 2023.
- The vendors, services and amounts for the full Suicide Prevention Awareness Campaign for 2023 are:

<b>Vendor</b>	<b>Description</b>	<b>Amount</b>
Indoor Media	Advertising in up to six local grocery stores	\$25,000
American Solutions for Business	Multiple direct mail campaigns to institutions or households in categories determined by the Suicide Prevention Coalition or data to be to high priority or high risk	\$10,000
		<b>\$35,000</b>

**Number of Individuals to be Served:**

- Direct mailers will reach approximately 4,800 addresses.
- Indoor advertising will be seen by customers at up to six grocery stores, each with the potential to be seen by between 2,800 and 4,100 daily shoppers.

**Funding Use:**

- Funding has been set aside in the Board’s CY2023 Operating Budget for suicide prevention advertising.

**Client & System Impact:**

- Increased awareness of signs of suicide, how to help others and connect to resources for help, particularly for audiences identified as high risk and high priority by the Suicide Prevention Coalition.

**Program/Service Goals:**

- The purpose of this campaign is to raise awareness of signs of suicide, how to help others and connect to resources for help, promote the crisis hotline, and promote the ADAMHS Board in the community.

<b>Metrics</b> <i>(How will goals be measured)</i>	Raise awareness of signs of suicide, how to help others and connect to resources for help Promote Cuyahoga County’s 24-hour Crisis Hotline: 216-623-6888 and 988 Educate the community about the suicide prevention
<b>Evaluation/ Outcome Data</b> <i>(Actual results of program)</i>	Number of calls to the Cuyahoga County’s 24-hour Crisis Hotline: 216-623-6888/988.

**Recommendation to Board of Directors from Board Staff and/or from Board Committee(s):**

- Staff recommends that the Board approve amounts for Indoor Media and American Solutions for Business for the Suicide Prevention Awareness Campaign at a total amount of \$35,000.

**Agenda Process Sheet**  
**Date: January 4, 2023**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> <b>Community Relations &amp; Advocacy Committee</b> | <input type="checkbox"/> <b>Faith-Based Outreach Committee</b>     |
| <input type="checkbox"/> <b>Planning &amp; Oversight Committee</b>                      | <input type="checkbox"/> <b>Finance &amp; Operations Committee</b> |
| <input type="checkbox"/> <b>Committee of the Whole</b>                                  | <input type="checkbox"/> <b>General Meeting</b>                    |

**Topic:** Amendment to Resolution No. 22-10-03, Centers for Disease Control and Prevention Overdose to Action Grant Funds (OD2A) for Fentanyl Test Strips

**Contractual Parties:** Cuyahoga County Board of Health (CCBOH)

**Term:** September 1, 2022 – August 31, 2023

**Funding Source(s):** Cuyahoga County Board of Health, Pass-Through Funds from the Centers for Disease Control and Prevention (CDC)

**Amount:** \$25,000 Increase for a Total of \$109,782

- New Program**       **Continuing Program**       **Expanding Program**       **Other**

**Service Description:**

- The CCBOH has requested the Board expand its role in the OD2A project by using its experience in distributing fentanyl test strips as an overdose prevention measure. The CCBOH has made up to \$25,000 in CDC funding available for the purchase of fentanyl test strips to be added to the existing agreement between the CCBOH and the ADAMHS Board for a total of \$109,782.
- The CCBOH selected the ADAMHS Board of Cuyahoga County as a partner to share its expertise in the field of substance abuse and in training community members, specifically public safety forces regarding the opioid crisis, substance abuse treatment options, and overdose prevention.
  - The OD2A grant funds the position of an Opioid Use Disorder (OUD) Specialist at the ADAMHS Board to conduct interviews with overdose survivors and surviving family members to gather important data on the opioid epidemic.
  - The ADAMHS Board provides education on OUD and community resources for public safety personnel during scheduled CIT trainings.

**Background Information:**

- The Centers for Disease Control and Prevention (CDC) has awarded the Cuyahoga County Board of Health an Overdose Data to Action (OD2A) grant.
- OD2A is a cooperative funding agreement that focuses on the complex nature of the opioid overdose epidemic. The funding addresses the need for an interdisciplinary, comprehensive, and cohesive public health approach.
- These funds support the Cuyahoga County Board of Health in obtaining high-quality, comprehensive, and timely data on overdose morbidity and mortality to inform prevention, response, and linkage efforts.

- The project is designed to ensure that the Cuyahoga County Board of Health has the data to inform its prevention and response efforts to combat the opioid addiction crisis. CDC funding does not support direct treatment services.

**Number of Individuals to be served:** If each person receives three test strips on average, over 8,300 individuals could be served. Strips will be distributed in high incidence overdose areas based on medical examiner data.

**Funding Use:**

- Purchase of fentanyl test strips (FTS) to be used in the Board’s current FTS distribution process.

**Client & System Impact:**

- Reduction in overdose deaths

<p><b>Metrics</b> <i>(How will goals be measured)</i></p>	<ul style="list-style-type: none"> <li>• Distribution of the 25,000 test strips at the grassroots level by 8/31/23.</li> </ul>
<p><b>Evaluation/ Outcome Data</b> <i>(Actual results from program)</i></p>	<ul style="list-style-type: none"> <li>• Since 2019, the ADAMHS Board has distributed more than 180,000 test strips.</li> </ul>

**Recommendation to Board of Directors from Board Staff and/or from Board Committee(s):**

- To amend the existing OD2A agreement and accept an additional \$25,000 for a total of \$109,782 to expand the ADAMHS Board’s role in the project for the grant year ending August 31, 2023 to include fentanyl test strip purchase and distribution.



**Agenda Process Sheet**

**Date: January 4, 2023**

- Community Relations & Advocacy Committee**
- Faith-Based Outreach Committee**
- Planning & Oversight Committee**
- Finance & Operations Committee**
- Committee of the Whole**
- General Meeting**

**Topic:** 2023 Opioid Awareness and Response Initiative

**Contractual Parties:** The MetroHealth System (Emergency Access Naloxone Cabinet Program Administration) - \$15,000  
 Media and Digital Campaign (Spotify, Radio One, La Mega, iHeart, Brothers Printing, and other vendors TBD) - \$100,000  
 BTNX (Fentanyl and/or Xylazine Test Strips or Panels) - \$100,000  
 Naloxone Purchase from Ohio Department of Health (ODH) - \$50,500

**Term:** January 26, 2023 – December 31, 2023

**Funding Source(s):** ADAMHS Board Operating Budget

**Amount:** Not to exceed \$265,500

- New Program**       **Continuing Program**       **Expanding Program**       **Other**

**Service Description:**

- 2023 Opioid Awareness and Response Initiative

**Background Information:**

- After two years of decreased deaths related to overdose fatalities driven by fentanyl, 2021 proved to be one of our deadliest years with 675 fatalities. In 2022, we are on par to end the year with 629 fatalities, a small decrease over last year.
- The driving factor of fatalities continues to be fentanyl mixed with other drugs. In 2022, the primary mixtures were cocaine, methamphetamine and pressed pills. 2022 also showed an increase of new synthetic opioids in the local drug supply.
- A collaborative approach to addressing education and supporting harm reduction efforts is needed to help save lives. This plan will include the following goals:
  - **Fentanyl Awareness and Overdose Awareness Campaign** during high incidence overdose times and expand harm reduction messaging between those times by increasing media and streaming buys and adding neighborhood and grassroot partner publications.
    - The ADAMHS Board of Cuyahoga County fentanyl awareness campaign will target populations using demographic data from the Medical Examiner’s office related to overdose fatalities
    - Holiday weekends often include spikes and will be one area of focus for the campaign
    - It is also important that we share harm reduction education information all year round
    - It is necessary to increase outreach in Black/African American communities, as they made up one-third of 2022 fatalities

- **Test Strip Distribution:** Purchase 25,000 test strips per quarter for grassroots distribution to reach individuals who are not using syringe exchange programs. Strips will be distributed in high incidence overdose areas based on medical examiner data. Xylazine strips may be coming to the market in 2023 and funds may be used to purchase those strips as well. Xylazine is an animal tranquilizer that has made it into the drug supply. Naloxone is less effective on this drug, especially when combined with fentanyl. We intend to make these available as soon as they become available for purchase.
- Harm reduction efforts such as education, fentanyl test strip distribution and increasing access to Naloxone are some ways we hope to reduce the number of fatal overdoses.
- The Overdose Fatality Review Committee creates recommendations for life saving, and all of these efforts are included in those recommendations. Without these efforts, deaths would be even higher than they have been.
- It is important to note that all of our resources inform residents how to connect with care when they are ready for treatment.

**Number of Individuals to be Served:**

- **Awareness Campaign:** Based on estimated impressions, hundreds of thousands of individuals will be exposed to the campaign, with millions of impressions.
- **Test Strip and Naloxone Distribution:** If each person receives three strips that will reach more than 33,000 individuals. Price of naloxone varies, but that should allow for 1,000 kits for grassroots distribution.

**Funding Use:**

- Community Crisis Services to expand Naloxone and fentanyl test strip availability and harm reduction and fentanyl awareness education in Cuyahoga County.

**Client & System Impact:**

- Greater access to fentanyl (and xylazine) test strips and life-saving Naloxone for immediate response to overdose while waiting for first responders. Provide education about the importance of Naloxone in public buildings to reduce fear and stigma surrounding Naloxone use. Increased awareness of the dangers of using heroin/fentanyl, harm reduction information and the crisis hotline as a referral resource for help.

**Program/Service Goals:**

- Working with harm reduction partners and members of the Overdose Fatality Review, increase Naloxone and test strip access to reduce overdose deaths. Educate the community on the dangers of fentanyl, how to recognize an overdose and the importance of harm reduction efforts.

<p><b>Metrics</b> <i>(How will goals be measured)</i></p>	<p>Distribute roughly 1,000 Naloxone kits Distribute 100,000 fentanyl test strips in a grassroots manner Measure awareness campaign impressions and link clicks.</p>
<p><b>Evaluation/ Outcome Data</b> <i>(Actual results from program)</i></p>	<p>Because of supply chain issues the 60 emergency access Naloxone cabinets were not received until the end of October. Requesting a no-cost extension through March of 2023 to complete that installation. All 100,000 fentanyl test strips were distributed. The 2022 Fentanyl Awareness Campaign had over 5.2 million impressions across radio, digital, Spotify and social media ads. The adamhsc.org/harmreduction page and testyourdrugsc.com website had over 3,427 visits.</p>

**Recommendation to Board of Directors from Board Staff and/or from Board Committee(s):**

- Board staff recommends authorization of the 2022 Opioid Awareness and Response Initiative and allowing the CEO to enter into multiple vendor contracts not to exceed \$265,500.



**Agenda Process Sheet**  
**Date: January 4, 2023**

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|---|--|
| <input checked="" type="checkbox"/> <b>Community Relations &amp; Advocacy Committee</b> | <input type="checkbox"/> <b>Faith-Based Outreach Committee</b>     |
| <input type="checkbox"/> <b>Planning &amp; Oversight Committee</b>                      | <input type="checkbox"/> <b>Finance &amp; Operations Committee</b> |
| <input type="checkbox"/> <b>Committee of the Whole</b>                                  | <input type="checkbox"/> <b>General Meeting</b>                    |

**Topic:** WOVU 95.9 FM Radio Partnership

**Contractual Parties:** WOVU 95.9 FM, WOVU.ORG  
 Burten, Bell, Carr Development, Inc.  
 7201 Kinsman Rd.  
 Cleveland, Ohio 44104

**Term:** January 26, 2023 – January 31, 2024

**Funding Source(s):** ADAMHS Board Operating Budget

**Amount:** \$20,000

- New Program**     **Continuing Program**     **Expanding Program**     **Other**

**Service Description:**

- WOVU 95.9 FM Radio Partnership Proposal

**Background Information:**

- WOVU 95.9 FM “Our Voices United” a Burten, Bell, Carr Community Radio Station, located 7201 Kinsman Rd., Cleveland Ohio a 501(c)(3) non-profit community radio station.
- WOVU 95.9 FM strives to bring its listeners programming of excellent. As a community radio station, WOVU 95.9 FM provides an inclusive media platform that connects, engages and informs the entire community to achieve ongoing social and economic progress for all.
- Core values include WOVU 95.9 FM commitment to inclusion, outreach, education, transparency, accuracy and accountability. WOVU staff focus efforts on building quality on-air programming relevant to the needs and interest of the community.
- The station’s coverage area consists of the entire city of Cleveland, Ohio with an average weekly listening audience of twenty thousand.
- The station broadcasts on the 95.9 terrestrial signal, mobile apps on Google and Apple and its website: [www.wovu.org](http://www.wovu.org). The studio has been set up to allow for social distancing during the pandemic and the station uses Zoom, FaceTime, RingCentral and live calls to host programming.
- The General Manager, Jae Williams, said, “Our goal is to build a partnership that can help change lives in our community and with the ADAMHS Board, also help save lives.”



**Number of Individuals to be Served:**

- This is a 52-week proposal that is estimated to reach an audience of 20,000 individuals per week or 1,040,000 over the course of the year for broadcast alone. Additional exposure will be garnered through events and website views.

**Funding Use:**

- The 52-week proposal includes the following benefits for the ADAMHS Board:
  - Fifty-two 15-minute weekly segments (live or recorded), content chosen by the ADAMHS Board.
  - Sponsorship of show PSAs - "This program is being brought to you by the ADAMHS Board of Cuyahoga County." These will run in four different programs weekly for 52 weeks.
  - One thousand, thirty-second spots during the 12-month run (Best Times Available), as many messages as the Board chooses.
  - One thousand, sixty-second spots per week during the 12-month run (Best Times Available), as many messages as the Board chooses.
  - Banner ads on WOJU 95.9 FM Social Media platforms (Website, Instagram, Facebook, Twitter and Mobile Apps).
  - WOJU hosts an audio event calendar and 2-minute segments from ADAMHS Board pre-recorded sessions will be shared on air for fifty-two weeks.
  - Opportunity to connect with WOJU audience daily during WOJU music sessions (also called live remotes), when ADAMHS Board information will be shared.
  - Open invitation to participate in WOJU sponsored events and be included on marketing materials, flyers, posters and video screens.

**Client & System Impact:**

- Increased awareness of ADAMHS Board initiatives, programs, awareness campaigns and resources for assistance with mental health and/or substance use disorders.

**Program/Service Goals:**

- This partnership aligns with objectives from Strategy 6.2 in the Strategic Plan to:
  - Seek new and/or strengthen opportunities to collaborate with community groups and organizations.
  - Build a grassroots system to support and disseminate Behavioral Health information to the community.
  - Create relationships with influencers to better communicate the work and impact of ADAMHS Board.
- Raise awareness of ADAMHS Board initiatives, programs, awareness campaigns and resources for assistance with mental health and/or substance use disorders, including Cuyahoga County’s 24-hour Crisis Hotline: 216-623-6888 or 988.
- Educate the community about mental illness and substance use disorders, while strengthening community partners, influencers and grassroots efforts for information dissemination.

<b>Metrics</b> <i>(How will goals be measured)</i>	Ensure that all partnership benefits are met. Provide resource materials for distribution at three WOJU events.
<b>Evaluation/ Outcome Data</b> <i>(Actual results from program)</i>	All partnership benefits were met. Provided resource materials for distribution at five WOJU events.

**Recommendation to Board of Directors from Board Staff and/or from Board Committee(s):**

- Staff recommends that the Board approve a contract in the amount of \$20,000 with WOJU 95.9 FM for a radio and community partnership to expand the reach of the ADAMHS Board as outlined in the Strategic Plan.

**Agenda Process Sheet**  
**Date: January 4, 2023**

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|---|--|
| <input checked="" type="checkbox"/> <b>Community Relations &amp; Advocacy Committee</b> | <input type="checkbox"/> <b>Faith-Based Outreach Committee</b>     |
| <input type="checkbox"/> <b>Planning &amp; Oversight Committee</b>                      | <input type="checkbox"/> <b>Finance &amp; Operations Committee</b> |
| <input type="checkbox"/> <b>Committee of the Whole</b>                                  | <input type="checkbox"/> <b>General Meeting</b>                    |

**Topic:** 2023 Sponsorship of Project White Butterfly’s Dispelling Stigma Traveling Gallery

**Contractual Parties:** Project White Butterfly  
7452 Broadview Road, #148  
Parma, OH 44134

**Term:** January 26, 2023 – December 31, 2023

**Funding Sources:** ADAMHS Board Funding

**Amount:** \$ 16,471

- New Program**     **Continuing Program**     **Expanding Program**     **Other: Sponsorship**

**Service Description:**

- 2023 Sponsorship of Project White Butterfly’s “Dispelling Stigma” Traveling Gallery in the amount of \$16,471.

**Background Information:**

- In June of 2021, Project White Butterfly hosted a walk-through gallery display which dispelled common myths about addiction and replaced them with facts and statistics as well as provided suggestions for how to better support people with substance use disorder.
- There were more than 45 attendees at the two-hour June 2021 event that was held in Rocky River.
- Having received positive feedback from the abovementioned gallery, Project White Butterfly was prompted to design a traveling gallery to display in an array of public areas throughout Cuyahoga County to raise awareness about the harm stigma produces and provide individuals with eye-opening education about addiction for display throughout 2022, which was a huge success.
- As a Sponsor, ADAMHS Board of Cuyahoga County will get the following benefits:
  - Sponsorship acknowledgment on gallery displays
  - Sponsor’s name and logo displayed on Project White Butterfly’s website page about “Dispelling Stigma” Gallery
  - Mentions in Social Media posts about the events

**Number of Individuals to be Served:**

- Project White Butterfly estimated the gallery would be seen by 600 individuals; it was actually seen by 5,995 individuals.
- In 2022 the display was shared at: Holy Name High School (approximately 500 students), Solon Treatment Services (approximately 75 clients), Planting Awareness Event for Overdose Awareness Day (160 individuals) Federal Reserve Bank of Cleveland (approximately 950 employees), John Carroll University (approximately 2,700 students), ADAMHS Board Roads to Recovery Conference (280 attendees), Cleveland Public Library (30 people), and Olmsted Falls High School (1,300 students).

- This Dispelling Stigma Gallery is also now virtual and displayed on the ADAMHS Board website as part of Phase three of the Substance Use Disorder Campaign – *Learn to Be Stigma Free*.

**Funding Use:**

- Funds will cover costs of printing media and purchasing display materials. The same displays will be used at all the exhibits.
  - 2 employees for set up, maintenance and tear down of gallery
  - Printing all 27 media panels for the gallery in Spanish
  - Travel and mileage expenses
  - Administrative costs for networking, identifying locations for display and scheduling display

**Client & System Impact:**

- Increase education about substance use disorders and harm reduction efforts, while reducing stigma and showing individuals ways to overcome barriers to recovery.

<p><b>Metrics</b> <i>(How will goals be measured)</i></p>	<ul style="list-style-type: none"> <li>• Ensuring all sponsorship benefits are met</li> <li>• Estimated number of individuals that viewed the displays</li> <li>• Ensure 27 Media Boards were translated to Spanish</li> <li>• Will collect, on a volunteer basis, pre- and post-exhibit surveys to gather feedback from attendees about the exhibit</li> <li>• Ensure no more than 10 hours per employee, per month utilized for staffing displays and no more than 8 hours per month for administrative costs (all staffing includes fringe benefits)</li> <li>• Review tracked travel expenses</li> </ul>
<p><b>Evaluation/ Outcome Data</b> <i>(Actual data from program)</i></p>	<ul style="list-style-type: none"> <li>• All sponsorship benefits were met</li> <li>• The number of individuals who saw the display was nearly 10 times the amount estimated to view</li> <li>• 80 pre-gallery surveys and 58 post-gallery surveys were completed, overall (89%) showed a greater understanding of stigma and substance use disorders. Note: Surveys were underutilized when staff was not present with the display. That is why this year, the sponsorship includes staffing.</li> </ul>

**Recommendation to Board of Directors from Board Staff and/or from Board Committee(s):**

- Board staff recommends sponsorship of Project White Butterfly’s Dispelling Stigma Traveling Gallery in the amount of \$16,471.



## 2022 Advocacy Action Agenda Review

### Goals, Updates and Status

1. **NEW – Educate all stakeholders about 988**, the new number for the national suicide prevention LifeLine that began in July 2022. – *Completed and Ongoing.*
  - Launched the Connection to Treatment Public Awareness Campaign, which included 988 as a contact number and resulted in two media follow up stories.
  - Participated in several other media stories related to the Diversion Center and Suicide that provided education about 988.
  - Printed and distributed 988 materials in Spanish and English at public events hosted after launch.
  - Added 988 resources to our website, suicide prevention rack card, *Coping with the Holidays* booklet and other collateral materials.
  - The Cuyahoga County Suicide Prevention Coalition, convened by the ADAMHS Board, received a small grant from the Ohio Suicide Prevention Foundation as part of the Community Coalition Action Theory (CCAT) Learning Experience. The grant was used to purchase 988 promotional materials. Coalition members will distribute 50 kits of 988 printed materials, magnets, pop-sockets, and bags to various locations in Cuyahoga County.
  - 988 materials were included in a November mailing to 45 faith institutions and/or police chaplains in Cuyahoga County.
  
2. **NEW – Increase community-based and grassroots Suicide Prevention Education** and expand suicide prevention coalition membership. – *Completed and ongoing.*
  - The Cuyahoga County Suicide Prevention Coalition was selected to participate in a Community Coalition Action Theory (CCAT) Learning Experience for 2022. The CCAT offers a roadmap for coalition leaders to develop and strengthen their coalition’s infrastructure, thereby increasing their coalition’s impact on the community and local suicide rates.
  - The ADAMHS Board partnered with the Ohio Suicide Prevention Foundation, the Male Behavioral Health and Center for Men and Boys, Northeast Ohio Black Health Coalition and Murtis Taylor to host *Restoring Hope and Reclaiming Lives: Confronting Black Suicide*, two community conversations on November 10, 2022 to discuss strategies to reduce the stigma of mental health and the systematic forms of racism, which devalue and demean Black life and create the catalytic elements for Black suicide to occur.
  - Hosted a media event in May for the launch of Life Side Ohio, a campaign of direct suicide prevention outreach dedicated to the firearms community. Continued promoting the campaign post-launch.
  - Worked with youth from Colors+ to create a Crisis Text Line promotional video.
  - Held a QPR-a-thon to get members of the community trained in Question, Persuade, Refer (QPR) suicide prevention training in September for Suicide Prevention Month. Resulted in 177 individuals being trained.
  - Obtained an Ohio Suicide Prevention Foundation Education Membership.
  - A direct mail campaign with suicide prevention information reached 42,860 residential households in every zip code of Cuyahoga County in April. The primary focus was on homes with a family that included a male in a high-risk age group for depression/suicide and substance

use/overdose and families with children between the ages of 11 and 17. An additional 8,692 households in Cuyahoga County were reached through a project with the Northeast Ohio Collaborative in July.

- Increased suicide prevention advertising to faith and senior communities through the Ohio Life newspaper, distributed at 125 church and community center locations in Cuyahoga County, and through the FCB Radio Network.

3. NEW – **Support Overdose Fatality Review Recommendations** that related to public education and the behavioral healthcare system. – **Completed and ongoing.**
  - Continued grassroot fentanyl test strip and naloxone distribution
  - Completed installation of first 100 Naloxboxes in partnership with MetroHealth, resulting in 14 overdose reversals.
  - Continued fentanyl awareness, overdose recognition and mail order naloxone campaign.
  - Ran the first three phases of the four-phase substance use disorder campaign. Phases one through three focused on prevention, connection to treatment and stigma reduction. Phase four, which will run January-March 2023, will celebrate recovery.
4. NEW –**Engage all stakeholders** including clients, families, providers and the general public in the **DEI Strategic Plan work.** – **Completed.**
  - The ADAMHS Board of Directors unanimously approved a Three-Year Diversity, Equity and Inclusion (DEI) Strategic Implementation Plan for the Board as well the public behavioral health system of mental health and substance use prevention, treatment and recovery.
5. NEW - **Support OACBHA's efforts in the modernization of Ohio Revised Code 340.** – **Completed and Ongoing.**
  - Scott S. Osiecki, CEO, provided proponent testimony for House Bill 523 (HB 523) before the House Behavioral Health and Recovery Supports Committee in May.
  - Held legislative briefing on House Bill 523 with the Northeast Ohio Collaborative of Alcohol, Drug Addiction and Mental Health Services Boards. Thirteen legislators attended or were represented at the briefing in September.
  - Helped promote and attended OhioMHAS 340 Stakeholder Review Workgroup Regional Listening Sessions.
6. NEW - **Educate existing and potential elected officials** about issues related to behavioral health. – **Completed and Ongoing.**
  - Met with both candidates for Cuyahoga County Executive.
  - Held legislative briefing on House Bill 523 with the Northeast Ohio Collaborative of Alcohol, Drug Addiction and Mental Health Services Boards. Thirteen legislators attended or were represented at the briefing in September.
  - Emailed legislators with education about the Cuyahoga County Diversion Center.
  - Held four Addiction Advocacy Recovery Meetings and revised the *Aligning Efforts to Support a Recovery Community* report.
  - Met with state legislators as part of the Mental Health & Addiction Advocacy Coalition (MHAC) Advocacy Week in April.
7. NEW - **Advocate for data sharing** with state and local agencies. – **Completed and Ongoing.**

- Data sharing is included in the modernization of Ohio Revised Code 340.
8. **NEW - Collaborate** with OhioMHAS and OACBHA to **expand access to a core safety net of crisis services.** – *Completed and Ongoing.*
    - Gave a presentation about the Cuyahoga County Diversion Center at OACBHA’s statewide Opiate and Other Drugs Conference in June.
    - Participated in webinars and local planning meetings related to OhioRISE and MRSS rollout.
  9. **Support co-responder and care response team projects.** – *Completed and Ongoing.*
    - Participated in several media interviews regarding co-responder and care response.
    - Carole Ballard, MSSA, LISW, Director of Education and Training, spoke about co-responder teams at the Cleveland City Council Public Safety Committee meeting.
    - Participated in Care Response Retreat with RStrategy as well as other community advocates regarding alternative crisis response models in the community.
    - Three Cleveland CIT Co-Responder Officers attended the CIT International Conference in Pittsburgh in August 2022.
  10. **Advocate for and support provider agencies' use of a broader range of treatment modalities,** specifically including models for diverse communities. – *Completed and Ongoing.*
    - Provided trainings to behavioral health providers through the Training Institute on topics including Trauma Informed Services for Hispanic and Latinx Clients Presenting Substance Use Disorders; Unchecked Trauma; Mental Health 101; Family Violence, Impact on Children; Leading with Emotional Intelligence; Emotional Resilience; Personality Disorders; Ethics; and Supervision Training.
  11. Support efforts to **ensure that culturally competent and specific programs are in place** to address structural discrimination in Cuyahoga County's behavioral health care system. – *Completed and Ongoing.*
    - The ADAMHS Board of Directors unanimously approved a Three-Year Diversity, Equity and Inclusion (DEI) Strategic Implementation Plan for the Board as well the public behavioral health system of mental health and substance use prevention, treatment and recovery.
    - Hosted the 2022 Roads to Recovery Conference: *The Culture of Recovery*. This year’s conference theme was chosen to reflect the ADAMHS Board’s efforts to support a recovery-oriented system of care that provides services that are diverse, inclusive and reflect the uniqueness of individuals living with mental illness, substance use disorders and other addictions.
    - ADAMHS Board staff members participated in a training on bias, which included definitions and types and where different forms of bias occur. Staff members who participate in the RFP scoring team attended a second training about selection bias, specifically in RFP scoring. Both trainings were facilitated by DEI consultant Rice Education Consulting (REDCon).
    - The Board of Directors approved a contract to continue working with Rice Education Consulting (REDCon) to implement items from the DEI Plan.
  12. **Support trauma-informed resources and care** for peer support specialists, recovery coaches, behavioral health care workers and first responders to reduce the effects of secondary trauma. – *Completed and Ongoing.*

- Continuation and enhancement of NEO Collaborative Crisis/Information/Referral/Support Hotline Services and Advertising Campaign with SAMHSA Supplemental Emergency COVID-19 Funds through spring 2022.
- Held an appreciation breakfast and provided gift packages to behavioral health care frontline workers during First Responder Appreciation Week.
- Scott Osiecki, CEO, ADAMHS staff and community partners participated in Mobile Response Stabilization Service (MRSS) and OhioRISE planning meetings and launches.
- ADAMHS staff attended many professional development trainings, including but not limited to, Trauma-Informed Care, Crisis System Planning, OhioRISE, Mobile Response Stabilization Services (MRSS), Adverse Childhood Experiences (ACEs), and Intersectionality of Race and Substance Use Disorder.