

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 (Naloxoboxes), 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 naloxbox 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 naloxboxes 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