



COMMUNITY RELATIONS & ADVOCACY COMMITTEE
Wednesday, March 1, 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. Public Comment on Agenda Items** – *Patricia James-Stewart, M.Ed., LSW*
- 3. Approval of Minutes:** January 4, 2023 – *Patricia James-Stewart, M.Ed., LSW*
- 4. Milestones Autism Resources Healthcare Worker Training Program** – *Carole Ballard, Director of Education and Training*
 - *Mia Buchwald Gelles, Operations Director, Milestones Autism Resources*
- 5. Legislative Update** – *Clare Rosser, Chief of Strategic Initiatives / Scott Osiecki, Chief Executive Officer*
- 6. 2023 Advocacy Action Agenda** – (Action Requested) – *Beth Zietlow-DeJesus, Director of External Affairs / Scott Osiecki*
- 7. Problem Gambling and Suicide Prevention Awareness Activities and Campaign** – Not to exceed \$125,000 – (Action Requested) – *Beth Zietlow-DeJesus*
- 8. 2023 Annual Meeting Brunch, Awards Ceremony and Client Art Show** – Not to exceed \$30,000 – (Action Requested) – *Beth Zietlow-DeJesus*
- 9. Media Tracking Report** – *Beth Zietlow-DeJesus*
- 10. Social Media and Website Tracking Reports** – *Beth Zietlow-DeJesus*
- 11. New Business**
- 12. Follow-up**
- 13. Public Comment Period**

14. Upcoming March and April Board Meetings:

- Nominating Committee Meeting: March 8, 2023
- Planning & Oversight Committee Meeting: March 8, 2023
- Finance & Operations Committee Meeting: March 15, 2023
- General Meeting: March 22, 2023
- Faith-based Outreach Committee Meeting: April 5, 2023
- Nominating Committee Meeting: April 12, 2023
- Planning & Oversight Committee Meeting: April 12, 2023
- Finance & Operations Committee Meeting: April 19, 2023
- General Meeting: April 26, 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.;
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

JANUARY 4, 2023

Committee Members Present: Patricia James-Stewart, M.Ed., LSW, Committee Chair, Ashwani Bhardwaj, Gregory X. Boehm, M.D., Daniel Kelly, Katie Kern-Pilch, MA, ATR-BC, LPC-S, Harvey A. Snider, Esq. / Other Board Members: J. Robert Fowler, Ph.D.

Absent: Reginald C. Blue, Ph.D., Erskine Cade, MBA, Sadigoh C. Galloway, MSW, LSW, LICDC-CS, Rev. Benjamin F. Gohlstin, Sr., Sharon Rosenbaum, MBA

Board Staff Present: Scott Osiecki, Chief Executive Officer, Carole Ballard, Madison Greenspan, Anthony Henderson, Woo Jun, Linda Lamp, Clare Rosser, Jessica Saker

1. **Call to Order**

Ms. Patricia James-Stewart, Committee Chair, called the meeting to order at 4:03 p.m. Ms. Katie Kern-Pilch read into the record the Committee Mission Statement: *“To establish mental health and addiction as a permanent civic priority, enhance the public's perception of people with mental illness and addiction, increase community support and future funding opportunities, and broaden communication, cooperation and partnerships with people living with mental illness and addiction, family members, organizations, other governments and the public.”*

2. **Audience Input on Agenda Items**

No audience input regarding agenda items was received.

3. **Approval of Minutes**

The minutes from the September 7, 2022 Community Relations & Advocacy Committee were approved as submitted.

[Mr. Ashwani Bhardwaj and Mr. Daniel Kelly arrived.]

4. **Legislative Update**

Ms. Clare Rosser, Chief of Strategic Initiatives, reported that Ohio's 135th General Assembly began this month by selecting their leadership. On Tuesday, January 3, 2023, members of the House elected Republican Representative Mr. Jason Stephens (District 93) to serve as Speaker of the House for the new legislative session. Mr. Matt Huffman (District 12), Republican from Lima, will once again serve as President of the Ohio Senate and Ms. Nickie J. Antonio (District 23), Democrat from Lakewood, will serve as the Senate Minority Leader. Another Cuyahoga County official, Mr. Kent Smith (District 21), Democrat from Euclid, will serve as Minority Whip on Senator Antonio's Team.

The Ohio Association of County Behavioral Health Authorities (OACBHA), which is the statewide organization that represents the interests of Ohio's county Alcohol, Drug Addiction, and Mental Health (ADAMH) Boards, highlighted that this leadership roster is generally favorable for the health and human services field. Ms. Rosser added that Board staff will watch to see who is selected to lead key committees as the General Assembly gets started with its work.

Mr. Scott Osiecki, Chief Executive Officer, reported that during the lame duck session at the end of 2022, some legislation advanced and some did not. Two bills that Board staff have been watching closely did not advance. Mr. Osiecki stated that he has participated in conversations with Republican State Senator Matt Dolan (District 24) regarding the mental health-related provisions of his gun safety bill, but that bill did not win approval.

Mr. Osiecki reported that the Board has been leading advocacy efforts for House Bill (HB) 523 to modernize the Ohio Revised Code (ORC) Chapter 340 in the administration of mental health, addiction and recovery services across the state. HB 523 did not pass either; however, Representative D. J. Swearingen (District 89) plans to reintroduce the bill during this Assembly.

Mr. Osiecki reported that some legislation was approved that impacts our work. This legislation is as follows:

Senate Bill (SB) 288

SB 288 has passed. This was a large criminal justice reform bill with multiple provisions. Some provisions of note to the Board include fentanyl test strips and the Good Samaritan law. Mr. Osiecki reported that fentanyl test strips are used to detect the powerful synthetic opioid, which is often found laced in other drugs. The bill makes the strips officially legal and will no longer be classified as illegal drug paraphernalia. The Good Samaritan law is described as granting immunity for a minor drug possession offense for the individual who overdosed and the individual who contacts emergency services seeking assistance. This provision expands immunity to include possession of drug paraphernalia. Overall, this law is meant to encourage calling for assistance when an overdose is occurring.

HB 281

Mr. Osiecki reported that HB 281 has passed. This bill updates language on individuals with mental illness and individuals with disabilities and removes words, such as “derangement” or “handicap,” and include more person-first language in the ORC.

Notably, the funding that has been discussed since Spring and Summer has been approved to move forward. 85 million in federal American Rescue Plan Act (ARPA) funds will be dedicated to the Department of Mental Health and Addiction Services (OhioMHAS) to collaborate with the Department of Higher Education to build behavioral health discipline programs at colleges and universities, and to lead other recruitment, training and retention initiatives for the behavioral health workforce.

Mr. Osiecki reported that 90 million will be dedicated to OhioMHAS to build and improve crisis infrastructure. The crisis funds will go through Boards. He has participated in discussions with OhioMHAS and OACBHA about how those funds will be distributed. Also, Governor DeWine has stated publicly that a major priority during this term is mental health – specifically workforce, crisis services and research.

5. Suicide Prevention Awareness Campaign

Ms. Rosser reported that 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:

- Indoor Media - Advertising in up to six local grocery stores for \$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 for \$10,000

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 has been set aside in the Board's CY2023 Operating Budget for suicide prevention advertising. The Suicide Prevention Awareness Campaign will have an 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. 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.

Motion to recommend that the Board approve contracts with Indoor Media in the amount of \$25,000 and American Solutions for Business in the amount of \$10,000 for the Suicide Prevention Awareness Campaign at a total amount of \$35,000 for the term of February 1, 2023 through December 31, 2023 to the Finance & Operations Committee. MOTION: H. Snider / SECOND: D. Kelly / AYES: A. Bhardwaj, G. Boehm, D. Kelly, K. Kern-Pilch, H Snider / NAYS: None / **Motion passed.**

6. Acceptance of Centers for Disease Control and Prevention Overdose to Action Grant Funds (OD2A) for Fentanyl Test Strips

Ms. Madison Greenspan, External Affairs Officer, reported that the Centers for Disease Control and Prevention (CDC) has awarded the Cuyahoga County Board of Health (CCBOH) an 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 CCBOH 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 CCBOH has the data to inform its prevention and response efforts to combat the opioid addiction crisis. CDC funding does not support direct treatment services. 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.

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.

Motion to amend the existing OD2A agreement and accept an additional \$25,000 for a total of \$109,782 for the term of September 1, 2022 through August 31, 2023 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 to the Finance & Operations Committee. MOTION: H. Snider / SECOND: K. Kern-Pilch / AYES: A. Bhardwaj, G. Boehm, D. Kelly, K. Kern-Pilch, H Snider / NAYS: None / **Motion passed.**

7. 2023 Opioid Awareness and Response Initiative

Ms. Greenspan reported that 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's 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 grassroot 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. Board staff 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 the Board hopes 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.

Motion for authorization of the 2023 Opioid Awareness and Response Initiative and allowing the Chief Executive Officer to enter into multiple vendor contracts not to exceed \$265,500 for the term of January 26, 2023 through December 31, 2023 to the Finance & Operations Committee. MOTION: G. Boehm / SECOND: D. Kelly / AYES: A. Bhardwaj, G. Boehm, D. Kelly, K. Kern-Pilch, H Snider / NAYS: None / **Motion passed.**

8. WOVU 95.9 FM Radio Partnership

Ms. Greenspan reported that WOVU 95.9 FM "Our Voices United" a Burten, Bell, Carr Community Radio Station, located 7201 Kinsman Road, Cleveland, Ohio is 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. 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."

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. 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 WOVU 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.

Ms. Greenspan reported that 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.

Motion to recommend that the Board approve a contract in the amount of \$20,000 for the term of January 26, 2023 through January 31, 2024 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 to the Finance & Operations Committee. MOTION: G. Boehm / SECOND: H. Snider / AYES: A. Bhardwaj, G. Boehm, D. Kelly, K. Kern-Pilch, H Snider / NAYS: None / **Motion passed.**

9. Project White Butterfly's Dispelling Stigma Traveling Gallery Sponsorship

Ms. Greenspan reported that 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, Ohio. 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

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*. 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

Ms. Sara Szlagowski, Founder and Program Director of Project White Butterfly, was present to respond to questions the Board of Directors had.

Motion to approve sponsorship of Project White Butterfly's Dispelling Stigma Traveling Gallery in the amount of \$16,471 for the term of January 26, 2023 through December 31, 2023 to the Finance & Operations Committee. MOTION: D. Kelly / SECOND: H. Snider / AYES: A. Bhardwaj, G. Boehm, D. Kelly, K. Kern-Pilch, H Snider / NAYS: None / **Motion passed.**

10. 2022 Advocacy Action Agenda Wrap-up

Ms. Greenspan reported the Advocacy Action Agenda is designed to inform the Board, community and system providers of the advocacy goals for each year to advance important behavioral health issues. The 2022 Advocacy Action Agenda was developed with the overarching goal of promoting recovery of individuals living with mental illness and substance use disorders by adopting and acting on the six 2021-2025 Strategic Plan Goals, which align with the Recovery Oriented System of Care principles:

1. Strengthening Service Delivery System
2. Measuring Impact
3. Maximizing Available Funding
4. Maintaining a High-Performing Organization
5. Strengthening Behavioral Health Workforce
6. Sharing Information

The Advocacy Action Agenda is in addition to the advocacy and collaboration that the ADAMHS Board provides on a daily basis through its work of ensuring that mental health, addiction treatment and prevention and recovery services and supports are available to help children and adults reach and sustain recovery.

Ms. Greenspan assisted the Board of Directors in reviewing each of the 12 goals for the CY2022 Advocacy Action Agenda and noted that all items were completed or completed and ongoing. She indicated that the Board's advocacy efforts should remain consistent with what they were in 2022 to continue working toward the goals set forth in the 2021-2025 Strategic Plan.

11. Roads to Recovery Conference Update

Ms. Carole Ballard, Director of Education and Training, reported that the Roads to Recovery Conference: The Culture of Recovery 2022 transpired on Monday, October 17, 2022, at the Wyndham Cleveland Airport Hotel. General admission was \$125. She shared that Board staff launched registration for this conference at the end of August 2022 with 300 individuals registered, however approximately 281 individuals attended. 11 of those registrations were clients at a cost of \$10 per client. 31 Board and staff members were in attendance and there were 30 event co-sponsors and 22 Marketplace Table Vendors. Five Special Institute sessions and 22 Training sessions were had. The total cost of the hotel was \$23,718.75 and included food and service charges. Additional fees included \$10,630 for audio/visual and \$5,800 for presenters. Hence, the total cost for the Roads to Recovery Conference was \$40,148.75.

Ms. Ballard highlighted that \$10,292.72 was the cost of the Eventbrite payout. \$4,500 was paid by invoice and \$625 is the cost of waiting for invoices to be paid. Sponsorships of \$9,625 have been paid and \$375 remains outstanding/waiting for payment. Once all payments are received, the revenue from the conference can go toward paying for the conference expenses of \$25,417.72.

Overall, the evaluations from the Roads to Recovery Conference indicate that participants:

- Enjoyed the event
- Thought the conference was well organized
- Like the variety of presentations.

Ms. Ballard reported that \$8,145 was the Training Institute's gross amount for January 2022 through December 2022 (Eventbrite does not take into account invoices paid and did not include sponsored events, i.e., Roads to Recovery, Ohio Association of Alcoholism and Drug Addiction Counselors (OAAADAC) and Annual Meeting). From January 2022 through December 2022 the net sales after processing and service fees was \$7,406. Presenter fees were \$4,500 and total income was \$2,906, per Eventbrite (does not include invoices to be paid or invoices paid). The Board of Directors approved up to \$60,000 for the Roads to Recovery Conference and the total cost to the Board was \$11,825.03. (The Event Summary 2022 handout is attached to the original minutes stored in the Executive Unit.)

12. Training CY2022 Report

Ms. Ballard shared a report that captured all training activities within the ADAMHS Board's Training Unit from January 2022 through December 2022. She also provided comparison data between the ADAMHS Board's Training Unit activities for 2021 and 2022. In 2021 net revenue sales was \$2,551.36, less Eventbrite fees of \$248.64 and presenter fees of \$4,850, for a total of -\$2,547.28. In 2022 net revenue sales was \$7,248.32, less Eventbrite fees of \$721.68 and presenter fees of \$4,500, for a total of \$2,026.64. This report was inclusive of the following activities:

- During 2022, the following grant types and grant amounts were received:
 - Overdose to Action (OD2A) for \$25,000
 - Drug Court for \$97,400
 - Child Parent Psychotherapy (CPP) for \$340,000

The Grand total of sponsored grants received was \$462,400

- The Training Institute facilitated 18 Question, Persuade, and Refer (QPR) trainings reaching 395 participants, virtually and in person; four within the Training Institute and 14 community requests. QPR is also part of the Crisis Intervention Team (CIT) training.
- The Training Institute facilitated one Mental Health First Aid (MHFA) training virtually reaching 20 participants
- The Training Institute facilitated 19 workshops reaching 735 participants. All trainings for the Training Institute remained virtual. Costs for the trainings were either free or had a nominal fee of \$25 and Continuing Education Units (CEUs)/Recertification Credit Hours (RCHs) were awarded for all trainings.
- The Training Institute sponsored 35 training events. Sponsorships are training that are supported through grants or various groups. 14 groups sponsored reaching 1,553 participants. In 2022, Board staff had virtual and in-person sponsorships trainings for the Drug Court Grant, CPP Grant, Prevention Series, Hoarding Conference and Education Service Center.; which was an increase from CY2019. CEUs/RCHs were awarded for all trainings.
- The Training Institute facilitated 5 public education/trainings as requested by groups in the community under public education. These public education/trainings reached 157 participants. These public education/trainings included Case Western Reserve University (CWRU), Music Settlement, The Word Church, City of Solon and Juvenile Court

Ms. Ballard reported that the total number of trainings for CY2022 was 57 and the grand total of individuals trained in CY2022 was 2,860. Mr. Osiecki indicated that one additional training should be added to the list of trainings. The Training Unit provided the Board staff with a training on Monday, December 19, 2022. (The Training Institute Annual Summary 2022 is attached to the original minutes stored in the Executive Unit.)

Committee Member Input:

- Ms. James-Stewart provided accolades to Ms. Ballard and the Training Unit regarding the thoroughness of the Training Institute's activities during CY2022.

13. Media Tracking Report

Ms. Greenspan reported that the ADAMHS Board had a total of 156 media mentions between Tuesday, September 6, 2022, and Tuesday, January 3, 2023. 132 of these mentions were positive and 24 were neutral. She stated that this brings the total for 2022 to 422 media mentions, of which 358 were positive and 64 were neutral.

14. Social Media and Website Tracking Reports

Wednesday, September 7, 2022 to Tuesday, January 3, 2023 Social Media Report

- Ms. Greenspan provided committee members with an overview of the social media statistics. She reported that for the timeframe Wednesday, September 7, 2022, to Tuesday, January 3, 2023, the Board had 1,813,789 impressions on social media, 5,725 engagements (likes, comments, retweets, mentions, etc.), gained 185 new followers and 1,998 post link clicks. Board staff posted 213 times and had over 433 video views on the Board's social media accounts. Posts that did well this reporting period were related to Coping with the Holidays, carrying naloxone, promotion of the Warmline and City Club forums.

2022 Year End Social Media Report

- In 2022, there were 5,098,233 impressions, which is up significantly from 2021. There were 23,256 engagement, gained 893 new followers bringing the total to 6,778 followers and 5,073 post link clicks. Videos Board staff posted were viewed 2,615 times. The top performing Facebook post was about carrying naloxone. The top performing Twitter post was an overdose alert in July and the top performing Instagram post was about the Warmline.

September 7, 2022 to January 3, 2023 Website Report

- Ms. Greenspan reported that 30,341 people have visited the Board's website since Wednesday, September 7, 2022, for a total of 40,998 times. 85% of the individuals were new visitors to the Board's website; and 15% are returning visitors. There were 98,975 page views and 70% of users came to the site from google searches, 21% came to the site directly meaning they typed it in and the remainder (9%) from social media/referral from another page or email.

2022 Year End Website Report

- 83,373 people visited the Board's website in 2022 for a total of 121,458 times. This is an increase from 2021, which is likely due in part to some of the large-scale awareness campaigns running in 2022. 85% of the people were new visitors and 15% were returning visitors. There were 306,503 page views. The average time people spent on the Board's website was just under two minutes, while the average time for websites is usually under one minute. 62% came to the site from google searches, 27% directly meaning they type it in and the remainder (11%) from social media/referral from another page or email. The top ten pages included: home page, peer support training, job opportunities, system jobs, crisis services, diversion center, staff page, about us, training institute, and Request for Proposal (RFP)/Request for Information (RFI). These were the same top ten as identified in 2021, however in a slightly different order. For example, the diversion center webpage had more page views this year than it did in 2021.

15. New Business

No new business was received.

16. Follow-up

No follow-up was received.

17. Public Comment Period

Ms. Cora R. Franklin, Founder of a nonprofit titled Connect Purpose Group Home, introduced herself to the Board of Directors.

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

There being no further business, the meeting adjourned at 5:28 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: March 1, 2023

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

Topic: Acceptance of 2023 Advocacy Action Agenda
Contractual Parties: N/A
Term: March 31 through December 31, 2023
Funding Sources: ADAMHS Board Funding if Needed
Amount: N/A

New Program **Continuing Program** **Expanding Program** **Other:** Advocacy Action Agenda

Service Description:

- The Advocacy Action Agenda is designed to inform the Board, community and system providers of the advocacy goals for each year.

Background Information:

- The ADAMHS Board of Cuyahoga County develops and approves an Advocacy Action Agenda each year to develop messages to legislators, state agencies, policy makers, clients, families, providers and the general public to advance important behavioral health issues.
- At the beginning of each year, the prior year’s Advocacy Action Agenda is reviewed to determine success and a new agenda is set for the current year.
- The 2022 Advocacy Action Agenda was developed with the overarching goal of promoting recovery of individuals living with mental illness and substance use disorders by adopting and acting on the six 2021-2025 Strategic Plan Goals, which align with the Recovery Oriented System of Care principles:
 1. Strengthening Service Delivery System
 2. Measuring Impact
 3. Maximizing Available Funding
 4. Maintaining a High-Performing Organization
 5. Strengthening Behavioral Health Workforce
 6. Sharing Information
- The 2023 Advocacy Action Agenda was developed with the same overarching goal as above and also takes into action the steps of the Diversity, Equity and Inclusion (DEI) Strategic Implementation Plan, which is designed to overlay the bullets above through the lens of DEI.

- The Advocacy Action Agenda is in addition to the advocacy and collaboration that the Board provides on a daily basis through its work of ensuring that mental health, addiction treatment and prevention and recovery services and supports are available to help children and adults reach and sustain recovery.

Number of Individuals to be Served:

- Nearly 7,500 clients receiving Board funded support and treatment services, agencies providing services, as well as the entire population of Cuyahoga County.

Funding Use:

- As needed from ADAMHS Board funding.

Client & System Impact:

- Adopting and implementing an Advocacy Action Agenda helps to better serve clients and improve the overall Cuyahoga County mental health and addiction recovery support system by focusing Board efforts, activities, decisions and funding to advance important behavioral health issues and initiatives.

<p>Metrics <i>(How will goals be measured)</i></p>	<ul style="list-style-type: none"> • Yearly review of Advocacy Agenda items to determine if items have been completed, completed and ongoing, or ongoing into the next year.
<p>Evaluation/ Outcome Data <i>(Actual results from program)</i></p>	<ul style="list-style-type: none"> • See CY22 Advocacy Action Agenda Review of the twelve action items: <ul style="list-style-type: none"> ○ 1 was Completed ○ 11 were Completed & Ongoing

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

- Acceptance of 2023 Advocacy Action Agenda.

Stay Informed About Advocacy Efforts

The Alcohol, Drug Addiction and Mental Health Services (ADAMHS) Board of Cuyahoga County offers Cuyahoga County residents an opportunity to stay informed and become involved as advocates for mental health and alcohol and other substance use disorder issues. Clients, family members, providers and the public may request placement on the ADAMHS Board's email distribution list.

Being on our distribution list allows you to stay informed by receiving the latest news and action alerts about legislation and other issues impacting mental health and alcohol and other substance use issues in Cuyahoga County, the state of Ohio and the United States.

To have your name placed on our email distribution list, or to obtain more information about the Advocacy Action Agenda, contact:

Beth Zietlow-DeJesus, Director of External Affairs
dejesus@adamhsc.org
216-241-3400, ext. 812

Find client and family information, service providers, facts about mental health and alcohol and other substance use disorders, news and legislation, Board publications and general information about the ADAMHS Board on the website: www.adamhsc.org. Be sure to follow us on Social Media (Facebook, Twitter and Instagram) @ADAMHSBoardCC.



DRAFT

J. Robert Fowler, Ph.D.
Board Chair

Scott S. Osiecki
Chief Executive Officer



2023 Advocacy Action Agenda

Art in this booklet was created by Cynthia S.



Overarching Advocacy Objectives for 2023:

The Alcohol, Drug Addiction and Mental Health Services (ADAMHS) Board of Cuyahoga County has developed this **Advocacy Action Agenda** to guide its advocacy efforts for 2023. This agenda was developed with the overarching goal of promoting recovery of individuals living with mental illness and substance use disorders by adopting and acting on the **six 2021-2025 Strategic Plan Goals, which align with the Recovery Oriented System of Care principles and are overlaid in the Diversity, Equity and Inclusion Strategic Implementation Plan:**

1. **Strengthening Service Delivery System.**
2. **Measuring Impact.**
3. **Maximizing Available Funding.**
4. **Maintaining a High-Performing Organization.**
5. **Strengthening Behavioral Health Workforce.**
6. **Sharing Information.**

The ADAMHS Board uses the Advocacy Action Agenda to develop messages to legislators, state agencies, policy makers, clients, families, providers and the general public to advance important behavioral health issues.

Goals:

- ***NEW - Support OhioMHAS and OACBHA's State Fiscal Year 2024-2025 Budget Recommendations.***
- ***NEW - Advocate for Problem Gambling Awareness related to online sports betting and suicide prevention.***
- ***NEW - Support efforts for the development of a behavioral health crisis center with local and state partners.***
- ***NEW - Advocate with providers, partners and OhioMHAS for increased Medicaid rates.***
- ***NEW - Ensure systemwide education and awareness of the Diversity, Equity and Inclusion Initiative.***

DRAFT

- **Educate all stakeholders about 988**, the new number for the national suicide prevention LifeLine.
- **Increase community-based and grassroots Suicide Prevention Education** and expand Suicide Prevention coalition membership.
- **Support OACBHA's efforts in the modernization of Ohio Revised Code 340.**
- **Advocate for data sharing** with state and local agencies.
- **Collaborate** with OhioMHAS and OACBHA **to expand access to a core safety net of crisis services.**
- **Support co-responder and care response team projects.**





Agenda Process Sheet – Revised

Date: March 1, 2023

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

Topic: 2023 Problem Gambling and Suicide Prevention Awareness Activities and Campaign

Contractual Parties: Media and Digital Campaign (Spotify, Fox 8, Radio One, La Mega, iHeart, Lamar, Cleveland Jewish News and other local publications) – Not to exceed **\$114,000**
Translation Services, printed materials and promotional items (LanguageLine Solutions, Brothers Printing and other vendors TBD) - \$10,000
Problem Gambling Symposium Sponsorship (Recovery Resources at MetroHealth System) – Not to exceed **\$1,000**

Term: March 31, 2023 – December 31, 2023

Funding Source(s): ADAMHS Board Operating Budget

Amount: Not to exceed \$125,000

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

Service Description:

- 2023 Problem Gambling and Suicide Prevention Awareness Activities and Campaign

Background Information:

- While most can safely and responsibly gamble, the existence of individuals negatively impacted by gambling cannot be denied. Ohio’s statewide survey showed that nearly one in 10 Ohioans who gamble are currently experiencing or are at risk of developing a gambling problem; roughly one in five pathological gamblers attempt suicide, a rate higher than that of any other addiction disorder.
- The Cuyahoga County Problem Gambling coalition advocates for individuals who are negatively impacted by gambling and works with The Problem Gambling Network of Ohio to ensure any gambling expansion includes consumer protections to mitigate harm and funding for prevention, intervention, and treatment services.
- At the beginning of 2023, online sports betting was launched in Ohio and our local community was being exposed to massive advertising campaigns. Problem gambling experts know that there will be an increase in individuals who are negatively affected by gambling and online sports betting because of the increase that was seen in other states that launched similar sports betting.
- To help combat an increase of individuals with gambling disorders and create education related to safe betting practices and how to connect with treatment, Ohio for Responsible Gambling worked with Origo Branding to develop the Ohio Problem Gambling Helpline and a multi-media prevention campaign specifically targeting sports betting. The campaign is called “Pause Before You Play” and is part of the greater “Get Set Before You Bet” problem gambling awareness campaign.

- Calls to the Problem Gambling helpline have doubled (to 1,500 calls) since the launch of sports betting in January, with the largest jump in calls coming from individuals ages 18-34.
- ADAMHS Board staff collaborated with the local Problem Gambling Coalition to connect with Origo and develop a partnership to localize the “Pause Before You Play” campaign and target demographics of individuals at-risk for problem gambling in Cuyahoga County.
- An estimated 137,237 Cuyahoga County adult residents can be categorized as low-risk, moderate-risk, or problem gamblers, which is 13.9% of the general adult population; statewide, the percentage is 10.3% of the general adult population.
- Men (17.6%), particularly African American males (19.5%), are at higher risk than women for problem gambling.
- Individuals ages 25-44 (16.8%) are at the highest risk for problem gambling, followed by younger adults ages 18-24 (15.4%)
- A collaborative approach is needed to help save lives and connect individuals in need to treatment. It is also necessary to educate treatment providers about problem gambling. The Board and partners propose:
 - **Awareness Campaign:** Utilize the statewide “Pause Before You Play” campaign to target local at-risk populations through a multi-media campaign.
 - Work with Origo to localize the campaign with Cuyahoga County resources and our branding.
 - Purchase digital, streaming, social media, radio, television, print, transit and billboard ads for the localized “Pause Before You Play” campaign and help promote the Problem Gambling Symposium with paid social media, digital, streaming, radio and print ads.
 - Purchase printed materials and promotional items and pay for translation of any materials related to the campaign.
 - **Support the Cuyahoga County Problem Gambling Symposium** that will be hosted on June 16 at Tri-C Corporate College to **increase treatment provider education** about problem gambling. The ADAMHS Board will sponsor this symposium in the amount of \$1,000. ~~and host registration and pay Eventbrite registration fees.~~
- It is important to note that all of the 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.
- **Problem Gambling Symposium (June 16 at Tri-C Corporate College):** The Problem Gambling Coalition hopes to train hundreds of individuals and local treatment providers through the symposium.

Funding Use:

- Expand awareness and education related to problem gambling and suicide prevention.

Client & System Impact:

- Increase knowledge about problem gambling to help prevent suicide deaths related to online sports betting.

Program/Service Goals:

- Work with the Problem Gambling Coalition to educate the community about gambling disorders, preparation for safer betting practices and preventing suicide attempts and fatalities related to problem gambling.

Metrics <i>(How will goals be measured)</i>	Measure awareness campaign impressions and link clicks. Translate and distribute printed materials and promotional items
---	---

	Ensure sponsorship benefits for the Symposium are achieved, number of attendees at symposium, registration fees related to support of the symposium and success of paid promotion campaign to attract attendees
Evaluation/ Outcome Data <i>(Actual results from program)</i>	N/A new campaign

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

- Board staff recommends authorization of the 2023 Problem Gambling and Suicide Prevention Awareness Activities and Campaign and allowing the CEO to enter into multiple vendor contracts not to exceed \$125,000.



Agenda Process Sheet
Date: March 1, 2023

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

Topic: 2023 Annual Meeting Brunch, Awards Ceremony and Client Art Show

Contractual Parties: Holiday Inn Cleveland South
6001 Rockside Road
Independence, OH 44131

Term: March 31, 2023 – June 30, 2023

Funding Source(s): ADAMHS Board Operating Budget

Amount: Contract not to exceed \$30,000

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

Service Description:

- 2023 Annual Meeting Brunch, Awards Ceremony and Client Art Show to be held on May 15 at the Holiday Inn in Independence

Background Information:

- The Annual Meeting has traditionally attracted between 350 and 500 guests and is held during May, which is Mental Health Awareness Month.
- The ADAMHS Board sells tickets to the event to defray the cost of the food and service charge. The contract we enter into will not exceed \$30,000 and the cost to the Board should be less than \$10,000.
- The last two Annual Meetings were held at the Cleveland Marriott East.
- The Holiday Inn in Independence offers a centrally located space with free self-parking and easy highway and bus access and can easily hold up to 500 guests.

Number of Individuals to be Served:

- Between 350 and 500 people.

Funding Use:

- To defray the cost of the Annual Meeting expenses not covered by ticket sales.

Client & System Impact:

- During the Annual Meeting, the Board provides a yearly update to the community and acknowledges exceptional accomplishments in the community through the presentation of awards to clients, family members, legislators and professionals. It also showcases client art.

Metrics <i>(How will goals be measured)</i>	<ul style="list-style-type: none"> • Number of people in attendance at the Annual Meeting. • Total cost to the Board after ticket sales.
Evaluation/ Outcome Data <i>(Actual results from program)</i>	<ul style="list-style-type: none"> • Approximately 300 people attended the 2022 Annual Meeting for which registration was limited due to COVID concerns. • \$8,030 amount was raised through ticket sales • Marriott Cleveland East Cost was \$11,273 • Awards and honoree video cost \$4,892 • Total cost to the Board \$8,135

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

- Board staff recommends authorization of the 2023 Annual Meeting Brunch, Award Ceremony and Client Art Show on Monday, May 15, 2023, allowing the CEO to contract with Holiday Inn Cleveland South in an amount not to exceed \$30,000.