

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

## COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE MAY 3, 2023

**Committee Members Present:** Patricia James-Stewart, M.Ed., LSW, Committee Chair, Sadigoh C. Galloway, MSW, LSW, LICDC-CS, Katie Kern-Pilch, MA, ATR-BC, LPC-S / Other Board Directors: J. Robert Fowler, Ph.D.

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

**Board Staff Present:** Scott Osiecki, Chief Executive Officer, Carole Ballard, Anthony Henderson, Woo Jun, Linda Lamp, Jessica Saker, Starlette Sizemore, Beth Zietlow-DeJesus

### 1. **Call to Order**

Ms. Patricia James-Stewart, Committee Chair, called the meeting to order at 4:04 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 March 1, 2023 Community Relations & Advocacy Committee were approved as submitted.

### 4. **Legislative Update**

Mr. Scott Osiecki, Chief Executive Officer, provided an update regarding the following legislation:

#### **House Bill (HB) 33**

The House of Representatives passed its substitute budget bill on Wednesday, April 26, 2023, and was introduced to the Senate on Thursday, April 27, 2023. Behavioral health advocates fully supported HB 33 as it was introduced by the Governor because it was very favorable toward behavioral health issues. However, everyone was surprised that the House made some revisions to sections of the bill concerning behavioral health; and Mr. Osiecki, along with additional representatives, advocated to the House to put the version back to what the Governor proposed:

- Return to the Executive Budget’s as-introduced allocation for the Ohio Department of Mental Health and Addiction Services (OhioMHAS) 336-421 line item at \$106,214,846 each year that supports the local continuum of care.
- The proposed changes in Sub–HB 33 decrease the total line item and increase the number of earmarks in the line item – which does not collectively benefit the people we serve. This will effectively result in a cut to allocations to local ADAMHS Boards.
- Return to the Executive Budget’s as-introduced allocation amounts for the 336-510 Residential State Supplement line at \$24,000,000 per year, the OhioMHAS 336-406 Prevention and Wellness line at \$13,868,659 per year, and the 336-422 Criminal Justice line at \$30,044,829 per year.
- The proposed cuts in each of these line items will result in diminished housing, prevention, and criminal justice services for individuals throughout Ohio.
- Increase community behavioral health Medicaid rates by an additional 10% to what was proposed – for a total of 20%. This increased investment is necessary to help stabilize and strengthen the behavioral health workforce.

The House decided not to revert back to the Governor's version and accept our requests. Ms. Lori Criss, Director of OhioMHAS, was asked, along with other state departments to provide testimony on the budget before the Senate Health Committee on Tuesday, May 2, 2023. Director Criss shared that the work of OhioMHAS and mental health challenges are increasing in Ohio, as well as workforce issues. Interested parties will watch this budget and keep the Board posted.

### **Senate Bill (SB) 105**

Senate Bill 105: Ohio Revised Code (ORC) Chapter 340 Modernization was introduced by Senators Terry Johnson and Vernon Sykes and was referred to the Senate Community Revitalization Committee. The Ohio Association of County Behavioral Health Authorities (OACBHA) agrees with the bill; and it reflects the changes that we have been advocating for since last year: 120-day notice; contracting and data. The only thing added to the bill was certification and operation of recovery housing. There has not been any official testimony regarding the bill. Director Criss provided an overview of the OhioMHAS 340 report and the partnership with the Boards. Next steps – once the sponsors provide testimony OACBHA will arrange testimony.

### **Letter of Support for City of Cleveland Legislation Banning Flavored Tobacco**

Ms. Beth Zietlow-DeJesus, Director of External Affairs, reported that a local coalition of leading health care organizations has signed a letter of support in favor of the flavored tobacco ban in Cleveland. The ADAMHS Board has been asked to sign the letter, and become a member of the coalition supporting the ban. In February of 2023, Cleveland Council President Blaine Griffin and Councilman Kevin Conwell introduced legislation to ban flavored tobacco in Cleveland at the request of the Director of the Cleveland Department of Public Health, Dr. David Margolius. Statistics and information outlined in the legislation include:

- o 95% of adult smokers began smoking before age 21, which leads to greater levels of nicotine dependence and persistence of smoking beyond adolescence and through adulthood.
- o Nationally, 11% of US middle and high school students reported current e-cigarette (vape) use; and almost 85% of e-cigarette users reported using flavored products.
- o Locally, 7.8% of Cleveland high school students reported smoking e-cigarettes.
- o Menthol cigarettes have been historically heavily marketed toward Black Americans and the Food and Drug Administration (FDA) notes that a ban on menthol cigarettes would save the lives of 92,000 to 238,000 African Americans.
- o Over 70% of African American smokers prefer menthol cigarettes, compared with 30% of white smokers, which attributed to the tobacco industry's targeted advertising to the Black urban community.

The statistics show that flavored tobacco is a health equity issue and leads to increased disparities for the health of the local Black community and our youth, who are targeted to use flavored tobacco. Signing the letter of support and joining the coalition will help bring awareness to the dangers of flavored tobacco and help pass the legislation banning flavored tobacco, which is harmful and creates increased health disparities in the Black community. Board staff request the Board Directors review the letter of support and determine if the Board would like to add its name to the letter to ban flavored tobacco use in Cleveland. (The letter and supporting material are attached to the original minutes stored in the Executive Unit.)

**Motion to recommend adding the ADAMHS Board to the letter to ban flavored tobacco use in Cleveland to the full Board.** MOTION: S. Galloway / SECOND: K. Kern-Pilch / AYES: S. Galloway, K. Kern-Pilch / NAYS: None / ABSTAIN: None / **Motion passed.**

### **5. May is Mental Health Awareness Month Upcoming Trainings and Opportunities Update**

Ms. Carole Ballard, Director of Education and Training, provided an update regarding eight trainings and two sponsored trainings that are scheduled for May to celebrate Mental Health Awareness Month. These trainings are as follows:

Training Institute Trainings

May 15, 2023: Substance Use Disorder Treatment for Adolescents of Color

May 17, 2023: Mental Health First Aid

May 22, 2023: Substance Use Disorder Treatment with Adolescents in Transition Age Youth

May 25, 2023: Effective Family Therapy with Adolescents with Substance Use Disorders

Sponsorship

May 1, 2023 – May 2, 2023: Educational Service Center (ESC) Mental Health Summit

Drug Court Grant Training

May 4, 2023: Substance Use Disorder in Women: The History, Use and Treatment

Community Trainings

May 12, 2023: Mental Health 101 with AmeriCorps Team at Baldwin Wallace

May 18, 2023: Mental Health presentation for Cleveland Public Library

May 24, 2023: Mental Health 101 with South Euclid/Lyndhurst Cuyahoga County Library

Question, Persuade and Refer: Suicide Prevention Training

May 11, 2023: Intercontinental Hotel

**6. Problem Gambling Campaign and Crisis Campaign Updates**

Ms. Zietlow-DeJesus provided an update on three public awareness campaigns the Board has running and shared some sample ads, radio spots and a video. The campaigns are multi-media and include billboards, transit ads, social media, television streaming, print ads, radio ads and printed materials; and are as follows:

- **Problem Gambling Campaign** is called *Pause Before You Play*. It was purchased with Board funds to address the increase in suicide risk as the result of online sports betting. The Board worked with Recovery Resources, the Cuyahoga County Problem Gambling Coalition, Ohio for Responsible Gambling and Origo to localize the *Pause Before You Play* campaign. The campaign runs from April 2023 through March 2024, with targeted pushes around major sporting events and during Suicide Prevention Awareness Month (September).
- **Crisis Campaign** was purchased with a State Opioid Response Grant and highlights all crisis services available in Cuyahoga County as well as 988. Printable materials are being translated into multiple languages and into Braille. This campaign runs from April 2023 through December 2023.
- **Overdose Response and Fentanyl Awareness Ads** to inform the public that fentanyl is in all drugs, provides information about harm reduction resources and strategies and how to recognize an overdose and administer naloxone, which can be ordered via mail from our ads. The ads are heavily targeted to at risk communities during historically high overdose time periods (like holiday weekends). This campaign is paid for from Board funds and runs from May 2023 through January 2024.

Ms. Zietlow-DeJesus responded to questions from the Board Directors. (The PowerPoint presentation is attached to the original minutes stored in the Executive Unit.)

**7. Media Tracking Report**

Ms. Zietlow-DeJesus reported that the ADAMHS Board had a total of 37 media mentions between Wednesday, March 1, 2023, and Tuesday, May 2, 2023. 35 of these mentions were positive and two were neutral. This brings the year's total to 74 media mentions, 71 of which are positive and three of which are neutral. There were no negative media mentions.

**8. Social Media and Website Tracking Reports****Wednesday, March 1, 2023, to Tuesday, May 2, 2023, Social Media Report**

- Ms. Zietlow-DeJesus provided committee members with an overview of the social media statistics. She reported that for the timeframe Wednesday, March 1, 2023, through Tuesday, May 2, 2023, the Board had 230,539

impressions on social media, 699 engagements (likes, comments, retweets, mentions, etc.), gained 118 new followers and 219 post link clicks.

**Wednesday, March 1, 2023, through Tuesday, May 2, 2023, Website Report**

- Ms. Zietlow-DeJesus reported that over 18,000 people have visited the Board's website since Wednesday, March 1, 2023, for a total of 31,887 times. 82.7% of the individuals were new visitors to the Board's website; and 17.3% were returning visitors, meaning they have visited the Board's website previously. There were 65,295 page views and the majority of which came to the site from google searches.

**9. New Business**

Ms. Ballard reported that every day we lose five people to suicide. Suicide devastates families, friends, and communities. Substance use disorder and mental illness profoundly impact Ohio's growing suicide rate, and it is time to direct our focus, energy, and resources toward suicide prevention. In 2021 Cuyahoga County lost 157 people due to suicide. We are continuing to see an increase in marginalized populations who die by suicide in our community. Across the county this trend is particularly troublesome when we see statistics about the high incidence of youth who died by suicide. The ADAMHS Board along with its providers and partners throughout the county have been working hard on getting the message out to the community on suicide prevention but we can do more.

The ADAMHS Board will host a Suicide Prevention and Intervention Summit with leaders from the African American, Hispanic, Asian, as well as the LGBTQ+ community, who will talk with the community about talking with a loved one about suicide prevention. We want to reach our families, significant others, faith-based, schools, community groups, etc., to talk about the stigma, suicide and intervention strategies. The summit will consist of a keynote speaker, panelist representing marginalized populations and breakout sessions. We want to create a strategy to keep the conversation going. This is the beginning of an ongoing dialogue. The Summit will be held on Monday, September 25, 2023, from 8:30 a.m. to 2:00 p.m. at the ESC of Northeast Ohio, 6393 Oak Tree Boulevard, in Independence. The facility is free to the ADAMHS Board; and approximately 100 people will be in attendance. This summit will provide the community with information about how to talk about suicide with loved ones, especially individuals within marginalized populations; and provide information about resources for help and support. The requested funding (not to exceed \$6,500) will be utilized to pay for food for a light breakfast and boxed lunches, beverages and an honorarium for presenters.

Ms. Kern-Pilch shared that the presentations and discussion should be very informative and powerful; and inquired as to whether these presentations and discussion could be recorded and placed on the Board's website. Ms. Ballard reported that she will look into this request; and highlighted that Tim and Tamia Woods, whose 17-year-old son, James, died by suicide after he became a sextortion victim, have asked to participate in this summit. Ms. Sadigoh Galloway reported that she is supportive of the idea that the focus of this summit is inclusive.

**Motion to recommend approval to host a Community Conversation: Suicide Prevention and Intervention Summit on September 25, 2023, at the ESC of Northeast Ohio, 6393 Oak Tree Boulevard, in Independence, in an amount not to exceed \$6,500 for food, beverages and an honorarium for presenters for the term of June 1, 2023 through September 30, 2023 to the Finance & Operations Committee.** MOTION: K. Kern-Pilch / SECOND: S. Galloway / AYES: S. Galloway, K. Kern-Pilch / NAYS: None / ABSTAIN: None / **Motion passed.**

Ms. Jess Saker, Director of IT, reported that the Board is getting closer with state-of-the-art technology for streaming Board meetings. However, due to the difficulty around hearing individuals speak, additional work will need to transpire to have the microphones in the Ohio Conference Room lowered an additional nine inches to hopefully eliminate this issue.

Mr. Osiecki reported that Ms. Madison Greenspan, External Affairs Officer, has resigned from the Board. Her last day is Friday, May 19, 2023. Ms. Greenspan has been employed at the Board for approximately five years.

Due to health reasons, Ms. Zietlow-DeJesus shared that she is resigning from the Board. Her last day is Tuesday, June 6, 2023, as she is presenting at the OACBHA Conference in Columbus, Ohio. Ms. Zietlow-DeJesus has been employed at the Board for approximately seven years. Mr. Osiecki shared that that they will be missed. As a result, Mr. Osiecki and

Ms. Clare Rosser, Chief of Strategic Initiatives, have made an offer to a public relations independent contractor for six months. This individual, who will be starting on Monday, May 8, 2023, will be assisting staff during this transition.

The Board Directors provided accolades to Ms. Zietlow-DeJesus and Ms. Greenspan; and wished them well. Ms. Galloway stated that Ms. Zietlow-DeJesus is a powerful example of what the Board's campaign is about – self-care.

Ms. Zietlow-DeJesus reported that the Board's vending machines have distributed over 100 naloxone kits since their installation in November 2022. She reported that The Centers has three vending machines, one located in their east location; one at Circle Health Services and one in Gordon Square. Also, Murtis Taylor Human Services System and MetroHealth each have one vending machine.

**10. Follow-up**

No follow-up was received.

**11. Public Comment Period**

No public comment was received.

**12. Upcoming May and June Board Meetings:**

- Planning & Oversight Committee Meeting: May 10, 2023
- Finance & Operations Committee Meeting: May 17, 2023
- General Meeting: May 24, 2023
- Faith-based Outreach Committee Meeting: June 7, 2023
- Planning & Oversight Committee Meeting: June 14, 2023
- Finance & Operations Committee Meeting: June 21, 2023
- General Meeting: June 28, 2023

***There being no further business, the meeting adjourned at 4:55 p.m.***

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

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