



**COMMUNITY RELATIONS & ADVOCACY COMMITTEE**  
**Wednesday, May 1, 2024**

**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** – *Sadigoh C. Galloway, MSW, LSW, LICDC-CS, Committee Chair*
2. **Public Comment on Agenda Items** – *Sadigoh C. Galloway, MSW, LSW, LICDC-CS*
3. **Approval of Minutes:** January 3, 2024 – *Sadigoh C. Galloway, MSW, LSW, LICDC-CS*
4. **Introduction of Latoya Hunter Hayes, Chief of External Affairs** – *Scott S. Osiecki, Chief Executive Officer*
5. **Legislative Update** – *Scott S. Osiecki*
6. **Fentanyl Test Strips – Harm Reduction** – (Action Requested) – \$52,461 – *Starlette Sizemore, Director of Special Projects*
  - BTNX, Inc. (Fentanyl Test Strips) - \$50,000
  - Brothers Printing – Fentanyl Test Strips instructions/inserts - \$2,461
7. **Annual Meeting Update** – *Latoya Hunter Hayes*
8. **Media Tracking Report** – *Ian Jameson, External Affairs Officer*
9. **Social Media and Website Tracking Reports** – *Joicelyn Weems, External Affairs Officer*
10. **New Business**
11. **Follow-up**
12. **Public Comment Period**
13. **Upcoming May and June Board Meetings:**
  - Nominating Committee Meeting: May 15, 2024
  - Finance & Oversight Committee Meeting: May 15, 2024
  - General Meeting: May 22, 2024
  - Faith-based Outreach Committee Meeting: June 5, 2024
  - Nominating Committee Meeting: June 12, 2024
  - Finance & Oversight Committee Meeting: June 12, 2024
  - General Meeting: June 26, 2024

**Community Relations & Advocacy Committee**

***Sadigoh C. Galloway, MSW, LSW, LICDC-CS, Committee Chair***

***Ashwani Bhardwaj, Committee Vice Chair***

*Reginald C. Blue, Ph.D. ▫ Gregory X. Boehm, M.D. ▫ Erskine Cade, MBA  
Michelle R. Curry, MPA ▫ James T. Dixon ▫ Patricia James-Stewart, M.Ed., LSW  
Katie Kern-Pilch, MA, ATR-BC, LPC-S ▫ Harvey A. Snider, Esq.*

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE

JANUARY 3, 2024

**Committee Members Present:** Sadigoh C. Galloway, MSW, LSW, LICDC-CS, Committee Chair, Ashwani Bhardwaj, Erskine Cade, MBA, Patricia James-Stewart, M.Ed., LSW, Katie Kern-Pilch, MA, ATR-BC, LPC-S

**Absent:** Reginald C. Blue, Ph.D., Gregory X. Boehm, M.D., James T. Dixon, Harvey A. Snider, Esq.

**Board Staff Present:** Scott Osiecki, Chief Executive Officer, Carole Ballard, Ian Jameson, Woo Jun, Linda Lamp, Clare Rosser, Jessica Saker, Joicelyn Weems, Beth Zietlow-DeJesus

**1. Call to Order**

Ms. Sadigoh C. Galloway, Committee Chair, called the meeting to order at 4:05 p.m. Mr. Ashwani Bhardwaj 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."*

Ms. Linda Lamp, Executive Assistant, completed the Board Director attendance roll call.

**2. Public Comment on Agenda Items**

No public comment on agenda items was received.

**3. Approval of Minutes**

The minutes from the September 6, 2023 Community Relations & Advocacy Committee were approved as submitted.

**4. Introduction of Beth Zietlow-DeJesus, External Affairs Consultant**

Mr. Scott Osiecki, Chief Executive Officer, introduced Ms. Zietlow-DeJesus, who will be serving as the Board's External Affairs Consultant, to assist with the transition of the ADAMHS Board's External Affairs department. Ms. Zietlow-DeJesus was the Board's former Director of External Affairs from August 2017 through June 2023; and is an accomplished public relations professional. Ms. Zietlow-DeJesus will be providing training and direction regarding the day-to-day activities of the External Affairs department to External Affairs staff, including the External Affairs Officers and Director of External Affairs, if applicable. Board staff is recommending that the Board Directors ratify the six-month contract with Ms. Zietlow-DeJesus to serve as the External Affairs Consultant for \$85 per hour up to 20 hours per week in an amount not to exceed \$44,200 for the term of December 11, 2023 to June 10, 2024.

**Motion to ratify the six-month contract with Ms. Zietlow-DeJesus to serve as the External Affairs Consultant for \$85 per hour up to 20 hours per week in an amount not to exceed \$44,200 for the term of December 11, 2023 to June 10, 2024 to the Finance & Oversight Committee.** MOTION: P. James-Stewart / SECOND: K. Kern-Pilch / AYES: A. Bhardwaj, E. Cade, P. James-Stewart, K. Kern-Pilch / NAYS: None / ABSTAIN: None / **Motion passed.**

**5. Introduction of Ian Jameson, External Affairs Officer**

Mr. Osiecki reported that Mr. Jameson joined the Board as an External Affairs Officer on Monday, December 11, 2023. Mr. Jameson has a bachelor's degree in public relations and psychology from Kent State University. Since graduating in 2022, Mr. Jameson has worked at Hyland Software, the Cleveland Metroparks and the JACK Cleveland Casino in various communications, marketing, social media, and event planning roles. He shared that Mr. Jameson is excited to be with an organization that positively impacts so many people and will provide him with a variety of learning opportunities within his area of work.

**6. Legislative Update**

Mr. Osiecki provided an update regarding the following legislation:

## **Issue 2: Legalization of Marijuana**

Ohio Issue 2, the Marijuana Legalization Initiative, was on the ballot in Ohio as an indirect initiated state statute on Tuesday, November 7, 2023. The ballot measure was approved with a more than 57% approval. A "yes" vote supported this ballot initiative to legalize marijuana in Ohio, including:

- allowing the sale and purchase of marijuana, which a new Division of Cannabis Control would regulate;
- allowing adults who are at least 21 years old to use and possess marijuana, including up to 2.5 ounces of marijuana; and
- enacting a 10% tax on marijuana sales.

Issue 2 legalized and provided for the regulation of recreational marijuana for adults aged 21 and above, including cultivation, processing, sale, purchase, possession and home growth. Under the initiative, adults are allowed to possess up to 2.5 ounces of marijuana and up to 15 grams of marijuana concentrates. Additionally, individuals are allowed to cultivate up to six marijuana plants at home, while households can cultivate up to 12 plants collectively.

The Division of Cannabis Control, created under the initiative, is responsible for regulating and licensing marijuana operators and facilities and is responsible for overseeing the compliance and standardization of marijuana businesses and production in Ohio. Licensing for distributing facilities was expected to be complete around Fall 2024.

Under Issue 2, marijuana sales were set to be taxed at 10%. The revenue generated from this tax was set to be directed toward establishing a cannabis social equity and jobs program, designed to provide financial support and assistance for license applications to individuals who have been disproportionately affected by past marijuana-related law enforcement.

## **Sub House Bill (HB) 86**

The Senate passed Sub HB 86 with the following modifications that were stricter than what the voters originally approved:

- Limit of six plants per household.
- Reduced the tetrahydrocannabinol (THC) content. THC is the substance that's primarily responsible for the effects of marijuana on a person's mental state.
- Increased the tax from 10% to 15%.
- Elimination of social equity provisions and Jobs Program that would help people from communities hurt by marijuana laws get into the legal industry and put over half of all tax revenue toward jail construction and law enforcement.
- Would allow for immediate sales of marijuana at already existing medical dispensaries - but the House did not pass it saying that it goes against what the voters wanted. Work will continue in 2024.

Mr. Osiecki stated that the law currently in effect since Thursday, December 7, 2023, allows individuals aged 21 and above to legally use marijuana, possess up to 2.5 ounces, and cultivate six plants per person with a household limit of 12 plants. Subsequently, on Tuesday, December 5, 2023, the House introduced HB 354, which was then referred to the Finance Committee on Wednesday, December 6, 2023, and has undergone three hearings as of Wednesday, December 13, 2023.

## **HB 257: Virtual Meetings**

HB 257, a legislation permitting specific public entities such as ADAMH Boards to convene virtually under certain conditions, was approved by the House on Monday, November 27, 2023. Subsequently, it was introduced in the Senate and forwarded to the Senate Government Oversight Committee on Wednesday, December 6, 2023.

## **7. Advocacy Action Agenda**

Ms. Zietlow-DeJesus 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 2024 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 overlay the action

steps of the Diversity, Equity and Inclusion (DEI) Strategic Implementation Plan and 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. Zietlow-DeJesus assisted the Board Directors in reviewing each of the 11 goals for the Calendar Year (CY) 2023 Advocacy Action Agenda and noted that five items were completed, five items were completed and ongoing and one is ongoing. Five goals that were completed included the passage of a favorable 2024-2025 state budget for behavioral health care and increased Medicaid rate reimbursements for providers. Five other goals that were considered completed and ongoing include:

- Three of those goals are now embedded in the daily work of the Board: Gambling prevention and 988 education, as well as the Board's DEI awareness. So, they are no longer on the Advocacy Action Agenda.
- Two goals remain on the Advocacy Action Agenda because even though some work has been done, they are still active and continued advocacy is required. Those two are:
  - Support the Ohio Association of County Behavioral Health Authorities' (OACBHA) efforts in the modernization of Ohio Revised Code (ORC) 340; and,
  - Collaborate with the Ohio Department of Mental Health and Addiction Services (OhioMHAS) and OACBHA to expand access to a core safety net of crisis services.

One goal, support efforts for the development of a behavioral health crisis center, is ongoing. Ms. Zietlow-DeJesus reported this means that even though we have begun this process, advocacy is required to ensure that the crisis center comes to fruition, is effective and meets the needs of Cuyahoga County residents. This goal will also remain in the Advocacy Action Agenda.

Ms. Zietlow-DeJesus explained the steps involved in formulating the CY2024 Action Advocacy Agenda and identified that staff have taken an initial look at potential goals. The recommended goals were brought first before the CR&A Committee for feedback and suggestions. These goals will then go on to the full Board for consideration and approval. The approved CY2024 Advocacy Action Agenda will be posted on the Board's website and shared with Legislators.

For 2024, the Board has created four new goals that will require ADAMHS Board advocacy. Those are:

- Reconvene and support client-led advocacy work with the Action Committee Advocating Change.
- Create an understanding of Care Response Teams through outreach with the public and local elected officials.
- Further develop relationships with County Executive and County Council to enhance collaboration on community behavioral health issues.
- Support campaign efforts for passage of the March 2024 Health and Human Services Levy.

The other three goals on the Advocacy Action Agenda were covered in the 2023 review. Ms. Zietlow-DeJesus responded to questions from the Board Directors.

**Motion to recommend acceptance of the CY2023 Advocacy Action Agenda review and adoption of the CY2024 Advocacy Action Agenda to the full Board.** MOTION: E. Cade / SECOND: P. James-Stewart / AYES: A. Bhardwaj, E. Cade, P. James-Stewart, K. Kern-Pilch / NAYS: None / ABSTAIN: None / **Motion passed.**

## **8. Let the Healing Begin**

Ms. Carole Ballard, Director of Education and Training, reported that, at the request of a Board Director, staff contacted keynote speaker, Dr. Joy DeGruy and proposed that she speak at the Annual Meeting, which is scheduled for Monday, May 13, 2024, at the Holiday Inn Independence. Staff are awaiting confirmation from Dr. DeGruy's scheduling team. Dr. DeGruy's message, "Let the Healing Begin," will continue the Board's ongoing education about culture, healing and coming together as a community. Dr. DeGruy's message will also provide a "footprint" of the theme for this year's Roads to Recovery Conference in October: Healing Communities.

Dr. DeGruy holds a Bachelor of Science degree in Communication, a Master of Social Work (MSW), a master's degree in clinical psychology, and a Ph.D. in Social Work Research. Dr. DeGruy is a nationally and internationally renowned researcher, educator, author and presenter. She is an Assistant Professor at Portland State University and the President of JDP Inc. Dr. DeGruy has over 25 years of practical experience as a professional in the field of social work. She conducts workshops and training in the areas of mental health, social justice and culture specific social service model development. "Dr. DeGruy believes that 'truthfulness is the foundation of all human virtues.' The workshops aim to guide us toward unlocking our own truths by critically evaluating history, medicine, science, education, etc." Dr. DeGruy shares her strategies for healing by encouraging participants to discover their own voices. With a keen ability to connect with her audience at their current level, she inspires them to transcend their fears.

The Theory of Post Traumatic Slave Syndrome suggests that centuries of slavery followed by systemic racism and oppression have resulted in multi-generational adaptive behaviors - some of which have been positive and reflective of resilience, and others that are detrimental and destructive. In brief, Dr. DeGruy presents facts, statistics and documents that illustrate how varying levels of both clinically induced and socially learned stress related issues were passed along through generations because of slavery and ongoing terrorism and anti-blackness. Ms. Ballard responded to questions from the Board Directors.

**Motion to approve a contract, not to exceed \$20,000, to host Dr. Joy DeGruy as the Keynote Speaker at the ADAMHS Board Annual Meeting on Monday, May 13, 2024, for the term of January 25, 2024 through June 30, 2024 to the Finance & Oversight Committee.** MOTION: P. James-Stewart / SECOND: K. Kern-Pilch / AYES: A. Bhardwaj, E. Cade, P. James-Stewart, K. Kern-Pilch / NAYS: None / ABSTAIN: None / **Motion passed.**

## **9. 2024 Public Awareness Multi-Media Campaign**

Ms. Zietlow-DeJesus conveyed that in the previous year, the Board had various ongoing campaigns, whereas this initiative aims to consolidate them all under a single funding umbrella. The External Affairs team will identify existing campaigns or create new evidence-based collateral materials to meet any current needs that arise. This multi-faceted campaign will use positive messaging to help prevent substance use and enhance education about treatment best-practices and how to connect with care. The campaign will also focus on stigma reduction, suicide prevention, gambling prevention and create further knowledge of 988.

Ms. Zietlow-DeJesus shared that staff have discussed this idea with each of the vendors and all have agreed that the Board can change our messaging throughout the year and that they can provide detailed information related to each message. This will allow the Board to see the individual impacts of each message, and the overall combined impact of our public awareness messaging. Doing this will make tracking expenses, providing messaging and collateral materials in advance and ensure consistent public awareness efforts throughout the year. The Board would like to use print/digital/social media ads, radio spots, billboards and transit ads with the vendors listed on the Agenda Process Sheet (APS).

Ms. Zietlow-DeJesus emphasized that the Board will continue contracts with Lakewood and Parma Observers as well as La Mega media for gambling until March. Consequently, the allocated funds are lower compared to last year, as they merely extend the Board's contracts with them from April 2024 through January 2025. The Board would also like to renew our collaborative communications efforts with Jemoh and WOVU. These contracts include grassroots outreach to faith institutions, community organizations, senior centers and local neighborhoods with combined events, information sharing through radio spots, podcasts, social media and public service announcements.

Lastly, the “other” section is to purchase one off ads in smaller publications like the United Auto Workers, Free Press and other community papers, which enables Board staff the ability to work with smaller publications if staff need to boost or geo-target any of our own social media posts/digital or streaming ads or print/translate any materials. Each vendor has either given the Board a discount or provided value added, such as extra radio spots, extended Billboard time, interviews, and inclusion of our materials at events and/or our logo on websites. The Board’s messaging would be a continuation of last year’s, which includes 988 and crisis services, gambling, suicide and overdose prevention, connection to treatment and celebrating recovery.

Estimated impressions from all vendors are a minimum of 2 million, likely more. Last year’s campaign metrics include:

- The gambling prevention campaign has already had approximately 3.6 million impressions and continues through March.
- The Crisis campaign had over 27.4 million impressions.
- The 4-Phase Substance Use Prevention, Connection to Treatment, Stigma Reduction and Celebrating Recovery campaign has over 100.5 million impressions.
- The Overdose Response Initiative, which includes harm reduction messaging like “carry Narcan, never use alone, fentanyl awareness messaging for stimulants and testing drugs before use, garnered nearly 4.9 million impressions.
- All of these campaigns combined provided at minimum 136.4 million impressions.
- During the 4-Phase Substance Use Disorder (SUD) campaign calls to 988 increased by approximately 28% for connection to care for substance use. It is important to remember that we launched the connection to treatment campaign at the same time that 988 was rolled out to the public.
- All campaign materials have been posted to the Board’s website and they have approximately 18,200 page views with link clicks on campaign pages at 6,485 as of last week.

These numbers show that this messaging provides meaningful impact and education in our community. Ms. Zietlow-DeJesus responded to questions from the Board Directors.

**Motion to recommend the approval from the Board to move to create a Prevention, Treatment and Anti-stigma campaign in 2024 and allow the Chief Executive Officer to enter into contracts with various vendors in a total amount not to exceed \$500,000 for the term of January 25, 2024 through January 31, 2025 to the Finance & Oversight Committee.** MOTION: P. James-Stewart / SECOND: E. Cade / AYES: A. Bhardwaj, E. Cade, P. James-Stewart, K. Kern-Pilch / NAYS: None / ABSTAIN: None / **Motion passed.**

#### **10. Crisis Services Awareness/988 Public Education and Coping with the Holidays Campaign Recaps**

Ms. Zietlow-DeJesus provided recaps of the Crisis Services Awareness and Coping with the Holidays campaigns. She reported that the Crisis Services campaign was paid for by the State Crisis Assistance Program Grant. There was \$428,626.62 set aside for public education about local and state crisis services. The campaign focused on promoting 988, crisis services available in our system and helped promote Northern Ohio Recovery Association’s (NORA) crisis van. NORA received part of the funding for the van from the same grant, which is why that specific service was highlighted with these grant campaign dollars. It was a multi-media campaign using radio, TV, billboards, transit advertising, digital/streaming/social media ads, and also includes translated materials into five languages and braille to reach a diverse audience. Ms. Zietlow-DeJesus provided some sample ads that ran in print, social media and digital and shared a video and commercial that ran. The ad created for the billboard showcased NORA’s crisis van. This grant partly financed the van, leading to the allocation of some awareness funds for its promotion.

Ms. Zietlow-DeJesus shared the list of vendors used in the campaign, which consisted of a good mix of small local partners as well as large stations/papers to help get the message out. The buys included radio, television, billboards, transit ads on busses and bus shelters, digital and social media, print ads and translation of crisis materials into five different languages (Spanish, Chinese, Russian, Ukrainian, and braille); and the impression for each type of ad was shared. Overall, the campaign had just over 27.4 million impressions.

Ms. Zietlow-DeJesus provided an update on promotions that were done for the Coping with the Holidays booklet. She reported that 147- 15-second radio spots were purchased on iHeart Radio's Holiday Station, which is Magic 105.7. These radio ads ran from Monday, November 13, 2023, through Sunday, December 31, 2023. The promotion cost \$7,500 dollars and between radio and streaming of the spots there was an estimated 1.2 million impressions. The Board also ran the Coping with the Holidays ad in the Lakewood Observer and ran 12 social media posts. The booklet was viewed on the Board's website home page 985 times and the booklet was opened and/or downloaded 641 times from that page. The Free Press and Sun News shared the booklet messages and Mr. Bill Hebble, Clients Rights Officer, did an interview with FBC Radio, through our partnership with Jemoh, that ran on their radio show and their podcast. Also, over the holiday, Mr. Osiecki talked to Mr. Joe Pagonakis about Coping with the Holidays and how to set healthy resolutions for the new year. (The PowerPoint presentation is attached to the original minutes stored in the Executive Unit.)

#### **11. Roads to Recovery Conference Update**

Ms. Ballard reported that the Roads to Recovery Conference has been successfully held in 2005, 2007, 2009, 2011, 2013, 2015, 2017, 2019 and 2022. Based on the tremendous success of these nine conferences, the CR&A Committee and staff agreed that it is a worthwhile endeavor that should be held every other year. Due to unforeseen issues related to COVID-19 and the pandemic, the 2021 Roads to Recovery Conference was postponed. The purpose of the Roads to Recovery Conference is to educate clients, family members, providers, mental health professionals, alcohol and other drug addiction professionals, media and legislators that personal recovery from mental illness and alcohol and other drug addiction is possible. Specifically, the goals and objectives of the conference include:

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

The Roads to Recovery Conference illustrates the Board's commitment to recovery and that the Board has fully embraced the concept of personal recovery from mental illness and alcohol and other drugs. Staff recommend that Monday, October 21, 2024, would be the best day to hold the conference because it does not interfere with any religious or national holidays, and is the similar week that prior conferences have been held. Staff have identified that the Holiday Inn Cleveland South, 6001 Rockside Road, Independence, Ohio 44131 offers the most viable conference venue options with accessibility, quality meeting space and services, free parking and competitive pricing.

#### **12. Training CY2023 Report**

Ms. Ballard shared a report that captured all training activities within the ADAMHS Board's Training Unit from January 2023 through December 2023. She also provided comparison data between the ADAMHS Board's Training Unit activities for 2021 and 2022. In 2021 net revenue sales was \$52,000, which was the National Alliance on Mental Illness (NAMI) reimbursement for Crisis Intervention Team (CIT) training. In 2022 net revenue sales was \$40,400, which was the NAMI reimbursement for CIT training. Also, in 2022 net revenue sales was \$7,406, less Eventbrite fees of \$738.85 and presenter fees of \$4,500, for a total of \$2,167.15. This report was inclusive of the following activities:

- During 2023, the following grant types and grant amounts were received:
  - Overdose to Action (OD2A) for \$25,000 per year. The Grant ended in August 2023.
  - Drug Court for \$97,400 for two years. The Grant ended in December 2023.
  - Child Parent Psychotherapy (CPP) for \$259,266.83 for 18 months. The grant ended in December 2023.

The Grand total of sponsored grants received was \$381,666.83

- The Training Institute facilitated 12 Question, Persuade, and Refer (QPR) trainings reaching 266 participants, virtually and in person; three within the Training Institute and nine community requests. QPR is also part of the CIT training.
- The Training Institute facilitated four Mental Health First Aid (MHFA) trainings reaching 63 participants, three in-person and one virtually.
- The Training Institute facilitated 17 workshops reaching 411 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 also sponsored training events. Sponsorships are training that are supported through grants or various groups. 15 groups were sponsored, reaching 1,373 participants. In 2023, Board staff had virtual and in-person sponsorship trainings for the Drug Court Grant, Prevention Series, Hoarding Conference, Courage to Caregivers, MetroHealth, Educational Service Center (ESC) and CPP sessions. CEUs/RCHs were awarded for all trainings.
- The Training Institute facilitated 18 public education/trainings as requested by groups in the community under public education. These public education/trainings reached 493 participants. These public education/trainings included Towards Employment, West Side Catholic Center, Cleveland Public Library, Cuyahoga County Library, Unitarian Universalist Congregation of Cleveland, Juvenile Court, John Muir Elementary School, St. Edward High School and Suicide Prevention and Intervention for Marginalized Communities.

Ms. Ballard reported that the total number of trainings for CY2023 was 64 and the grand total of individuals trained in CY2023 was 2,636. (The Training Institute Annual Summary 2023 is attached to the original minutes stored in the Executive Unit.)

### **13. Media Tracking Reports**

Ms. Zietlow-DeJesus shared that there had been an error in adding up the media mentions from the last reporting period, which was Saturday, May 6, 2023 through Wednesday, September 6, 2023. The correct number of media mentions for that time period was 84 with 71 being positive, 13 neutral and zero negative. This correction changed the numbers for the year to date (Sunday, January 1, 2023 through Wednesday, September 6, 2023) to 158 media mentions, 142 of which are positive and 16 of which are neutral. There were no negative media mentions.

Ms. Zietlow-DeJesus reported that the ADAMHS Board had a total of 85 media mentions for the term of Thursday, September 7, 2023 through Tuesday, January 2, 2024. 68 of these mentions were positive and 17 were neutral. There were no negative media mentions.

Highlights since the Wednesday, September 6, 2023, CR&A Committee meeting include the expansion of Co-response teams, which made national news and two law enforcement specific publications and stories about the funding allocated for Care Response teams. Coping with the Holidays, the legalization of marijuana and drug overdose also had quite a few stories.

From Sunday, January 1, 2023, through Sunday, December 31, 2023, the Board had a total of 243 media mentions, 210 of which are positive and 33 of which are neutral. There were no negative media mentions. Ms. Zietlow-DeJesus highlighted that overall, it was another successful year with the media.

### **14. Social Media and Website Tracking Reports**

#### **Wednesday, September 6, 2023 through Wednesday, January 3, 2024, Social Media Report**

- Ms. Jocelyn Weems, External Affairs Officer, provided committee members with an overview of the social media statistics. She reported that for the timeframe Wednesday, September 6, 2023, through Wednesday, January 3, 2024, the Board had 1,926,408 impressions on social media, 3,914 engagements (likes, comments, retweets, mentions, etc.), gained 229 new followers and 1,415 post link clicks.

#### **Sunday, January 1, 2023, through Sunday, December 31, 2023, Social Media Report**

- For CY2023, the Board had 4,477,013 impressions on social media, 9,133 engagements (likes, comments, retweets, mentions, etc.), gained 863 new followers and 3,435 post link clicks. There was a slight decrease in posting during January, February and July, which was due to the transition of the External Affairs Department.

#### **Wednesday, September 6, 2023, through Wednesday, January 3, 2024, Website Report**

- Ms. Weems reported that 38,372 people have visited the Board's website since Wednesday, September 6, 2023, for a total of 67,796 times. 96% of the individuals were new visitors to the Board's website; and 4% were returning visitors. There were 69,796 page views and 58% of users came to the site from google searches, 27% came to



the site directly meaning they typed it in and the remainder (15%) from social media/referral from another page or email.

**Sunday, January 1, 2023, through Sunday, December 31, 2023, Website Report**

- For CY2023, Ms. Weems reported that 90,241 people have visited the Board's website, for a total of 174,026 times. 98% of the individuals were new visitors to the Board's website; and 2% were returning visitors. There were 167,111 page views and 59% of users came to the site from google searches, 25% came to the site directly meaning they typed it in and the remainder (16%) from social media/referral from another page or email.

Ms. Zietlow-DeJesus and Ms. Weems responded to questions from the Board Directors.

**15. New Business**

Ms. Katie Kern-Pilch shared a highlight regarding art therapy. She stated that HB 33 contains language relative to art therapy licensure; and reported that this language was originally stricken forty years ago. Advocates have been lobbying for it ever since. As a result, HB 33 was passed on Friday, June 30, 2023 and was signed into law by Governor Mike DeWine on Monday, July 3, 2024. Currently, the Ohio Counselor, Social Worker, and Marriage and Family Therapist Board is developing the criteria and/or grandfathering individuals using the National Art Therapy Credentials Board, Inc., for art therapy licensure.

**16. Follow-up**

- Week of Appreciation Event

Ms. Weems reported that OACBHA provided the Board with \$1,500 in mini-grant funding from OhioMHAS to support and recognize local first responders and those who work directly with individuals struggling to overcome substance use disorders. Week of Appreciation took place Sunday, September 17, 2023, through Saturday, September 23, 2023. This mini-grant funding was used to purchase candles from Happy Thoughts Candle Co. and each candle had a label with words of encouragement and appreciation. A small card was included with each candle. Provider agencies were asked to nominate two staff members to be recognized for their work directly with individuals with SUD. An event was held on Tuesday, December 12, 2023, at the Board's administrative office, whereby nominated staff members enjoyed light refreshments and received a Week of Appreciation candle in recognition of their hard work and dedication.

**17. Public Comment Period**

No public comment was received.

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

- Finance & Oversight Committee Meeting: January 17, 2024
- General Meeting: January 24, 2024 at Stella Maris, Inc. (Coffee Shop), 1302 Winslow Avenue, Cleveland, Ohio 44113
- Faith-based Outreach Committee Meeting: February 7, 2024
- Finance & Oversight Committee Meeting: February 21, 2024
- General Meeting: February 28, 2024

***There being no further business, the meeting adjourned at 5:11 p.m.***

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

***Approved by: Sadigoh C. Galloway, MSW, LSW, LICDC-CS, Community Relations & Advocacy Committee Chair***



**Client & System Impact:**

- Greater access to Fentanyl test strips.

<b>Metrics</b> <i>(How will goals be measured)</i>	Distribute 111,100 Fentanyl test strips.
<b>Evaluation/ Outcome Data</b> <i>(Actual results from program)</i>	79,783 Fentanyl test strips distributed.

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

- To authorize the purchase of Harm Reduction supplies not to exceed \$52,461.