

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE

MAY 1, 2024

Committee Members Present: Sadigoh C. Galloway, MSW, LSW, LICDC-CS, Committee Chair, Reginald C. Blue, Ph.D., Michelle R. Curry, MPA, James T. Dixon, Harvey A. Snider, Esq. / Other Board Directors: J. Robert Fowler, Ph.D.

Absent: Ashwani Bhardwaj, Gregory X. Boehm, M.D., Erskine Cade, MBA, Patricia James-Stewart, M.Ed., LSW, Katie Kern-Pilch, MA, ATR-BC, LPC-S

Board Staff Present: Scott Osiecki, Chief Executive Officer, Carole Ballard, Danielle Clark, Felicia Harrison, Latoya Hunter Hayes, Ian Jameson, Woo Jun, Linda Lamp, Clare Rosser, Jessica Saker, Starlette Sizemore, Joiceyn Weems

1. **Call to Order**

Ms. Sadigoh C. Galloway, Committee Chair, called the meeting to order at 4:03 p.m. Ms. Latoya Hunter Hayes, Chief of External Affairs, 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. **Public Comment on Agenda Items**

No public comment on agenda items was received.

3. **Approval of Minutes**

The minutes from the January 3, 2024 Community Relations & Advocacy Committee were approved as submitted.

4. **Introduction of Latoya Hunter Hayes, Chief of External Affairs**

Mr. Scott Osiecki, Chief Executive Officer, introduced Ms. Hunter Hayes, who joined the Board as the new Chief of External Affairs on Monday, April 29, 2024. With over 15 years of experience in managing traditional and digital media strategies across the public, private, and non-profit sectors, Ms. Hunter Hayes brings valuable expertise to the Board. Previously, she held leadership roles in the Cleveland Department of Public Utilities and the City of Cleveland Mayor’s Office of Communications. In her current position, Ms. Hunter Hayes oversees the Board’s public relations, media relations, social media, community engagement, faith-based initiatives, and special projects. She also supervises Mr. Ian Jameson and Ms. Joiceyn Weems, External Affairs Officers, as well as Ms. Starlette Sizemore, Director of Special Projects.

5. **Legislative Update**

Mr. Osiecki provided an update regarding the following legislation:

House Bill (HB) 506 – School Overdose Reversal Drugs

This newly proposed legislation, introduced to the House on Wednesday, April 24, 2024, and subsequently directed to the Primary and Secondary Education Committee on Tuesday, April 30, 2024, mandates schools opting to stock overdose reversal medications to implement a comprehensive policy governing their administration, storage, and usage. This policy would encompass defining the quantity of medication kept on hand, ensuring secure yet accessible storage within school premises, detailing staff training protocols, and reporting instances of administration to the Ohio Department of Education and Workforce.

Senate Bill (SB) 90 - Social Work Licensure Compact

The House approved the bill on Wednesday, April 24, 2024, following its passage in the Senate in June 2023. It is now awaiting the Governor’s signature.

The objective of this Compact is to address workforce shortages by:

- Enhancing mobility by eliminating the need for licenses across multiple states and mutually recognizing licenses from other member states.
- Expanding public access to Social Work Services.
- Streamlining and reducing redundant requirements linked with holding multiple licenses.
- Fostering the exchange of licensure and disciplinary information among member states.
- Permitting the use of telehealth to enhance access to regulated Social Work Services.

Various other House Bills recently had hearings including:

- HB 344: This bill aims to abolish Replacement Property Tax Levies, thereby removing taxing authorities' ability to pursue such levies.
- HB 37: Introduces stricter penalties for Operating a Vehicle Impaired (OVI) and aggravated vehicular homicide.
- HB 249: Proposes amendments to Mental Health/Civil Commitment Requirements, including defining deterioration standards for individuals under court orders for mental illness and addressing gaps in the pink slip process for transferring or discharging individuals to general hospitals. Additionally, it seeks to authorize state highway patrol troopers to issue pink slips.
- HB 300: Requires the Ohio Department of Mental Health and Addiction Services (OhioMHAS) to establish a pilot program for remote treatment of opioid use disorder through licensed opioid treatment programs for fiscal years 2024 and 2025. The program is to be funded at \$750,000, with up to ten licensed programs eligible to participate. Each selected program must engage a remote methadone treatment vendor from an OhioMHAS-approved list.
- HB 491: Introduced in the House on Tuesday, April 16, 2024, and referred to the House State & Local Government Committee on Tuesday, April 23, 2024, this bill mandates political subdivisions, including ADAMHS Boards, to furnish expenditure details to the Treasurer of State for inclusion in the Ohio State and Local Government Expenditure Database.

[Reginald C. Blue, Ph.D., arrived.]

Mr. Osiecki addressed questions from the Board Directors concerning the legislative update.

6. Fentanyl Test Strips – Harm Reduction

- **BTNX, Inc. (fentanyl test strips) - \$50,000**
- **Brothers Printing – fentanyl test strip instructions/inserts - \$2,461**

Ms. Sizemore reported that at least 447 victims have died from heroin/fentanyl/analog or in combination through November 2023. In 2023, when including cocaine, there were at least 592 fatalities. The driving factor of fatalities continues to be fentanyl mixed with other drugs. The rate of African American deaths involving fentanyl is 38.09% of all victims in December 2023 and over 35.03% for the year. As many as 22 cocaine related deaths occurred in December 2023 with as many as 12 with fentanyl, heroin, or both mixed in. A collaborative approach to supporting harm reduction efforts is needed to help save lives. It is also important that the Board shares harm reduction information throughout the year. Harm reduction efforts, such as education and distributing fentanyl test strips, are some of the ways the Board aims to reduce the number of fatal overdoses. It is important to note that all of the Board's resources provide residents with information on how to connect with care when they are ready for treatment.

These resources will assist with reducing overdose deaths by working with harm reduction partners, grassroots organizations and community businesses to increase access to fentanyl test strips. If each person receives three test strips, more than 37,700 individuals will be reached. Board staff recommend that the Board Directors authorize the

purchase of Harm Reduction supplies not to exceed \$52,461, which includes BTNX, Inc. (fentanyl test strips) in the amount of \$50,000 and Brothers Printing for fentanyl test strip instructions/inserts in the amount of \$2,461, for the term of January 1, 2024 through December 31, 2024.

Motion to recommend authorization for the purchase of Harm Reduction supplies not to exceed \$52,461, which includes BTNX, Inc. (fentanyl test strips) in the amount of \$50,000 and Brothers Printing for fentanyl test strip instructions/inserts in the amount of \$2,461, for the term of January 1, 2024 through December 31, 2024 to the Finance & Oversight Committee. MOTION: H. Snider / SECOND: R. Blue / AYES: R. Blue, M. Curry, J. Dixon, H. Snider / NAYS: None / ABSTAIN: None / **Motion passed.**

[Mr. Erskine Cade, MBA, arrived.]

7. Annual Meeting Update

Ms. Hunter Hayes reported that Board staff are in the final stages of planning the annual meeting, which is set for Monday, May 13, 2024, from 9:00 a.m. to 1:00 p.m. at the Holiday Inn Independence. As of Monday, April 29, 2024, there are 572 tickets sold. Some of the agenda items include an art contest, presentation of the Board's Helping Hands Awards, and our keynote speaker. The Board's keynote speaker is Dr. Joy DeGruy, an internationally renowned researcher and educator. Dr. DeGruy explores the lasting impacts of slavery and systemic racism on contemporary society, particularly within the African American community. She has a background in clinical psychology, with a Bachelor of Science degree in Communication, a master's degree in social work, and a Ph.D. in Social Work Research. Dr. DeGruy has a multidisciplinary approach which allows her to deeply dive into complex issues surrounding racial trauma and healing. She is also an educator and has lectured extensively at universities and conferences worldwide, sharing her analyses and perspectives as a subject matter expert. She has also developed curricula aimed at promoting racial healing and reconciliation. Needless to say, Board staff is very excited to have her join us this year and share her insight.

Ms. Hunter Hayes mentioned that to help promote the event and provide additional background, the Board has created a brief video currently being shared online: <https://www.youtube.com/watch?v=GYcEKNeaEKA>. In the video, Dr. DeGruy discusses this year's keynote theme, "Be the Healing."

8. Media Tracking Report

Mr. Jameson reported that the ADAMHS Board had a total of 36 media mentions for the term of Wednesday, January 3, 2024, through Tuesday, April 30, 2024. 27 of these mentions were positive and nine were neutral. There were no negative media mentions. There were a total of 42 media mentions in 2024. Of these, 33 were positive and nine were neutral. There were no negative mentions.

Highlights since the Wednesday, January 3, 2024, CR&A Committee meeting include the Care Response pilot program. Also, several news publications, although not themed around the Board, mentioned harm reduction efforts, highlighting Narcan distribution and fentanyl test strips. (The Media/Press Clipping Report January 3, 2024 – April 30, 2024 is attached to the original minutes stored in the Executive Unit.)

Ms. Galloway conveyed her appreciation to Mr. Jameson for his efforts on the media tracking report. Mr. Harvey Snider inquired whether the data showed that the Board was effectively reaching its target audience and taking proactive measures. In response, Mr. Jameson referenced articles discussing Narcan distribution and highlighted the Board's positive influence on the community.

9. Social Media and Website Tracking Reports

Thursday, January 4, 2024, through Sunday, March 31, 2024, Social Media Report

- Ms. Weems provided committee members with an overview of the social media statistics. She reported that for the timeframe Thursday, January 4, 2024, through Sunday, March 31, 2024, the Board had 705,190 impressions on social media (a decrease of 49.7% from the last quarter), 3,007 engagements (likes, comments, retweets, mentions, etc., which is an increase of 3.9% from the last quarter), gained 101 new followers and 1,030 post

link clicks (a decrease of 5.4% from last quarter). (The Profile Performance Report January 4, 2024 – March 31, 2024 is attached to the original minutes stored in the Executive Unit.)

Thursday, January 4, 2024, through Sunday, March 31, 2024, Website Report

- Ms. Weems reported that 29,199 individuals visited the Board's website a total of 53,625 times since Thursday, January 4, 2024. The most viewed pages were the home page, crisis page, and employment page. Of the visitors, 95% were new and 5% were returning. The site received 98,196 page views, with 65% of users arriving via Google searches, 23% directly by typing in the URL, and the remaining 12% through social media, referrals from other sites, or email links.

Ms. Galloway commented that the detailed data was well-organized and easy to understand, for which she was appreciative. Dr. Robert Fowler, the Board Chair, asked Ms. Weems to explain the terms impressions, engagements, and post-click links. Mr. Snider inquired about the number of viewers and statistics related to attendance at Board meetings. Ms. Jessica Saker, Director of IT, responded that these statistics could be incorporated into future reports, noting that typically, three to seven participants join the Zoom meetings, with attendance rising to around fifteen for General Meetings. Dr. Fowler and Mr. Snider requested that this information be included in future reports. Ms. Galloway also noted that the Board is gaining substantial visibility through social media.

10. New Business

No new business was received.

11. Follow-up

No follow-up was received.

12. Public Comment Period

No public comment was received.

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

There being no further business, the meeting adjourned at 4:28 p.m.

Submitted by: Linda Lamp, Executive Assistant

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