

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

COMMUNITY RELATIONS & ADVOCACY (CR&A) COMMITTEE SEPTEMBER 4, 2024

Committee Members Present: Sadigoh C. Galloway, MSW, LSW, LICDC-CS, Committee Chair, James T. Dixon, Linda D. Johaneck, Katie Kern-Pilch, MA, ATR-BC, LPC-S (R), LPAT, Harvey A. Snider, Esq. / Other Board Directors: J. Robert Fowler, Ph.D.

Absent: Ashwani Bhardwaj, Reginald C. Blue, Ph.D., Gregory X. Boehm, M.D., Erskine Cade, MBA, Patricia James-Stewart, M.Ed., LSW, Kathryn Y. Parks, MBA, MA, LPC, LICDC

Board Staff Present: Scott Osiecki, Chief Executive Officer, Latoya Hunter Hayes, Richanda Jackson-Birks, Ian Jameson, Douglas Nichols, Linda Lamp, Clare Rosser, Jessica Saker, Joicelyn Weems

1. **Call to Order**

Ms. Sadigoh C. Galloway, Committee Chair, called the meeting to order at 4:01 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 May 1, 2024 Community Relations & Advocacy Committee were approved as submitted.

[J. Robert Fowler, Ph.D., arrived.]

4. **Legislative Update**

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

Senate Bill (SB) 105: Ohio Revised Code (ORC) 340 Modernization:

SB 105, also known as the ORC 340 Modernization, was introduced on Wednesday, April 5, 2023, and is currently pending in the Community Revitalization Committee. The Boards, along with the Ohio Association of County Behavioral Health Authorities (OACBHA), continue to collaborate with the Ohio Council of Behavioral Health and Family Service Providers to reach an agreement on the bill's language. The primary unresolved issues concerning the Boards involve contracting and the Request for Proposal (RFP) provision. The groups are still working through differences in a few areas, with hopes of finalizing an agreement on the language that can be presented to members of the Senate.

Ohio Recovery Friendly Workplace:

On Friday, August 30, 2024, Governor Mike DeWine announced the launch of the Ohio Recovery Friendly Workplace program, led by the Governor's RecoveryOhio initiative. This new program is designed to create job opportunities for people recovering from substance use disorders or mental health conditions, combat stigma surrounding addiction and mental illness in the workplace and provide a boost to Ohio businesses. Companies that integrate recovery-friendly practices into their operations and core values will have the opportunity to earn the official designation as an Ohio Recovery Friendly Workplace.

The program has the potential to transform lives by offering meaningful work to individuals seeking a fresh start while providing additional support systems for current employees. It aims to reduce stigma related to mental illness and addiction. To qualify as an Ohio Recovery Friendly Workplace, businesses have various options for implementing supportive practices, such as creating policies that facilitate the hiring of individuals in recovery and collaborating with local ADAMHS Boards to share job opportunities.

Companies are also encouraged to provide support systems that make employees feel comfortable seeking help for addiction or mental health challenges. Additional practices include training leaders to recognize signs of substance use and encouraging them to help employees seek treatment, offering access to life-saving naloxone and providing training on its use, promoting mental health and wellness education programs, and raising awareness of the 988 Suicide and Crisis Lifeline. A plan is underway to inform the community that support is available for training, harm reduction, and promoting 988.

City of Cleveland Tanisha's Law Legislation:

Cleveland City Councilwoman Stephanie Howes Jones and Councilman Charles Slife are planning to introduce legislation, drafted with assistance from the Case Western Reserve University (CWRU) law clinic, to codify the Care and Co-Response Programs in the City of Cleveland in memory of Ms. Tanisha Anderson. They are scheduling a meeting to discuss this legislation with various partners, including the ADAMHS Board, Cleveland Public Health, Public Safety, Emergency Medical Services (EMS), Law, and Cuyahoga County. The aim is to ensure that all parties are comfortable with the legislation and can move forward collaboratively to provide a humane response to individuals in crisis, treating them with dignity and respect while connecting them to appropriate and timely care.

The proposed legislation would establish a Division of Crisis Response, administered by a Commissioner of Crisis Response within the Department of Public Health. It defines the Care Response and Co-Response Programs, outlines partnerships with the ADAMHS Board and other agencies, and includes reporting requirements. Additionally, the legislation would codify the Consent Decree's Crisis Intervention Training Requirements.

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

5. Care Response Pilot Program Communications Update

Ms. Latoya Hunter Hayes, Chief of External Affairs, reported that care response is a health-first approach that deploys teams of behavioral health professionals and peers with lived experience on mental health crisis calls. Over the past several years, R Strategy Group has worked with the ADAMHS Board, Magnolia Clubhouse, and experts and advocates in Cuyahoga County and across the state and country to move care response forward.

R Strategy Group is serving as a consultant to assist the Board in managing the advertising campaign in addition to their current work managing communications and community engagement related to the Care Response Pilot in Cleveland zip codes 44102 and 44105, as well as spearheading a Community Advisory Committee. R Strategy Group is working with the Board to present clear and consistent communications regarding care response, increase the community's knowledge and awareness to gain buy-in for the care response initiative, and remain responsive and adaptable to feedback and lessons learned during the pilot.

The marketing campaign for the Care Response Pilot Program will feature online ads targeting approximately 60,000 residents in the 44102 and 44105 zip codes, running for seven to ten weeks following the program's launch in October 2024. A direct mail campaign will also be conducted in the target area, including a magnet (still to be designed) that will provide details about the Care Response Program. Additionally, advertisements will be placed on buses and at bus shelters across 10 locations for six months, and on 10 billboards for three months. Beyond this, virtual meetings will be held with providers and community organizations to inform them about the program and to encourage them to help spread the word. In addition to the marketing campaign, Ward Club meetings are being scheduled for late September in the targeted pilot area to inform the public and council members about the Care Response Pilot Program.

The Community Advisory Committee (Care Committee) will include clients and family members from the targeted zip codes, as well as behavioral health providers and advocates. Comprising about 10 to 12 individuals, this committee will help the Board gain insight into how the community has experienced the Care Response program so far and highlight any concerns. While not functioning in an official advisory role, the committee will provide valuable feedback on the program's impact. Ms. Hunter Hayes noted that a press release was issued on Thursday, August 29, 2024, inviting applicants to join the Care Committee. Applications are currently open until Monday, September 23, 2024, and the Board has received 19 responses so far.

Ms. Hunter Hayes presented several images, highlighting one that was used to inform individuals that applications were open. A press release was issued, and the information was shared across all the Board's social media channels, distributed through the Board's e-blasts, and shared with the Board's partners and providers to help spread the word. Ms. Hunter Hayes also highlighted an image with the Care Response logo, which includes FrontLine Service, and responded to questions from the Board Directors.

6. Overdose Awareness Day Recap

Ms. Hunter Hayes shared that the Board applied for the Ohio Department of Mental Health and Addiction Services (OhioMHAS) State Opioid & Stimulant Response (SOS) 3.0 Grant and was approved for the full amount of \$20,000 on Tuesday, July 23, 2024. The Board was approved for \$20,000 from OhioMHAS for advertising and informational materials for an Overdose Awareness Day event called "Waves of Awareness." Stella Maris, Inc., served as the local coordinator for the Overdose Awareness Day event and has contracted with a variety of vendors for promotional materials for the event. The Board entered into an agreement with Stella Maris, Inc., to serve as a title sponsor and to utilize the grant funds for approved purposes. "Waves of Awareness" was a day-long event scheduled for Saturday, August 31, 2024, in Cleveland's Public Square.

Ms. Hunter Hayes shared that 2,500 individuals attended the event, a significant increase from the 1,700 attendees in 2023. The event began at 5:00 p.m. with a video slideshow on the main stage, accompanied by the ringing of the bells from the Old Stone Church. A short program followed, featuring public officials and community speakers. Members of the Ohio National Guard installed 5,000 purple flags on the lawn, symbolizing the nearly 5,000 Ohioans lost to accidental overdose last year. Up to 60 community providers, along with the MetroHealth Mobile Recreational Vehicle (RV) for health screenings, were on site to offer resources and information. The day included food trucks, music, "Yoga in the Park," and messages of hope, with testimonies from the stage throughout the event. It concluded at dusk with a candlelit Walk of Remembrance and the "Light Up Cleveland" event, which illuminated Public Square, Terminal Tower, and Progressive Field in purple lights.

7. OhioMHAS Week of Appreciation Update

Ms. Hunter Hayes reported that the Board is participating in a statewide Provider Week of Appreciation to recognize the dedication of mental health and addiction services professionals. She noted that OACBHA has provided the Board with \$1,500 in mini-grant funding from OhioMHAS to support and show appreciation to those who work directly with individuals living with addiction and/or mental illness, including first responders and others who may experience burnout or secondary trauma due to their work. The Week of Appreciation will take place from Sunday, September 15, 2024, through Saturday, September 21, 2024.

The Board will host a wellness-themed event on Thursday, September 19, 2024, from 11:00 a.m. to 1:00 p.m. at its administrative office. Providers have nominated several frontline staff members for recognition, with 13 organizations responding and 37 nominees. RSVPs will be accepted until Friday, September 7, 2024. Lunch and light refreshments will be provided, along with activities such as yoga, reiki, chair massages, and jewelry-making (art therapy). Participants will also receive additional tokens of appreciation.

Ms. Katie Kern-Pilch asked if Board Directors could attend the OhioMHAS Week of Appreciation event on Thursday, September 19, 2024. Ms. Hunter Hayes confirmed that Board Directors are welcome to attend. Ms. Kern-Pilch expressed her gratitude to Board staff for their efforts in organizing the event. Ms. Hunter Hayes also shared that Mr. Osiecki will be giving the opening remarks for the event.

8. Trauma-Informed Education Coalition Faith Leader Session Recap

Ms. Hunter Hayes noted that on Tuesday, August 20, 2024, the Board hosted an informational and feedback session on emotional and psychological trauma for faith leaders. The session aimed to help Board staff explore the possibility of organizing a larger event to equip spiritual leaders with tools to recognize the impact of trauma within their congregations. Dr. Joan Duvall Flynn, Chair of the Trauma Informed Care Coalition based in Philadelphia, gave a presentation on trauma-informed care and how it can be integrated into congregational settings.

Ms. Hunter Hayes shared that the feedback from attendees was positive, with many expressing interest in the Board organizing a larger event involving multiple faiths. She also mentioned that a representative from The MetroHealth System discussed the possibility of partnering with the Board for a future event.

Mr. Osiecki noted that Rev. Benjamin F. Gohlstein, Sr., Chair of the Faith-based Outreach Committee, recommended the session and suggested Dr. Joan Duvall Flynn as the presenter. Ms. Patricia James-Stewart shared a testimonial about her church and praised Board staff for their efforts with this initiative.

9. Roads to Recovery Conference Update

Mr. Doug Nichols, CIT Training Officer, announced that the Board's Roads to Recovery Conference is set for Monday, October 21, 2024, at the Holiday Inn Cleveland-S Independence. The keynote and plenary speakers have been confirmed, and 50 individuals have expressed interest in participating in the workshops. The number of workshop presenters has been narrowed to 35. The schedule and materials for the conference are finalized, and a facility walkthrough has been completed to ensure that space and Information Technology (IT) needs are addressed.

Mr. Nichols also noted that additional Education and Training staff have ensured that Continuing Education Units (CEUs) will be available to attendees upon request. He further mentioned that moderator pamphlets are prepared and volunteers will serve as moderators to ensure each breakout session runs smoothly. Board staff anticipate that 350 participants will attend the conference, and registration is currently open.

Ms. Hunter Hayes announced that the Board has secured 37 sponsors for the conference.

10. Suicide Prevention Month

Ms. Richanda Jackson-Birks, CIT Training Officer, provided an update on September as Suicide Prevention Month. She noted that September was first designated as National Suicide Prevention Awareness Month in 2008. Since then, it has been a time to recognize those affected by suicide, raise awareness, and connect individuals with suicidal ideation to treatment services. Numerous activities and events have been scheduled for community engagement. Ms. Jackson-Birks highlighted that National Suicide Prevention Week is an annual campaign in the United States designed to inform and engage health professionals and the public about suicide prevention and warning signs. This week runs from Sunday, September 8, 2024, through Saturday, September 14, 2024, and includes sharing resources and stories of hope and awareness. Additionally, World Suicide Prevention Day is observed on Tuesday, September 10, 2024, as a day of remembrance for individuals who have died by suicide.

Ms. Jackson-Birks also shared that Sunday, September 8, 2024, is recognized as 988 Day, a day dedicated to raising awareness about the 988 Suicide and Crisis Lifeline. It is an opportunity to promote the importance of the lifeline, emphasize its role in providing immediate crisis support, and encourage more people to use and share the resource. It also serves as a platform to discuss ongoing improvements in crisis intervention and mental health services, as the system continues to evolve to meet the increasing demand for mental health support.

Ms. Jackson-Birks reported that Question, Persuade, Refer (QPR) is an evidence-based practice model that teaches three simple steps anyone can learn to help prevent suicide. QPR training sessions aim to increase awareness about suicide, dispel myths and misconceptions, and identify warning signs. The Board will offer one-and-a-half-hour training sessions on suicide prevention to as many individuals as possible in Cuyahoga County. Upon completion of this training, participants will become certified gatekeepers, equipped to recognize suicide risk and assist individuals in accessing necessary resources. Currently, the Board's Education and Training Unit has scheduled a hybrid QPR training with Hyland virtually on Tuesday, September 10, 2024, and a virtual QPR session on Wednesday, September 18, 2024. Those interested in attending a QPR session should register through the Board's website.

Additionally, on Thursday, September 26, 2024, Board staff will collaborate with the Community Behavioral Health Center to facilitate a QPR training, and another QPR training will be held with Cleveland Heights on Monday, September 30, 2024.

Mr. Harvey Snider noted that he has received numerous positive comments about the advertisement the Board placed in the newspaper. He reported that the ad has been well-received and highly effective, and he commended Board staff for their efforts.

Ms. Kern-Pilch recounted a tragic story about an officer in Parma, Ohio, and how both the Parma Police Department and the community have responded to honor the individual. Ms. Jackson-Birks added that the Board's Education and Training Unit offers a one-hour training on suicide awareness as part of the Crisis Intervention Team (CIT) training for law enforcement. They have also provided suicide prevention training for administrative staff at CWRU. Ms. Kern-Pilch expressed her appreciation for the Board's proactive approach.

11. Media Tracking Report

Mr. Ian Jameson, External Affairs Officer, reported that the ADAMHS Board had a total of 50 media mentions for the term of Wednesday, May 1, 2024, through Tuesday, September 3, 2024. 31 of these mentions were positive and 19 were neutral. There were no negative media mentions. There was a total of 93 media mentions in 2024. Of these, 65 were positive and 28 were neutral. There were no negative mentions.

Key highlights during this period include the First CALL Program, a collaborative effort with Shaker Heights and neighboring suburbs; the expansion of the Hitchcock Center for Women; the closure of St. Vincent's psychiatric unit; and a mention by News 5 of the Board's Annual Meeting. Mr. Jameson also highlighted "The Truth About Lethal Means, Suicide Prevention, and Mental Health" panel held at the City Club, where Ms. Erin DiVincenzo, Director of Prevention and Children's Behavioral Health Programs, participated as a panelist. (The Media/Press Clipping Report May 1, 2024 – September 3, 2024 is attached to the original minutes stored in the Executive Unit.)

12. Social Media and Website Tracking Reports

Wednesday, May 1, 2024, through Saturday, August 31, 2024, Social Media Report

- Ms. Joiceyn Weems, External Affairs Officer, provided committee members with an overview of the social media statistics. She reported that for the timeframe Wednesday, May 1, 2024, through Saturday, August 31, 2024, the Board had 1,251,705 impressions on social media, 3,293 engagements (likes, comments, retweets, mentions, etc., which is a decrease of 16.9% from the last quarter), gained 167 new followers and 687 post link clicks (a decrease of 56.5% from last quarter). (The Profile Performance Report May 1, 2024 – August 31, 2024 is attached to the original minutes stored in the Executive Unit.)

Wednesday, May 1, 2024, through Saturday, August 31, 2024, Website Report

- Ms. Weems reported that 40,238 individuals visited the Board's website a total of 69,010 times since Wednesday, May 1, 2024. The most viewed pages were the home page, RFP page, and the crisis page. Of the visitors, 96% were new and 4% were returning. The site received 127,910 page views, with the home page, RFP page, and the crisis page being the top three pages visited during this timeframe. 54% of users arrived via Google searches, 34% directly by typing in the URL, and the remaining 12% through social media, referrals from other sites, or email links.

Ms. Weems distributed a handout containing Zoom statistics, detailing unique viewers, total users, and maximum concurrent views for the Board Directors' meetings held from Wednesday, January 24, 2024, to Wednesday, July 31, 2024. She highlighted that the Board meetings had 90 unique participants. The General Meetings consistently attracted double-digit views, while the Finance & Oversight (F&O) Committee was the second most popular.

Mr. Snider asked about organic searches on the internet. Ms. Hunter Hayes explained that an organic search refers to users entering keywords or phrases into a search engine (such as Google, Bing, or Yahoo) and receiving unpaid, algorithm-based results. These results are ranked according to factors like relevance to the query and website quality, rather than paid advertisements or promotions.

Ms. Hunter Hayes stated that Board staff have begun promoting the Board Director meetings on social media. Ms. Kern-Pilch expressed her gratitude to the Board staff for their documentation efforts. Board Directors concurred.

13. New Business

Ms. Katie Kern-Pilch shared that art therapy is now officially recognized in Ohio with the passage of legislation included in House Bill (HB) 33. This law establishes a framework for licensing, regulation, and professional standards for art therapists, formalizing art therapy as a recognized mental health service in the state.

14. Follow-up

No follow-up was received.

15. Public Comment Period

No public comment was received.

16. Upcoming September and October Board Meetings:

- Finance & Oversight Committee Meeting: September 18, 2024
- General Meeting: September 25, 2024
- Faith-based Outreach Committee Meeting: October 9, 2024
- Committee of the Whole Meeting: October 16, 2024
- General Meeting: October 23, 2024

There being no further business, the meeting adjourned at 4:43 p.m.

Submitted by: Linda Lamp, Executive Assistant

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