



WEST VIRGINIA OFFICE OF  
DRUG CONTROL POLICY  
WV Department of Human Services

# Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee November 15, 2023, Approved

## Attendees:

Keigan Aabel-Brown, Tahnee Bryant, Susan Bissett, Cathy Capps-Amburgey, Lori Garrett-Bumba, Richie Heath, Tom Heywood, Charlie Keeney, Jenny Lancaster, Taylor Mann, Anne Martin, Courtney McKeon, Peter Markham, Lyn O'Connell (chair), Kristen Pendergast, James Phillips, Tina Ramirez, Allan Rothschild, Jessica Smith, Yolanda Sowards, Gary Troast, Crystal Welch

## Opening:

Lyn O'Connell (chair) provided welcome and opening remarks of this meeting of the Governor's Council on Substance Abuse Prevention and Treatment, Public Education Subcommittee. The meeting was called to order on Wednesday, November 15, 2023, and was conducted by Zoom conference. A quorum was present to approve October meeting minutes. Tina made the motion for approval and Jay seconded the motion. The objective of this meeting was to finalize 2024 goals and strategies for the State Plan.

## Agenda Items:

### Guest Speaker (Shatterproof and Brooke's Hope)

- Tom Heywood, affiliated with Bowles Rice LLC, collaborates with Brooks Hope and Shatterproof. Charlie, the president of Brooke's Hope, a non-profit aiding individuals and families dealing with SUD. Together, they aim to introduce a national stigma initiative in West Virginia. Shatterproof, a national non-profit founded a decade ago, focuses on assisting individuals with SUD through three pillars: ambassadors with personal SUD experiences, a treatment atlas for quality services, and a national stigma initiative to combat SUD-related stigma.
- Recognizing stigma as a significant driver of the overdose epidemic, Shatterproof researched successful social change movements. They adapted strategies from analogous movements, including a contact-based approach to humanize addiction and reduce stigma. Educational campaigns promoting person-first language were emphasized. This led to the creation of the addiction stigma index, measuring stigma and intervention impact. Initial research involving 8,000 participants revealed widespread disbelief in SUD as a chronic medical illness, high social isolation, and elevated shame and self-stigma.
- Shatterproof transformed their research into an intervention—a communication campaign with a collective impact model. This model involved community partnerships, a community impact

committee, story collection and sharing, webinars, and social media campaigns. After the first year, the campaign resulted in lower reported stigma. Expansion beyond its Pennsylvania pilot has reached six states. Lyn offered her contact information for subcommittee members seeking connection or additional information. Materials from the Kentucky campaign are available at <https://unshameky.org/pages/about-unshame-kentucky>.

#### **Additional Business**

- Lyn mentioned that she will be leading the Manahan group in developing the state stigma plan, focusing on creating social media campaigns and showcasing impactful stories.

#### **Next Steps:**

- Lyn will distribute the Public Education segment of the 2024 State Plan to members of the subcommittee.

#### **Adjournment:**

Without further comment, Lyn thanked the subcommittee members for their attendance and involvement. The subcommittee is scheduled to meet again in December.