

Meeting Minutes of the Public Education Subcommittee of the Governor's Council on Substance Abuse Prevention and Treatment January 20, 2021

Attendees:

Yolanda Sowards, Dora Radford, James Phillips, Elizabeth Coffey, Jenny Lancaster, Matt Christiansen, Cathy Capps-Amburgey, Shanen Wright, Amy Saunders, Jessica Smith, Amanda Morgan, Sarah White, Emily Birkhead and Logan Feingold

Opening:

The regular meeting of the Public Education Subcommittee of the Governor's Council on Substance Abuse Prevention and Treatment was called to order at 1:00 p.m. on Wednesday, January 20, 2021 by Chairperson Christiansen. The meeting was conducted by Zoom conference.

Approval of Minutes

Subcommittee member Coffey moved, seconded by Subcommittee member Saunders, to approve the Minutes of the December 16, 2020 meeting. The motion carried unanimously.

Agenda Items

BBH/SOR Media Campaign update, spring plans

Marsha Dadisman had returned and was appointed the lead person for the media campaign. Manatt group had sent a draft work plan and a more detailed work plan was expected by Friday. The campaign had been expanded to include overdose education. A person with lived experience had been chosen for the media campaign TV spots. The individual also had experience with administering naloxone to a friend who had experienced an overdose. All the stigma messaging was going through the Help&HopeWV.org and related StigmaFreeWV webpages. Marsha would be included in these meetings going forward. Discussion was had on additional testimonials on naloxone administration for the media campaign.

Strategic Plan review and approval

The Subcommittee reviewed the public comments on Goal 1 of the draft Year 2 Action plan and evaluated potential changes. StigmaFreeWV had the ability to host the stigma training database. ODCP was to survey Subcommittee members to identify target populations.

Subcommittee member Coffey moved, seconded by Subcommittee member Saunders, to approve the changes to Goal 1. The motion carried unanimously.

The Subcommittee reviewed the public comments on Goal 2 of the draft Year 2 Action plan and evaluated potential changes.

Subcommittee member Coffey moved, seconded by Subcommittee member Birkhead to approve Goal 2 without change. The motion carried unanimously.

The Subcommittee reviewed the public comments on Goal 3 of the draft Year 2 Action plan and evaluated potential changes.

Subcommittee member Coffey moved, seconded by Subcommittee member Birckhead, to approve Goal 3 without change. The motion carried unanimously.

Adjournment

Subcommittee member Birckhead, seconded by Councilmember Coffey, to adjourn the meeting. The motion carried unanimously, and the meeting was adjourned.