

**Meeting Minutes
of the Public Education Subcommittee
of the Governor's Subcommittee on
Substance Abuse Prevention and Treatment
March 17, 2021**

Attendees:

James Phillips, Dora Radford, Marsha Dadisman, Michele Herrmann, Yolanda Sowards, Jessica Smith, Jennifer Lancaster, Kimberly Chiamonte, Amanda Morgan, Logan Feingold, Carolyn Canini, Elizabeth Coffey, Rebecca Roth, Sara Whaley, Shanen Wright, Tahnee Bryant

Opening:

The regular meeting of the Governor's Subcommittee on Substance Abuse Prevention and Treatment was called to order on Wednesday, March 17, 2021 by Chairperson Christiansen. The meeting was conducted by Zoom conference.

Approval of Minutes

Subcommittee member O'Connell moved, seconded by Subcommittee member Welch, to approve the Minutes of the January 20, 2021 meeting. The motion carried unanimously.

Agenda Items

Stigma database progress and group review

Logan Feingold and Jessica Smith of the Office of Drug Control Policy (ODCP) presented the Subcommittee with a spreadsheet showing a compilation of target populations for stigma training along with regional availability. Logan Feingold shared his email with the group so Subcommittee members and attendees could share any information on additional public education training.

Subsequently, the spreadsheet was to be shared for verification and direction and published on the web. The Subcommittee and attendees were further asked to ensure that the spreadsheet's contact information is current so individuals or groups can schedule training. This training list was broad and included all pieces of training that address stigma.

Action team recruitment updates

Thereafter, the Chair began a discussion of Action Teams required under the Strategic Plan. The Chair showed the Subcommittee a summary of KPIs that need an Action Team.

The Subcommittee nominated/self-nominated: Community Education, Johns Hopkins, Amy Snodgrass, Tahnee Bryant, Shanen Wright of Quality Insights, Jenny with join to support, Tahnee

Kimberly Chiaramonte, and the Prevention Lead Organizations. Jenny Lancaster of Help&Hope for WV volunteered to provide support.

Johns Hopkins Stigma Lab resource

Sarah White of Johns Hopkins presented the Subcommittee with a document showing a build out of its Stigma Reduction Memo. Johns Hopkins gave Jenny Lancaster permission to use its document.

BBH/SOR media campaign update

Marsha Dadisman of the Bureau for Behavioral Health (BBH) gave an update on its public education media campaign's status. BBH published a Family Resources Tab on its BacktoLifeWV.org website on March 8, 2021. A Pre-campaign Survey to assess the targeted audience's awareness level was in final review and was expected to deploy on March 11, 2021. A script for the real-life stories commercials was in process and would be shared with the Subcommittee. Once the TV script was approved, BBH would begin digital ads, radio scripts, and billboards. The Manahan Group was designing a Prevent Overdose Tab for the BacktoLife website. BBH expected a draft by the end of the week. Once the script was approved, TMG would realign funds for the remainder of the campaign.

The Subcommittee considered how to identify regions that have naloxone for developing a resource map. ODCP wanted to collaborate with BBH on compiling naloxone resources.

Marshall campaign updates

Shanen Wright of Quality Insights provided the Subcommittee with an overview of the current status of Marshall University's stigma campaign and the results of the same. Initial outcomes showed significant campaign impact on the perception of MAT and the trustworthiness of those with SUD. 1.4 Million impressions were identified. The over 65 population were some of the most receptive to the campaign messages. Quality Insights will be presenting at the RX Summit in April.

Update on Year 2 Action Plan Progress and next

The Chair opened the floor for discussion on dates needed for KPIs in the Strategic plan and the following was determined:

"KPI 5: By _____ (need date) Identify or develop one overarching stigma reduction training or framework that allows for all other trainings to be added onto. Survey Action group to identify priority target groups for sequential rollout of stigma training."

The Subcommittee agreed that the due date will be July 31, 2021.

"KPI 3: By _____ (need date) identify and recruit trainers within each target population to certify as TTT."

The Subcommittee agreed that the due date will be Dec 31, 2021.

The Subcommittee went on to discuss trainings and recruiting. Jenny Lancaster will share Minnesota Training resources with the Chair, Jessica Smith and Logan Feingold for their information.

Adjournment

Subcommittee member Morgan moved, seconded by Subcommittee member Bryant, to adjourn the meeting. The motion carried unanimously, and the meeting was adjourned at 1:53 p.m.