

Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee December 15, 2021 Approved

Attendees:

Lyn O'Connell, Carolyn Canini, Jennifer Lancaster, Yolanda Sowards, Tahnee Bryant, James Philips, Sarah White, Kimberly Mundy, Michele Herrmann, Crystal Welch, Shanen Wright, Lee Storrow, Paige Mathias, Jessica Smith, Ashley Murphy, Katelynn Burgess

Opening:

Lyn O'Connell provided welcome and opening remarks of this regular meeting of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee. The meeting was called to order at 1:00 p.m. on Wednesday, December 15 and was conducted by Zoom conference.

Agenda Items:

Review of Minutes for November 17, 2021

Paige Mathias motioned to approve minutes from the previous subcommittee meeting. Crystal Welch seconded the motion. All were in favor with none opposed and the motion carried. The minutes were approved.

Discussion of December 7, 2021 Stigma Listening Session

Lyn O'Connell reviewed the meeting notes for the Stigma Listening Session held on December 7. This meeting included prevention lead organizations, SOR grant recipients, among other attendees from around the state. The group reviewed strengths and limitations of the existing stigma training, which are as follows:

Strengths

- Includes research-based content
- PowerPoint slides and notes are included
- Training is a sufficient length

Limitations

- Does not address the larger intersection of stigma, prejudice, and discrimination
- Presentations should be tailored to specific audiences
- Need to address why stigma training is necessary

- Difficulty connecting with populations who are disproportionately affected by substance use (e.g., law enforcement)
- Needs voices of recovery and recovery stories

Additional comments included: the importance of addressing long-term recovery, the use of evidence-based content, and developing a call-to-action. Trainers should receive instructions (i.e., facilitator guide) on how to prepare for difficult questions or topics. Lyn also discussed the importance of experiential learning (e.g., videos, writing activities) especially for longer trainings. As a next step, the action group will address all feedback and consider best practices for teaching/presenting this training.

Approval of Stigma Training Criteria

Lyn reviewed the training expectations document with subcommittee members. This list was previously reviewed by the subcommittee as well as state-level partners. There were no additional questions or comments from the group. Tahnee Bryant motioned to approve the document and Shanen Wright seconded the motion.

Review of December 9, 2021 – Public Education Town Hall Meeting

Lyn reviewed feedback from the Public Education Virtual Town Hall on December 7. Several of the breakout groups received comments regarding the larger context of the strategic plan (i.e., action items are not community-level). It was noted that the plan should include specific language around long-term recovery and address coordinated efforts across subcommittees. Tahnee Bryant and Paige Mathias also noted that town hall attendees may not be aware of the expanded school mental health program. The group discussed a strong need for marketing strategies that promote positive recovery stories. Carolyn Canini’s breakout group suggested additional trainings/support for healthcare professionals experiencing compassion fatigue.

Review of 2022 Plan and Establishing Measurable Outcomes

Lyn reviewed the Public Education plan and asked subcommittee members to identify action items that have “lowest cost/highest effectiveness” and “highest cost/lowest effectiveness.”

Lowest cost/highest effectiveness

- Goal 1, Strategy 1, KPI 2 – Continue to meet with Action Group
- Goal 1, Strategy 1, KPI 5 – Develop one overarching stigma training framework
- Goal 2, Strategy 1, KPI 4 – Further dissect steps for this KPI

Highest cost/lowest effectiveness

- The subcommittee did not identify any action items

Highest cost/highest effectiveness

- Goal 1, Strategy 2, KPI 2 – Invest in well-trained “Train the Trainers (TTT)”
- Goal 3, Strategy 2, KPI 1 – Develop public messaging campaigns which integrate state efforts

- Goal 3, Strategy 2, KPI 3 and KPI 4 – Invest in multiple types of media and ongoing evaluation

Adjournment:

Lyn O’Connell closed the meeting by thanking all subcommittee members for attending. The next meeting of this subcommittee will be after the new year in January. .