

Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee August 18, 2021 Approved

Attendees:

Lyn O'Connell, Jessica Smith, Shanen Wright, Logan Feingold, Tahnee Bryant, Cathy Capps-Amburgey, Sarah White, Kimberly Chiaramonte, Crystal Welch, Yolanda Sowards, Amy Saunders, Kim Mundy, Emily Burkhead, James Phillips, Jennie Hill, Jennifer Lancaster, 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, August 18 and was conducted by Zoom conference.

Agenda Items

Approval of Minutes for May 19, June 16, and July 21, 2021 Meetings

Lyn O'Connell displayed the meeting minutes on screen for review and approval. There was a motion made to approve the minutes followed by a second motion from in-state partners.

Demonstration of SUD Learn Curriculum

Shanen Wright provided an on-screen demonstration of the *SUD Learn* curriculum available on <https://www.sudlearn.com/learn>. New users should follow the registration instructions to create an account and access content. There are four total courses available. Courses are organized under two catalogues (*Clinical Staff* and *Non-Clinical Staff*) to target all individuals working in hospital settings. Courses are self-paced (typically 30-45 minutes) and certificates are available to download upon completion. Shanen shared a breakdown of each course, including interactive components, and a short introductory video. He will distribute the Quick Start Guide (PDF document) to subcommittee members after the conclusion of the meeting. *SUD Learn* was developed by a technical expert panel chaired by Dr. Matt Christiansen.

A digital advertising campaign ran for several months using geofencing to draw a virtual box around the campuses of Cabell Huntington Hospital and St. Mary's Medical Center in Huntington. The ad campaign targeted clinical and non-clinical staff (e.g., custodial) working within this geofence for at least 32 hours per week. Each month, a different banner ad would display on desktops, smartphones, etc. and would continue to display after users left the geofence area; these ads would link to a 15-second video with messaging on appropriate use of SUD language.

Stigma Free WV Database Updates

Jennifer Lancaster reviewed the stigma resource database on screen. Resource information was collected via Google Docs and a public link. The group should develop a protocol for reviewing and approving resources to be displayed publicly. Displayed information can be customized (e.g., lists, cards, filters, landing page). Lyn O'Connell agreed that next steps should include developing a process by which we (1) approve content and (2) update or edit content. Lyn added that direct links and trainer information would be helpful to display. There were no further comments or questions from the group.

Stigma in the News

Lyn O'Connell facilitated a discussion of recent news reporting and other media concerning substance use and/or stigma. The following additional notes were captured during the discussion regarding specific news.

- Healthy Connections is continuing to collect information on stigmatizing and nonstigmatizing language in the media. Addiction Policy Work is also building a *Reporting on Addiction* page to contain national resources around positive and negative new stories.
- Locally in Huntington, there is an uptick in activity on social media pages that garner a significant following to perpetuate stigma.
- There is ongoing coverage around Charleston regarding legislative decisions and stigmatizing messaging.
- Lyn O'Connell and Shanen Wright had a productive meeting with Gray Media affiliated with WSAZ in Huntington (the number one rated station in the market). Lyn and Shanen discussed the impact of media and reasons why media should be an important partner in creating solutions. The news team was very receptive to making changes and promoting positive stories. Lyn and Shanen also established the role of the subcommittee and Marshall Addiction Sciences as a source of valid information for resources, interviews, etc. As the top-rated station, WSAZ will be the leader in creating change. These relationships with news outlets will need to be sustained over time.
- Shanen showed a list created by Crystal Welch documenting all news stories that they have come across (e.g., a non-stigmatizing news piece on substance-exposed babies produced in Cincinnati). Please share other stories or opportunities with Crystal, especially accurate and stigma free content that follow the AP guidelines.

Community Updates

Subcommittee members shared information for upcoming community events.

- Amy Saunders: The training centers are doing trainings all through month of August. There is an upcoming event on August 25 on co-prescribing naloxone; there will be several different speakers throughout the day sharing information on co-prescribing, what different states are doing, and policy issues. Lyn highly recommends these training sessions.
- Jennifer Lancaster: The Marshall collegiate prevention group is working on a new logo which will be used as an official seal for stigma-free websites. Student leaders have attended several different stigma trainings and started working with their own campuses and community groups to address stigmatizing language on websites; they are also looking at mental health language.

Shanen Wright: Be on lookout for Recovery Month resources and check out Healthy Connections social media for exciting things happening in September.

- Jennie Hill: There will be a glow run event on September 18 from 4:00-9:00 p.m. hosted by the West Virginia Alliance of Recovery Residences. This will be an in-person 5K race with a virtual option (post #glowrunforrecovery with your running time). The event is free to walk, \$10 to run, or \$20 to run and receive a t-shirt. Preregistration is online and there is a Facebook event.
- Kim Chiaramonte: They shared their first art campaign at the Mountain Arts Center in Prestonsburg, Kentucky. Five portraits were unveiled depicting individuals impacted by the opioid crisis.

Adjournment

Lyn O'Connell closed the meeting by thanking all subcommittee members for their attendance.

The next meeting of this subcommittee will be on Wednesday, September 15 at 1:00 p.m.