

Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee April 19, 2023, Approved

Attendees:

Keigan Aabel-Brown, Tahnee Bryant, Brian Gallagher, Cathy Capps, Lori Garrett-Bumba, Jenny Lancaster, Anne Martin, Lyn O'Connell (chair), Jessica Smith, Sarah White, Shanen Wright, Martha

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, April 19, 2023, and was conducted by Zoom conference. March meeting minutes were tabled for the next meeting date. The purpose of this meeting was to review 2023 Quarter 1 KPI progress for the Public Education section of the State Plan.

Agenda Items:

2023 Q1 KPI Review:

Goal 1

- Strategy 1, KPI 1: Marked as 0% completed. The training is anticipated to be rolled out by the end of May. Jenny mentioned that she had a meeting with the Bureau to go over the training content, and they made additional additions regarding the mental health aspect and substance abuse stigma. Keigan is currently updating the slides incorporating these changes and will subsequently submit them to the Bureau for review and approval through the Communications department. Once approved, the training will be scheduled.
- Strategy 1, KPI 2: Marked as 85% completed. During the last meeting, Lyn mentioned that key personnel and target populations were identified and listed. However, there are still some individuals who need to be consulted before marking the task as 100% complete.
- Strategy 1, KPI 3: Marked as 0% completed. Building upon the progress made in completing KPI 2, Lyn mentioned that efforts are underway to provide training. She reported that she recently delivered a modified version of the training at a pharmacy conference over the weekend.

Goal 2

- Strategy 1, KPI 2: Marked as 50% completed. Lyn provided an update on the progress, stating that a stigma planning meeting was organized on April 4th in West Virginia. The meeting brought together volunteers, marketing professionals, and individuals with lived experiences, with a total of 17 participants. During the meeting, they reviewed past and current campaigns, discussed effective messaging, and reviewed criteria for engagement. The plan is to reconvene the group in May to advance the selected messaging that aligns with research and fits into the overall state plan. Furthermore, Lyn had a meeting with the Manahan Group last week to discuss ongoing strategies. This includes the release of TV ads later this year, which will be reworked to incorporate the new messaging derived from the planning meeting. Jessica provided an update from Margaret, noting that they have received permission to subcontract through the Manahan Group.

Additional Discussion:

- Tahnee informed the group that a two-part stigma training is scheduled through the Prevention Technical Training Center on May 9 and 11. She expressed the intention to review the subcommittee's training in comparison to this upcoming training to ensure they are aligned.

Adjournment:

Lyn will follow up with Keigan and Jenny to monitor the progress of the training for its rollout. In closing, Lyn expressed gratitude to all the subcommittee members for their attendance and active involvement. The subcommittee is scheduled to reconvene in May.