

Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee July 17, 2024, Approved

Attendees:

Subcommittee Members: Keigan Aabel-Brown, Tahnee Bryant, Jenny Lancaster, Anne Martin, Lyn O'Connell (chair), Tina Ramirez, Jessica Smith, Yolanda Sowards, Shanen Wright
Staff: Bradley McCoy

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, July 17, 2024, and was conducted by Zoom conference. The objective of this meeting was to share subcommittee updates.

Agenda Items:

2024 KPI Progress:

- Jenny Lancaster provided the update that the state communication department has approved the Stigma Train the Trainers program with some minor edits to the talking points. The slides can remain unchanged.
- The group discussed how they will be able to add the stigma training to websites in such a way that they can define the trainer's target audience demographics and geographic location. This way, those who sign up will be matched with the trainer most suited to their field and needs. Trainers could also sign up with preferred dates and whether it must be in-person or virtual. Access to the training would also have to be managed. Jenny said that providing their email would allow them to download things post-training and then individual providers could certify people/give physical certifications at their discretion.
- PRSSs are at the top of the list for receiving training. This could happen while they are all gathered at the PRSS conference in September.
- To apply to be trained one must provide their demographic information including their employer, their experience with providing training of some kind, and a couple sentences about why they want to be trained. The group discussed providing proof of PRSS credentials or what training they are taking to be in the process of getting credentialed.
- The goal of expansion is to eventually get this training onto college campuses by partnering with universities across the state.

- The public rollout target date of the training is August 1st, 2024, and they will pick back up on focusing on youth after school is back in session.
- Putnam County is still on track with their mural rollout. They have a survey for what the message on it will be. It is undetermined if Boone County has chosen their message yet, but someone will confirm that with them. The group discussed how to evaluate the message of the murals such as public comments and interest, tracking via QR codes, or associating a hashtag with the mural.
- Lyn O'Connell shared the Breakthrough Addiction WV marketing images with the group.

Adjournment:

Lyn thanked the subcommittee members for their attendance and involvement. The subcommittee is scheduled to meet again on Wednesday August 21, 2024.