

Agenda
Public Education Subcommittee of the
Governor's Council on
Substance Abuse Prevention and Treatment
March 15, 2023

Start Time: 1:00 p.m.

Location: Zoom Meeting

- I. Welcome and introductions
- II. Approval of Minutes from January
- III. KPIs for Q1 2023
- IV. Additional Discussion
- V. Next Steps and Adjournment

Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee November 16, 2022, Unapproved

Attendees:

Sarah Barton, Carolyn Canini, Lori Garrett-Bumba, Jenny Lancaster, Anne Martin, Lyn O'Connell (chair) Amy Saunders, Jessica Smith, Amy Snodgrass, Lee Storrow, JoAnna Vance, Sara White, Shanen Wright

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, November 16, 2022 and was conducted by Zoom conference. A quorum was present to approve September and October meeting minutes. For September minutes, Amy made the motion to approve and Shanen seconded the motion. For October minutes, Amy made the motion to approve and Lee seconded the motion. The purpose of this meeting was to identify 2023 priority strategies and KPIs for the Public Education section of the State Plan.

Agenda Items:

2023 Priority Strategies and KPIs:

Goal 1

- Regarding the dissemination of stigma training, the subcommittee discussed focusing on roll out of training as a statewide initiative.
- Members emphasized the importance of updating and keeping relevant information on online databases as data is collected.

- Lyn noted that a working draft of the stigma training is still underway and is set to be finalized in January. It will be rolled out at the Prevention Summit, held virtually in February 2023.

Goal 3

- The subcommittee discussed experiential campaigns with the use of a media toolkit. This toolkit will include a template for Facebook, Instagram, PowerPoints, tutors, and placement of QR code stickers in windows.
- A QR code will be generated to display a treatment and recovery map in local spots, including mom + pop shops in Huntington and Appalachia. Discussed referring to PLOs for the best local spots for placement.
- Members noted that people may be aware of resources, but objectives are not actionable.
- Test runs of messaging were discussed, including awareness on campus locations, food court table tops, food delivery services (i.e. GrubHub, DoorDash)
- The ultimate goal of the stigma campaign is oriented toward key populations in coordination with other groups.

Additional Business:

- Prevention Day at the legislature will be held on January 11, 2023 and will include the stigma interviews.
- Training at the behavioral health center will occur soon.
- Regarding Narcan policies in schools, local control limits access and training, which will vary in each district. A statistic showed that in 50,000 SUD diagnoses, 32% were under 17.
- The subcommittee will be in contact with Sarah Barton from Coplin Health.

Adjournment:

Lyn closed the meeting by thanking all subcommittee members for their attendance and participation. The subcommittee will meet again in January.