

ALCOHOL, DRUG ADDICTION, AND MENTAL HEALTH SERVICES BOARD OF WOOD COUNTY

**FEBRUARY BOARD MEETING MINUTES
February 28, 2022**

ADAMHS BOARD MEMBERS PRESENT: Allan Baer, Matt Battiato, Karen Baron, Tonya Camden, Judy Ennis, Katie Frank, Scott Kleiber, Brandy Laux, Frank McLaughlin, Leslie Miller, Jason Morris, Corey Speweik, and Dan Lambert

ABSENT: Cary Wise, Hallie Nagel, Rachel Moore

BOARD STAFF: Deanna Chase, Aimee Coe, Laura Fullenkamp, Julie Launstein, Kathryn Shackleton, Kaylie Rowland, and Kaylee Smith

GUEST: Kyle Clark, Courtney Rice, Jessica Schmitt, Melanie Vandyne, Sydney Falk, Jeremy Miller, John Fortner, Joe Edens, and Kathy Mull

CALL TO ORDER: Dan Lambert called the meeting to order at 6:00 p.m. Kathryn called the roll, and a quorum was present.

Marketing Presentation: Courtney Rice and Kaylie Rowland introduced themselves and provided a presentation on marketing efforts for June 2021 through February 2022 (attached). Courtney explained how marketing goals were built into the quarterly themes, and how they are marketing these themes. Courtney explained that they have had 33 printed original publications. She provided examples of ads via newspaper clippings. Courtney informed of a new campaign to nominate colleagues, who would be highlighted in the e-newsletter. Provided information on social media, how she has been attempting to revamp Twitter and Instagram. Twitter has not seen as much interaction as they would like, moving forward want to gear it more towards college age. Highlighted social media campaigns, days of the week and the theme for the day. Courtney highlighted Kaylie with service spotlight, in coordination with needs assessment, highlighting what IS available. Courtney informed that Stigma Busters highlights the goal, and there have been 14 episodes aired, 318 downloads (ARC, Cocoon, men's mental health). It has been a great way to have conversation. There are 20-55 downloads per episode. Separate social media platform for Stigma busters, mentioned in the newsletter. Fairs, excluding the County fair, we see about 400 people. County Fair averaged 400/day. Thanked those who volunteered to man the fair booths. She passed around an interest form for those who are interested in doing this again. Explained the displays in the fair booth: digital display, pop up banner, and explanation of where levy dollars go. Sponsorships through High Schools and BGSU. Worked with BGSU students to redesign marketing material. WTOL helped do a commercial that aired around Christmas. Frank asked who was on the marketing committee and was answered that it was just Board staff and NAMI staff, and it is not a Board committee, just what we call it. Judy complimented them on the great job. Leslie, events are fun, sign up! Dan asked, when we track downloads, are they actual downloads, and if we know how many people are listening to the content. Courtney: we have them on Apple podcast, but we have trouble with pulling data, but with Spotify we have 10 subscribers. Katie stated "it sounds professional, you do a good job."

Executive Director Report (Presentation): Deanna presented a "Look Back, Look Forward" for the Board, as part of her Executive Director's report, which is part of the packet. 2021 Highlights: hiring Laura, completed Needs Assessment. Introduced the 2 Vista's, Kaylee and Kaylie, and what their role is within the Board. We have 3 new Board members, Deanna introduced and offered them a chance to provide

some background on themselves: Matt Battiato, Brandy Laux, and Jason Morris. EMDR training for workforce, our new approach to Allocation process (this year we will focus on SOR funding and the programs that are funded by SOR). Deanna then went through the Priorities identified in the Needs Assessment. Housing, Tele-med, stigma (NAMI marketing efforts), transitional care, access to crisis (we have a CSU opening this year, needs outweigh what we can do right now), Youth, Communication and Collaboration, Dual-Diagnosis services, Transportation, Detox services. Priority 12: providers and staffing to ratio of citizens. Frank wondered if, since we use Lucas County, if some of our numbers are being counted for Lucas County. Deanna explained that Integrated care is making sure that medical care is provided, so they have the service they need. MAT, currently provide suboxone and vivitrol, looking into methadone in Wood County, we currently contract with Toledo agency. Deanna highlighted the need for childcare. Leslie asked when we would see what more we should be doing. Deanna, we will keep this in mind when looking at allocations. Frank appreciates the summary, assuming the report is substantial, but he would like to see it. Curious to know who was talked to and who gave input, as this might color what priorities might be.

APPROVAL OF MINUTES: Committee meeting minutes might not be appropriate for this body to approve minutes of subordinate committees. Corey doesn't believe this body can approve minutes of another body. Judy agrees, if you aren't there, you can't approve them. Dan, we can accept them, they will be approved in committee, and then the board can accept and that will be the approval. Keep them in the packet. We are only going to approve November Board Meeting minutes. Corey motioned to approve minutes; Allan seconded. All in favor, minutes approved.

APPROVAL OF FINANCIAL Documents:

Corey motioned to approve the schedule for October through December 2021, and Karen seconded. Corey informed that the Finance Committee recommended approval. All in favor, October through December 2021 Schedule of Bills approved.

Corey motioned to approve the Financial Reports for October through December 2021, Karen seconded. Corey informed that the Finance Committee recommended approval. All in favor, October through December 2021 Financial Reports approved.

BOARD ACTION/RESOLUTION:

FY2022-20 Cocoon Shelter Agreement: Allan Baer motioned to approve this resolution, and Leslie Miller seconded. This resolution is adopted by the majority of the Board. Resolution passed.

FY2022-21 AOT Probate MOU: Frank McLaughlin motioned to approve this resolution, and Judy Ennis seconded. This resolution is adopted by the majority of the Board. Resolution passed.

FY2022-22 120-Day Notice: Karen Baron motioned to approve this resolution, and Allan Baer seconded. This resolution is adopted by the majority of the Board. Resolution passed.

FY2022-23 CY 2022 County Appropriations: Allan Baer motioned to approve this resolution, and Tonya Camden seconded. Finance recommend approval. This resolution is adopted by the majority of the Board. Resolution passed.

FY2022-24 Cocoon SOR Agreement: Judy Ennis motioned to approve this resolution, and Karen Baron seconded. This resolution is adopted by the majority of the Board. Resolution passed.

FY2022-25 FY2023 Board Administrative Budget: Corey Speweik motioned to approve this resolution, and Matt Battiato seconded. This resolution is adopted by the majority of the Board. Resolution passed.

FY2022-26: Board Staff Job Descriptions: Dan asked Deanna if she would like to speak of this. Deanna informed that we took our time to figure out what works with our current staff. Aimee will take on client's rights. Laura will take on the majority of compliance, she will be Director of Criminal Justice and Compliance. Kaylee is working to fill gaps in legislature and things. Worked that into the budget and still managed to save some dollars. Judy Ennis motioned to approve this resolution, and Tonya Camden seconded. Matt asked if they were reviewed by prosecutor and/or OACBHA, as discussed in the Finance Committee. Deanna informed that no, this is not something we need to do per Cheri and Arlen. Dan, impressed with how we were able to spread out the duties of a former position to play into the current strengths on the team. Applaud us on this, for saving taxpayer money. Frank mentioned a survey and was informed that the current salary survey was in 2020, we are working on a new survey. Frank asked to see this when available. Corey informed that the Finance Committee recommends approval. Staff did hard work to make numbers work. This resolution is adopted by the majority of the Board. Resolution passed.

FY2022-27 PTI-EMDR Agreement: Allan Baer motioned to approve this resolution, and Scott Kleiber seconded. This resolution is adopted by the majority of the Board. Resolution passed.

NEW BUSINESS:

Allocation Process: Deanna spoke about potentially having agencies come in to present their programs. Allan, with loss of SOR fund, they will need to pitch best programs.

UNFINISHED

Frank-asked for update on CRC Residential. Melanie, who is the new CEO, informed they are struggling to get back to regular capacity. On Feb 11th, opened up to 6 beds, hoping to be full capacity of 8 at end of week. Shift lead position, lots of staff turnover, but they are getting back to normal. Take higher acuity kids down the road, next step, hoping to get there soon, while taking it slow. Informed board, that clinical director, Noelle Duvall, has left, but they have hired this position, Alisha Borman. Katie asked how they assess acuity. Melanie can't answer that question, she is not a clinical person, but level of aggression would be something to watch. She will ask Danielle to attend next month to answer this question better. Katie informed that the hospital has an assessment to determine whether or not to call CRC. Struggling with in-patient hospitals for youth. If youth OD on Tylenol, they call poison control, follow recommendations to a T, then bring in to CRC. Struggling with bed placement in Toledo, especially Kobacker, will push it off for maybe 24 hours. Staying in ER for 2-3 days, reevaluating and safety planning, sending home kids who have attempted to harm themselves. It is something we need to look at and talk about. Allan asked if we could talk to Lucas County and see if this is an issue. John Fortner, Harbor, stated this is an issue across Ohio. Kyle, ESC, informed that suicide ideation rate is higher than it's ever been. Julie suggested that this is a statewide issue. Scott is not please with Kobacker either, but there isn't much competition either. Frank, not to side-step the issue, but he is glad to hear there is progress in CRC. Dan asked if we solved the staffing issues. Melanie-it is better, they did increase the wages for RU staff. They have seen a slowdown of resignation rate.

Frank-mentioned he talked to board staff recently about special populations, something we talked about last year, but that took a back seat for needs assessment. There has been a problem utilizing money that had been earmarked for Pathstone, \$40,000. La Conexion had some interest in taking that "role".

OTHER:

Nominating Committee: Judy Ennis and Tonya Camden will be on this committee. Any others interested will contact Kathryn.

PUBLIC COMMENTS:

Joe Edens, resident of Rudolph, on the Board of Cocoon. Thanked board for support, it really matters to Cocoon.

Kathy Mull: appreciated passing contracts, long term support, allocation request reflects increased numbers, up from 747, don't see a downturn. Level of violence increasing with funding dwindling. Homelessness coalition, welcome to partner with us.

John Fortner: Ohio Rise, through governor, Harbor was selected as care manager for families who are across multiple systems. Starts July 1st. Excited and hopeful to do some good for these kids.

Jessica, NAMI, mentioned getting ready for annual dinner, smaller than pre-pandemic. Still doing awards. In the last woodwork newsletter, there is a link to the nomination.

ADJOURNMENT: Judy motioned to adjourn. Meeting adjourned at 7:18 p.m.

Submitted by: Kathryn Shackleton, Executive Assistant

Approved by




Dan Lambert, Board Chair, ADAMHS Board of Wood County

3/28/22
Date

Wood County ADAMHS
Marketing Efforts:
June 2021-February 2022

Courtney Rice, MSW, LSW
Manager of Community Education and Marketing

Kaylie Rowland
Program and Marketing Assistant, Americorps VISTA



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Overview

Project
Examples &
Quick Stats

Social Media

Podcast
Project:
Stigma Busters

Future
Planning

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Fiscal Year 2022 Goals

- Overall, to increase and continue to:
 - Educate
 - Build Relationships
 - Disseminate Information

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Quarterly Themes

01 “Guiding Others (& Yourself) Through Uncharted Territory” (July 2022-September 2022)	02 “Caring for Yourself While Caring for Others?” (October 2021-December 2021)	03 “Your Story Matters” (January 2022-March 2022)	04 “We All Have Baggage to Carry” (April 1-June 30, 2022)
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Project: Print Advertising

As of January 2022, there have been 33 printed original publications:

- Sentinel-Tribune
- BG Independent News
- Perrysburg Messenger
- Rossford Record Journal
- BuzzBook
- BG City Guide
- Wood County Library Connection
- The Courier
- Wood County At Home Shopper
- Healthy Living News
- Wood County Fair Book
- Quarterly Newspaper Columns

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Project: Digital Advertising

- “The Morning Show with Clint Corpe” first Monday of each month
- Spotify and Pandora Ads
- Monthly E-newsletters called “WoodWork”
- Multiple Social Media Campaigns on Facebook, Instagram, Twitter and LinkedIn

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PROMOTING COMMUNITY WELL-BEING

<p>Our Mission: To provide funding & support to mental health programming through local taxes and levies.</p>	<p>Promotion: Creating a supportive environment for a healthy and resilient community.</p>	<p>Prevention: Reducing the risk of behavioral health conditions.</p>
<p>Intervention: Engaging people in behavioral healthcare.</p>	<p>Treatment: Providing evidence-based services for people struggling with mental health.</p>	<p>Recovery: Supporting people with ongoing care.</p>

(419) 552-8475
www.woodamh.org

#woodcountyadamhs
@woodamhsboard
#woodamhsboard

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Social Media Presence

- 118 original pieces of content posted on platforms (End of July 2021-February 2022)
- Facebook and Instagram: Increased Audience Growth
 - Facebook: 757 followers
 - Instagram: 326 followers
- Twitter & LinkedIn: Continuing to Grow
 - LinkedIn has had 54% increase in followers since June 2021
 - Future Planning Twitter: focusing on content for young adults

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Social Media Campaigns

- Consistent and Original Posts:
 - Sunday: Self-Care Sunday (2nd and 4th)
 - Monday: Quarterly Theme (1x/month)
 - Wednesday: Wednesday Wisdom (positive affirmation – 1st and 3rd)
 - Thursday: Thursday Thoughts (interactive question) (2nd and 4th)
 - Service Spotlight (1st and 3rd Friday)



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Podcast Project – Stigma Busters

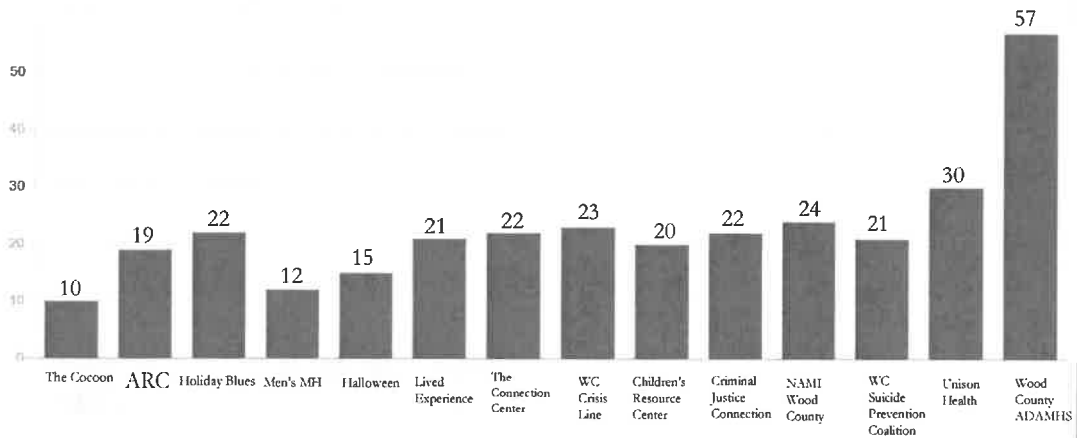
- **Goal:** To provide a media outlet for clinicians, agency partners, and community members to be heard, and share stigma-busting myths on mental illness as well as available resources, and self-care tips available to them.
- Available on the following platforms: Apple Podcasts, Spotify, Stitcher, and Pocket Cast.
- Have aired 14 episodes since January 2022 with 318 downloads as of today



Wow! Stigma Busters episode nine is awesome. Ideas, thoughts and suggestions are expressed clearly, Very informative, helpfull and inspiring. Thank you!

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Podcast Stats – Downloads Per Episode





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Podcast Marketing Efforts

- Created a separate Stigma Busters Facebook and Instagram account
 - Post about upcoming episodes, resources, inspiring quotes, mental health and addiction news, audio clips from episodes
- Included in Woodwork Newsletter

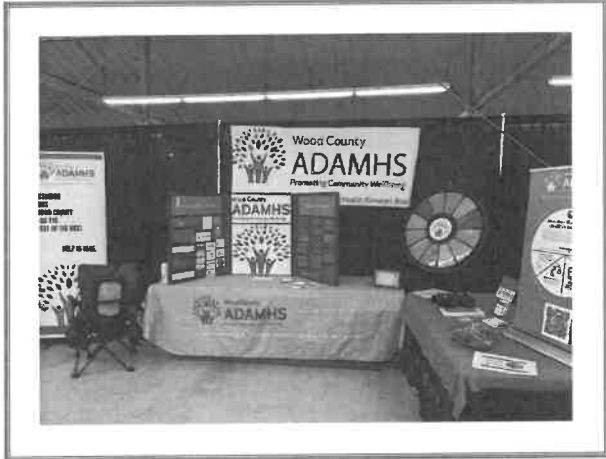
New Stigma Busters Episode!

Join us on Saturday, February 26th for a new episode of Stigma Busters where we chat with The Cocoon to discuss domestic violence and mental health. [Click here](#) to give it a listen!

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Projects: Merchandise and Fairs



- Attended fairs between August and October 2021:
 - Good Ole Summertime Festival
 - Luckey Fall Festival
 - Pemberville Free Fair
 - Wood County Fair
- Revamped Fair Display
 - Digital Display of Providers' Logos
 - Continuum of Care Banner
 - Updated Trifold Display

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Other Events Attended

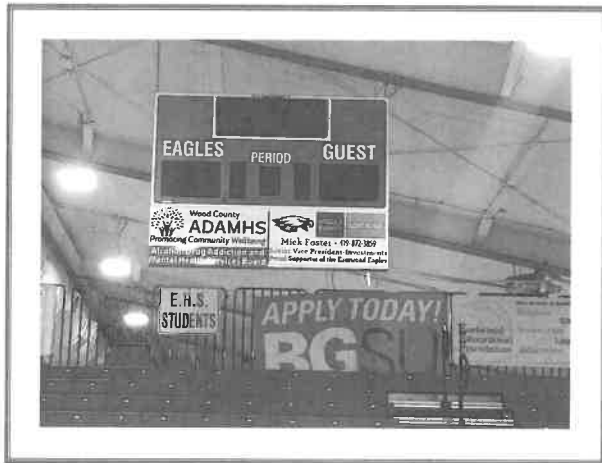
- BGSU Football Game
- BGSU Hockey Game
- Ghoul's Night Out
- ARC Community Event
- Silent Watch
- Ornament Crafting at Wood County Committee on Aging
- NAMI BGSU Self-Care Street Fair
- NAMI Wood County's AfterBurn



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Projects: Sponsorships

- BGSU Athletics
- Bowling Green High School
- Eastwood High School
- Elmwood High School
- Lake High School
- Perrysburg High School



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Other Marketing Efforts

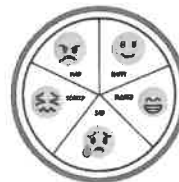
- BGSU Public Relations Student
 - Helped to redesign trifold for fairs
 - Created marketing materials
- “Holiday Blues” Interview and Commercial with WTOL
 - Interviewed crisis counselors to promote Wood County Crisis Line and ADAMHS
 - Commercial focused on when to get help for a crisis during wintertime

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Future planning

- **Overall Goal:** Address stigma around mental health and mental health services
- Content Ideas:
 - “Grow Your Mind”
 - “All Feelings Are Okay”
 - “Staying Mentally Well”
 - “What is Stigma?”

ALL FEELINGS ARE OKAY.



HOW ARE YOU FEELING TODAY?



New T-Shirt Designs

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