

Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee January 18, 2023, Approved

Attendees:

Keigan Aabel-Brown, Sarah Barton, Tahnee Bryant, Carolyn Canini, Cathy Capps-Amburgey, Lori Garrett-Bumba, Anne Martin, Paige Mathias, Shelly Mize, Lyn O'Connell (chair), Amy Saunders, Jessica Smith, Sarah 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, January 18, 2023, and was conducted by Zoom conference. A quorum was present to approve October and November meeting minutes. Tahnee made a motion to approve the October meeting minutes and Keigan seconded the motion. Amy made a motion to approve the November meeting minutes and Sarah seconded the motion. The purpose of this meeting was to review priority strategies for the larger strategic plan and finalize the 2023 strategies and KPIs for the Public Education section of the State Plan.

Agenda Items:

Priority Strategies Review:

- The first priority is the dissemination of the training created last year. Jenny and Lori are collecting feedback on the trainings, which will be forward facing to alert communities of the resources available to them.
- The second priority is ensuring statewide messaging is consistent and coordinated alongside the help of the SOR office as experts to provide feedback on the state marketing campaign.
- The last priority is to develop methods to integrate the stigma free campaigns into communities through beautification, classroom collaboration with higher education, PLOs, and coalitions with personal recovery stories.
- Goal 1, Strategy 1 and Goal 2, Strategy 2 were selected as key priorities for the Public Education section of the State Plan. Amy made a motion to approve this selection and Shanen seconded the motion.

2023 Strategic Planning:

- The number one population listed on a 2021 survey was healthcare (nurses and primary care) for identifying local and national stigma reduction trainings and materials. Other priority areas included veterans, legislators, and CPS workers. The full document is located on Base Camp. Lyn requested that subcommittee members review the document and add comments for further training opportunities.
- 10 criteria for stigma reduction trainings have been developed and approved in January 2022. Training outreach will be implemented in PLOs, which would meet the measurable expectations for being recorded and housed on Stigma Free WV for new employees to work with at least one target audience annually. Having specific “asks” for each population after trainings is a key component for message delivery.
- Tahnee recommended that trainers should encompass treatment and recovery organizations to build capacity and sustainability due to PLO limitations. Jenny suggested ODCP regional coordinators be included as well.
- One subcommittee member mentioned new trainers completing 1-2 sessions under a previously hired trainer to ensure model stability. Jenny mentioned adding a directory of stigma trainers who have gone through the process to act as a resource for new hires.
- Carolyn suggested integrating students wherever possible to build capacity, including students rotating with professionals and/or working with ambassadors in their curriculum (Green Bandana Initiative).
- Lyn stated that a collaboration has taken place with the city on a mobile unit, and they will be training law enforcement officers who have volunteered, or peer selected for inclusion. She requested identifying a champion for each target population as part of the training curriculum. Carolyn noted adapting the mental health first aid model for stigma training broadly.
- Jessica noted that as of January 1, 2023, the West Virginia Hospital Association has implemented substance use disorder programs within honor roll program that spans 2 years. Stigma and identifying a champion are a part of this criteria, which may be a resource to tap in to.
- Lyn will add a calendar into Base Camp for members to add dates and locations of upcoming conferences to address target populations.
- Tina stated that 20 individuals statewide are currently going through train the trainer which is focused on trauma informed improvement for the criminal justice system. Dates will be finalized for the training and up and running by the end of April. She will send more information to Lyn.
- Lyn noted that the subcommittee will be helping the state develop a statewide strategic plan for stigma and submit input for messaging including individuals with lived experience. A think tank will be held in February for stigma curriculum targeted to the media. Subcommittee members are encouraged to email Lyn for participation.

Adjournment:

Without any additional business, Lyn closed the meeting by thanking all subcommittee members for their attendance and participation. The subcommittee will meet again in February.