

Meeting Minutes

Pregnant and Parenting Women Subcommittee of the Governor's Council on Substance Abuse Prevention and Treatment

Tuesday July 22, 2025, Approved

Attendees:

Subcommittee Members: Courtney Boyd, Janine Breyel, Dr. David Didden, Amna Haque, Dr. Stefan Maxwell (chair), Lisa Richards, Dr. Cody Smith, Amy Tolliver

Invited, Not Attending: Tameran Asbury, Sandra Cline, Rebecca Crowder, Rhonda Edmunds, Kelly Lemon, Kristy Richardson-Ohlis

ODCP Staff: Dr. Stephan Loyd, Jessica Smith

SOR Staff: Mark Lanyon

ODCP Regional Coordinators: Elizabeth Shahan

Marshall University Staff: Rachel Bledsoe, Bradley McCoy

Opening:

Dr. Stefan Maxwell (chair) provided welcome and opening remarks of this meeting of the Governor's Council on Substance Abuse Prevention and Treatment, Pregnant and Parenting Women (PPW) Subcommittee. The meeting was called to order on Tuesday July 22, 2025, and was conducted by Zoom conference. A quorum was present to approve the June 2025 meeting minutes. Janine Breyel made a motion to approve without changes, and Amna Haque seconded. There was no further discussion, and the minutes were approved with all in favor and none opposed. The purpose of the meeting was to provide progress updates on 2025 Key Performance Indicators (KPIs).

Agenda:

In-Person Subcommittee Chair Meeting June 26, 2025

- Dr. Stephen Loyd provided a brief overview of the in-person meeting of the Subcommittee Chairs. The Chairs will meet again today, July 22, 2025 to develop measurable indicators they provide in cross-collaboration of the Recovery Ecosystem Model. Additionally, they will determine priority items for the next legislative session.
- The Subcommittee agreed that there needs to be more cross-Subcommittee meetings for collaboration. They also agreed that they need to work in synergy with the West Virginia First Foundation.
- Dr. Loyd meets with the Governor on Friday, August 1, 2025.

2025 Key Performance Indicator Updates and Quarter 2 Progress Report

- **Goal 1, Strategy 1, KPI 1:** This KPI was completed in Quarter 1.
- **Goal 1, Strategy 1, KPI 2:** Recommendations are forth coming along with a brief report which will be available on the West Virginia Perinatal Partnership website.
- **Goal 1, Strategy 1, KPI 3:** No current updates and Kelly Lemon is reaching out to the Maternal

Risk Advisory Council for a meeting about screening. The group is meeting with the Office of Maternal Child and Family Health at the upcoming 2025 West Virginia Perinatal Summit.

- **Goal 1, Strategy 1, KPI 4:** The completion of this KPI is dependent on initial meetings with the Maternal Risk Advisory Council which will inform the development of written recommendations to increase screening.
- **Goal 1, Strategy 2, KPI 1:** This is dependent on a meeting with the Housing Workgroup which will occur in Fall 2025.
- **Goal 1, Strategy 2, KPI 2:** This KPI was completed in Quarter 1.
- **Goal 1, Strategy 3, KPI 1:** This KPI was completed in Quarter 1.
- **Goal 1, Strategy 3, KPI 2:** Dr. Maxwell shared video clips from NTI Upstream which have been successful across various social media platforms nationwide. These clips can also be converted to use in doctor's offices and other platforms. The clips highlight the dangers of alcohol use while pregnant. The educational videos can also be used to address dangers of marijuana use while pregnant, which is a highly requested topic given recent prevalence. Health+ Studios has also reached out independently to show interest in producing educational components. Dr. David Didden will reach out to them to share something with the Subcommittee. They can see what exists and determine the next steps. Additionally, the Perinatal Partnership has previously worked with Social Bee Marketing for their social media marketing and recommend them.
- **Goal 1, Strategy 3, KPI 3:** No new updates.
- **Goal 1, Strategy 3, KPI 4:** No new updates.
- **Goal 1, Strategy 3, KPI 5:** No new updates.

Community Conversations (Formerly Town Hall Meetings)

- Bradley McCoy provided an overview of the Town Hall Meetings (using the new term of Community Conversations this year) and the schedule. The virtual format will be the same as in previous years. The three virtual and four in-person Community Conversations are scheduled for:
 - Wednesday August 27th 10:00-12:00 (Virtual)
 - Wednesday September 3rd 1:00-3:00 (Virtual)
 - Friday September 5th 1:00-3:00 (Virtual)
 - Tuesday September 9th 3:45-5:15 (Charleston, WV)
 - Thursday September 11th 6:00-8:00 (Logan, WV)
 - Monday September 15th 4:00-6:00 (Moorefield, WV)
 - Tuesday September 16th (4:00-6:00) Wheeling (WV)
- Bradley shared the link for volunteers/participants to register:
<https://helpandhopewv.org/odcp/>

Additional Discussion

- Canada has training programs for providers to identify alcohol exposure, attention deficit hyperactivity disorder, and autism in postnatal clinics. This could be beneficial to send key providers to and have them practicing in our state and helping to train others.

Adjournment:

Dr. Maxwell closed the meeting by thanking all subcommittee members for their attendance and participation. The subcommittee will meet again on Tuesday, August 19, 2025, at 10:00 AM.