

# **Meeting Minutes**

## **Pregnant and Parenting Women Subcommittee of the Governor's Council on Substance Abuse Prevention and Treatment Tuesday August 19, 2025, Approved**

### **Attendees:**

**Subcommittee Members Attending:** Tameran Asbury, Courtney Boyd, Janine Breyel, Rebecca Crowder, Rhonda Edmunds, Amna Haque, Dr. Stefan Maxwell (chair), Lisa Richards, Dr. Cody Smith, Amy Tolliver

**Subcommittee Members Not Attending:** Sandra Cline, Dr. David Didden, Kelly Lemon, Kristy Richardson-Ohlis

**Guest Speaker:** Gabe Chasnoff

**Other Guests Attending:** Jeremiah Samples

**Office of Drug Control Policy Staff:** Richard Dempsey, Olivia Fox, Dr. Stephen Loyd, Jessica Smith

**State Opioid Response Staff:** Mark Lanyon

**State Opioid Response Regional Coordinators:** Adrienne Brubaker, Nicole Horton, Barbra Masih Jill Poe, Greg Puckett, 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 August 19, 2025, and was conducted by Zoom conference. The July 22, 2025 meeting minutes were approved by a Subcommittee quorum via email on July 28, 2025. Tameran Asbury made a motion to approve the meeting minutes, which was seconded by Sandra Cline with all in in favor and none opposed. Seven additional subcommittee members responded to support the motion by email for a total of nine. There was no further discussion. The purpose of the meeting was to invite guest speaker Gabe Chasnoff with NTI Upstream to discuss digital education campaigns.

### **Agenda:**

#### **Meeting Minutes Approval Process**

- Bradley McCoy informed the group about the new meeting minutes approval process. If a quorum is not present at the meeting, meeting minutes will be shared via email, and a quorum of Subcommittee members will respond with their edits/motions for approval. All previous meeting minutes have been approved.

#### **Guest Speaker – Gabe Chasnoff (NTI Upstream)**

- Gabe Chasnoff's father worked in the clinical side of substance use disorder (SUD) for many years and has worked with Dr. Stefan Maxwell. Gabe has used his skills in media to work with his father to create NTI Upstream where they combine his research experience in neonatal abstinence syndrome and substance exposure with Gabe's digital media expertise. They combine data and evidence-based practices with digital storytelling. Their goal is to "leverage

creative media for healthier communities.” They attempt to reach audiences in an ever-changing media landscape and combat popular false claims and misinformation. NTI is a full service creative and digital marketing agency with over 40 years of education campaign experience. They focus on the emotional side of storytelling to pique interest and hopefully elicit behavior changes.

- Example case studies included the Sacramento County Healthy Beginnings, a digital blog with facts, stories, and measured engagement around the fentanyl crisis and a referral source for postpartum women. From November 2021 to June 2025, there were 2.5 million impressions, 89,000 engagements, and 11,000 post link clicks across Facebook, Instagram, and TikTok. Safer Sacramento was another example with general referral to treatment resources. Strong Starts Chataqua was an example of a shorter-term project.
- Gabe presented videos from The Ripple Effect, an opioid remediation documentary blog that is award winning.
- Campaigns meet evidence-based requirements for translating science into public health behavior change. After implementation, it can be difficult to track behavior change because NTI does not have access to health information, per HIPAA. They can only report the number of people who clicked their links but cannot say how many were successfully connected to treatment. They have set up forms for a Department of Health before and they could see when a form was completed with no access to the information in it. They do track number of scans on QR codes and put them in public spaces such as bus stops.
- Gabe provided an example process/timeline for a project, but they are individualized. It can take weeks to months to do a deep dive discovery process with a community but then campaigns can get started quickly after.
- Pricing package options were
  - \$10,000 – basic strategy and research
  - \$30,000 – standard single campaign and content
  - \$100,000 – premium package with social media creation, branding, management, blog integration, physical media print outs, and on-site video shoots

#### **Key Performance Indicator (KPI) Updates and Review**

- This agenda item was not addressed during the meeting; however, most incomplete KPIs relate to the selection of an educational campaign which was the purpose of this meeting.

#### **Community Conversations**

- Dr. Stephen Loyd and Bradley McCoy provided reminders for the upcoming Community Conversations. Dr. Loyd also asked, if anyone in the Subcommittee had talking points they would like him to address at the in-person meetings, to send them to himself and Bradley to compile.

#### **Fall Meeting Planning**

- Dr. Stefan Maxwell is coordinating his September schedule and will send potential meeting dates and times to Bradley McCoy.

#### **Additional Discussion**

- None

#### **Adjournment:**

Dr. Maxwell closed the meeting by thanking all Subcommittee members for their attendance and participation. The Subcommittee will meet again in September, and a meeting date will be chosen soon in accordance with Dr. Maxwell's schedule.