

Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee Wednesday May 21, 2025, Approved

Attendees:

Subcommittee Members Attending: Tahnee Bryant, Lori Garrett-Bumba, Anne Martin, Lyn O'Connell (chair), Tina Ramirez, Amy Saunders, Crystal Welch

Subcommittee Members Not Attending: Cathy Capps-Amburgey, G. Backer, Sarah Barton, , Keigan Aabel-Brown , Carolyn Canini, Kimberly Chiaramonte, Dr. Dumas, Michelle Hermann, Jonnie Kifer, Jenny Lancaster, Paige M., Ashley May, Crystal May, Heather McDonell-Stalnaker, Gwyn McGee, B. McGinty, Ashley Murphy, Dr. Susan Murphy, Jay Phillips, T. Poling, Greg Puckett, Jan Rader, Amy Saunders, Elizabeth Shahan, Amy Snodgrass, Lee Storrow, J. Vance, S. Whaley, S. White, S. Wright

ODCP Staff: Jessica Smith and Dr. Stephen Loyd

Marshall University Staff: Rachel Bledsoe

Opening

Lyn O'Connell 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, May 21, 2025, and was conducted by Zoom conference. There were nine subcommittee members in attendance. A quorum was present to approve April 2025 minutes. Motion to approve was made by Crystal Welch with the motion seconded by Tina Ramirez. The meeting minutes for April 2025 were approved unanimously. The purpose of this meeting was to discuss key performance indicator (KPI) updates.

Agenda Items

2025 Key Performance Indicators (KPIs) Updates

- The Subcommittee shared training updates for stigma training.
- Training reports are in the process of being shared online to provide overall access to data obtained.
- Requests have been made to Prevention Lead Organizations (PLOs) to follow up with participants for tracking purposes in the database.
 - The trainings are 2 hours in duration.
 - Each training course has 10-90 people in attendance.
 - Positive feedback has been delivered on behalf of the training.
- Murals are still being completed to align with goals as well as to spread awareness.
 - A new mural in Danville has started.
 - Murals are also being placed in Cabell County, West Virginia.
- The online updates are allowing for murals to be shared online with addresses (location) and images of each mural as well as the installation date each mural was created.
- The Subcommittee would like to propose one uniformed hashtag to be used in online marketing and live mural locations.
- Suggestions for hashtags include: #WVStigmaFree #BreakthroughAddictionWV #WVBreakthroughArt #WVBreakingThrough

- The #BreakthroughArt can have multiple meanings across social media and may not be representative of the campaign.
- The Subcommittee proposed 11 miles of available sidewalk in Eleanor, West Virginia, which could allow for installation. This site would need updated supplies to complete murals.
- The Subcommittee would like for West Virginia Tourism to promote the murals.
 - Existing murals would have to have hashtag (logos) added onto them. This would be easier to do with a stencil application.
- The Subcommittee also suggested using a QR Code on murals.
- Other taglines for campaigns were discussed such as: “Addiction is Treatable” and “People Recover” as the latter has a message about what is gained by those in recovery.
- Eleven videos have been created capturing individual stories about recovery and what has been gained through their sobriety. These will be available on websites pertaining to the murals.

Confirm Subcommittee Membership

- Lyn is sending email confirmation to all current subscribed Subcommittee members. This email will confirm existing members as well as identify any recommendations from the group for additional members to be added. Dr. Stephen Loyd would like to be added to the email notification for group meetings.

Town Hall Meetings

- Town Hall Meetings are scheduled. Lyn O’Connell shared dates in chat:
 - Wednesday August 27th 10:00-12:00 (Virtual)
 - Wednesday September 3rd 1:00-3:00 (Virtual)
 - Wednesday September 10th 10:00-12:00 (Virtual)

Additional Discussion

- The Subcommittee discussed youth and the current generation’s improvements in stigma toward mental health and seeking therapy. The Subcommittee discussed an increased awareness of acceptance focused on mental health. This could be beneficial in decreasing stigma throughout school age teens and children. The Subcommittee suggested a more discussion-based training could be useful.

Adjournment

Lyn O’Connell thanked the Subcommittee members for their attendance and involvement. The Public Education Subcommittee is scheduled to meet again on June 18, 2025, at 1:00 PM.