

Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee Wednesday June 18, 2025, Approved

Attendees:

Subcommittee Members Attending: Keigan Aabel-Brown, Tahnee Bryant, Jenny Lancaster, Anne Martin, Lyn O'Connell (chair), Jay Phillips, Greg Puckett, Tina Ramirez, Amy Saunders, Elizabeth Shahan

Subcommittee Members Not Attending: Theresa Black, Lori Garrett-Bumba, Gwyn McGee, Ashley Murphy, T. Poling, Jan Rader, Amy Snodgrass, Lee Storrow, Crystal Welch, J. Vance

ODCP Staff: Jessica Smith

Marshall University Staff: Rachel Bledsoe, Bradley McCoy

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, June 18, 2025 at 1:00 PM, and was conducted by Zoom conference. A quorum was not present to approve April 2025 or May 2025 minutes. The minutes will be tabled to the next meeting. The purpose of today's meeting was to discuss key performance indicator (KPI) updates.

Agenda Items

2025 Key Performance Indicators (KPIs) Updates

- Goal 1, Strategy 1: Jenny Lancaster has encouraged anyone who receives a request for stigma training to submit it via the website. They have also reminded trainers to submit data about who was trained afterwards.
- Goal 1, Strategy 2, KPI 1:
 - Lyn O'Connell shared a link to a voting poll for the Breakthrough Campaign hashtag. Of the three options, most of the Subcommittee voted for #BreakthroughAddictionWV. Lyn will share this with the rest of those unable to attend and confirm this.
 - Danville and Eleanor, West Virginia murals have been completed. The Eleanor mural was going to have a press release, but it has been postponed.
 - Jenny Lancaster shared a link to log completed murals and begin the mapping process. <https://form.jotform.com/243525112249047>
 - Jenny Lancaster also shared a link to a list of completed murals. <https://www.jotform.com/report/25140463994205621>
 - Bluefield Middle School's mural has revitalized outreach, and other public schools are repurposing their common areas.
 - The Subcommittee discussed potential funding sources for more murals. The Subcommittee also identified the Town Hall Meetings as a potential place to hear from the community about funding opportunities, donations, and volunteer work that could support their existing strategic plans. Volunteers can be used to paint murals if other community partners would supply/donate paint and it would become a low-cost project.

- QR codes will be used to direct people from the murals to other engagement opportunities. Hashtags will have to be added to all existing murals after the final one is chosen.
- The draft page of StigmaFreeWV will go live after final feedback and approval from the Office of Drug Control Policy (ODCP) and the Bureau for Behavioral Health (BBH). The Back to Life page was just relaunched and will be linked there as well.
- Lyn O'Connell shared a PDF of Breakthrough Campaign resources for coalitions.
- Goal 1, Strategy 2, KPI 2: Prevention Lead Organizations (PLOs) have been doing community readiness assessments to decide areas of focus. Coalitions are also identifying barriers that increase stigma in communities. These will inform topics for future murals.
- Goal 2, Strategy 1, KPI 1: The Addiction Policy Forum may have a youth stigma training. Elizabeth Shahan will follow up with additional information.

Town Hall Meetings

- Bradley McCoy and Jenny Lancaster provided an overview of the Town Hall Meetings and their schedule. Town Hall Meetings will also be held in-person throughout a two-week period in Logan, Wheeling, the Eastern panhandle, and Charleston with more details about the date and location to come. The virtual format will be the same as in previous years. The virtual Town Hall Meetings are scheduled for:
 - 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

- None.

Adjournment

Lyn O'Connell thanked the Subcommittee members for their attendance and participation. The Public Education Subcommittee is scheduled to meet again on July 16, 2025, at 1:00 PM.