

Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee Wednesday July 16, 2025, Approved

Attendees:

Subcommittee Members Attending: Keigan Aabel-Brown, Tahnee Bryant, Jenny Lancaster, Anne Martin, Gwynn McGee, Greg Puckett, Lyn O'Connell (Chair), Tina Ramirez, Crystal Welch

Subcommittee Members Not Attending: Theresa Black, Lori Garrett-Bumba, Ashley Murphy, T. Poling, Jay Phillips, Jan Rader, Amy Saunders, Elizabeth Shahan, Amy Snodgrass, Lee Storrow, J. Vance

ODCP Staff: Jessica Smith

SOR Regional Coordinators: Jill Poe

SOR: Mark Lanyon

Marshall University Staff: Rachel Bledsoe and Bradley McCoy

Opening

Lyn O'Connell provided welcome and opening remarks for this meeting of the Governor's Council on Substance Abuse Prevention and Treatment, Public Education Subcommittee. The meeting was called to order on Wednesday, July 16, 2025, and was conducted by Zoom conference. A quorum was not present to approve the previous meeting minutes. The purpose of this meeting was to review key performance indicator (KPI) progress.

Agenda Items

Overview of Quarter 2 Progress Report and KPIs Not Started/In Progress

- **Goal 1, Strategy 1, KPI 1:** All trainers are equipped with the most recent and updated training modules. When a training request is made online, the StigmaFreeWV website and Jenny Lancaster process the requests to all available trainers in the area. This provides for the Prevention Lead Organization (PLO) to deliver a quick setup and turnaround time for the training request. The trainer who provided the stigma training then completes a form or reports to the PLO so trainings can be tracked.
- **Goal 1, Strategy 1, KPI 4:** The group has identified the following key populations: healthcare, nursing, primary care, first responders, media, behavioral health providers, faith leaders, legislature, judicial, childcare, education, and youth. They are working to integrate videos about each into stigma training and collect other various resources specific to them.
 - Jenny Lancaster shared the link to all existing stigma training videos.
<https://stigmafreewv.org/stigma-videos/>
 - The Subcommittee discussed finding funding for more videos and utilizing existing videos and partners.
 - Lyn is connecting with first responders (the Huntington Police Department and Huntington Fire Department) to make videos to include in the stigma training.
 - Keigan Aabel-Brown will contact the Prevention Empowerment Program (PEP) for youth population videos.
 - There were multiple suggestions for existing stigma training photos/videos.
 - <https://empathylens.org/>

- The Clinton Foundation
 - The Behavioral Health Association has provided educational postings on their website. This is also suggested as an update for identification in the key populations.
- **Goal 1, Strategy 2, KPI 1:** The Subcommittee discussed the StigmaFreeWV website being updated and confirmed all murals has been posted to <https://stigmafreewv.org/breakthrough>.
- **Goal 2, Strategy 1, KPI 1 and Goal 2 Strategy 2, KPI 3:** Lyn O'Connell has developed a draft youth presentation which focuses on these key areas: identifying needs and mental providers, how to break stigma, strategies for support, preventative and positive factors as well as factors which may lead to substance use. Lyn asked for Subcommittee input about length, overall scope/goals, topics, and activities. Lyn is sharing all the materials she has gathered with the Subcommittee by email.
 - A script is developed to reach out for assistance with support from national programs and 988 help line.
 - These presentations can also showcase partner and smaller group activities for youth to assist in building empathy along with stress management.
 - Evidence-based models and activities are best.
 - The third larger group activity presents tools and scenarios for identifying behavior which may have red and yellow flags.
 - A peer facilitator guide detailed outlines for how to respond to a mental health crisis.
 - The Subcommittee would like youth feedback on the presentation. Prevention coalitions could use the youth they engage with as focus groups. This would assist in identifying language structure, layouts, and overall improvements for presentation.

Community Conversations (Formerly Known as Town Hall Meetings)

- Lyn O'Connell informed the group of the upcoming Community Conversations on the following dates/times/locations:
 - 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)

Additional Discussion

- The Subcommittee discussed the marketing budgets for the upcoming year beginning September 30, 2025. The Subcommittee also discussed State Opioid Response (SOR) funding requirements.

Adjournment

Lyn O'Connell thanked the Subcommittee members for their attendance and participation. The Public Education Subcommittee is scheduled to meet again on Wednesday, August 20, 2025 at 1:00 P.M.