

Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment

Public Education Subcommittee

Wednesday, December 17, 2025, Approved

Attendees:

Subcommittee Members Attending: Tahnee Bryant, Jenny Lancaster, Anne Martin, Greg Puckett, Tina Ramirez, Lee Storrow, Shanen Wright

Subcommittee Members Not Attending: Keigan Aabel-Brown, Lori Garrett-Bumba, Ashley Murphy, Lyn O'Connell (Chair), Amy Saunders, T. Poling, Jay Phillips, Jan Rader, Elizabeth Shahan, Amy Snodgrass, J. Vance, Crystal Welch

Guests Attending: Jessica Whitmore

Office of Drug Control Policy (ODCP) Staff Attending: Rick Dempsey

State Opioid Response (SOR) Regional Coordinators Attending: Barbra Masih, Raj Masih

Marshall University Staff Attending: Deb Koester, Bradley McCoy

Opening

Bradley McCoy 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 conducted by Google Meet conference. Meeting minute approval was not addressed. Dr. Lyn O'Connell was not able to attend the meeting. Discussion was co-facilitated by Bradley McCoy and Deb Koester. The purpose of this meeting was to review 2025 key performance indicator (KPI) progress.

Agenda Items

2025 Key Performance Indicator Progress and Quarter 4 Progress Report

- **Goal 1, Strategy 1, KPI 1:** 100%, This was completed in Quarter 1.
- **Goal 1, Strategy 1, KPI 2:** 100%, This was completed in Quarter 1.
- **Goal 1, Strategy 1, KPI 3:** 100%, This was completed in Quarter 2.
- **Goal 1, Strategy 1, KPI 4:** The Subcommittee has identified local law enforcement to include in the video module capsule. Materials exist but need integrated with existing modules with development of separate training clips for specific audiences. The Subcommittee did not provide a percentage of completion.
- **Goal 1, Strategy 2, KPI 1:** 100%, ODCP is available to provide stigma training. A page exists at <https://stigmafreewv.org/breakthrough/> to track the Breakthrough Addiction campaign. Trainers can deliver training in each of the six regions. There are 38 trainers (30 trainers at Level 1, 8 trainers at Level 2 that can do a Training of Trainers). There were 13 training requests sent to the website, 36 stigma trainings delivered, and one additional training delivered to 320 attendees at a conference.
- **Goal 1, Strategy 2, KPI 2:** 100%, This was completed in Quarter 1.
- **Goal 2:** All of the KPIs under Goal 2 are under reevaluation by the Subcommittee. There have been barriers to funding and developing a youth stigma training. New funding sources will have to be explored, and the training may have to be broadened to generalize mental health resources and needs.

Additional Discussion

- Rick Dempsey discussed the 2026 State Plan. As addressing stigma and requesting stigma training are mentioned throughout multiple other Subcommittees' sections of the 2026 State Plan and no 2026 Plan was submitted by this Subcommittee there will not be a separate Public Education section in the Plan. Rick recommended that Subcommittee members join other Subcommittees based on where they see their expertise fits best. All KPIs related to stigma in other sections of the 2026 State Plan are included below.

Adjournment

Bradley McCoy thanked the Subcommittee members for their attendance and participation. The Public Education Subcommittee will not meet again. After these meeting minutes are distributed, Bradley will remove the calendar invite for future meetings.

2026 State Plan

Community Engagement Subcommittee (Transportation and Employment Workgroup)

Goal 5: Improve the quality (experience of riders) and efficiency of transportation services in West Virginia.

Strategy 1: Provide education on stigma to encourage expansion of community resources.

KPI 1: By March 31, 2026, identify groups to provide with stigma education.

KPI 2: By December 31, 2026, have at least two education sessions for community groups such as faith leaders and transportation providers

Treatment, Health Systems, and Research

Goal 1: Reverse the trend of overdoses and deaths in West Virginia through early intervention to reduce overdose events, connect people in crisis to care, and assure access to treatment to reduce relapse.

Strategy 5: Provide education to address stigma related to substance use disorder in healthcare settings (i.e., providers and staff in hospitals, urgent cares, primary care practices, and opioid treatment programs), communities, courts and corrections.

KPI 1: By March 31, 2026, meet with the Courts & Justice Involved Populations Subcommittee to discuss their efforts to address stigma in courts and corrections for justice-involved populations as well as efforts related to individuals in reentry.

KPI 2: By March 31, 2026, discuss priorities and strategies to address stigma in communities and the healthcare setting in 2026.

KPI 3: By June 30, 2026, develop recommendations and next steps for stigma training and education in healthcare settings, communities, courts, and corrections.

Law Enforcement

Goal 1: Equip and train law enforcement agencies on key topics related to substance use disorder.

Strategy 1: Provide education and training annually that includes but is not limited to, harm reduction principles, overdose response (i.e., Naloxone and how to access Naloxone), self-care, and stigma).

KPI 1: By December 31, 2026, provide at least ten training events per year (virtual and/or in-person) for law enforcement such as Crisis Intervention Team (CIT) Training, Emotional Intelligence Training, Mental Health First Aid, and Handle With Care.

KPI 2: Through December 31, 2026, track the number of law enforcement officers trained by county for all training events listed in KPI 1.