

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

Wednesday September 17, 2025, Approved

Attendees:

Subcommittee Members Attending: Keigan Aabel-Brown, Tahnee Bryant, Jenny Lancaster, Anne Martin, Greg Puckett, Lyn O'Connell (Chair), Amy Saunders, Shanen Wright
Subcommittee Members Not Attending: Theresa Black, Lori Garrett-Bumba, Ashley Murphy, T. Poling, Jay Phillips, Jan Rader, Tina Ramirez, Elizabeth Shahan, Amy Snodgrass, Lee Storrow, J. Vance, Crystal Welch
Other Guests Attending: Olivia Fox, Jessica Whitmore
Office of Drug Control Policy (ODCP) Staff: Jessica Smith
State Opioid Response Coordinator Staff: Barbra Masih
Marshall University Staff: 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, September 17, 2025, and was conducted by Google Meet conference. Lyn O'Connell approved all previous meeting minutes. The purpose of this meeting was to review key performance indicator (KPI) progress.

Agenda Items

Meeting Minutes Approval Process

- Bradley McCoy informed the Subcommittee that Chairs can now approve the meeting minutes.

Key Performance Indicator Progress

- Goal 1, Strategy 1, KPI 1: The Subcommittee will build community capacity by ensuring all Prevention Lead Organizations have Training of Trainers. Currently, these trainers are equipped with the most recent and updated training modules. These modules have been posted on the StigmaFreeWV website and are available for use statewide. KPI 1 is at 100% completion.
- Goal 1, Strategy 1, KPI 2: The Subcommittee identified counties and target regions in January 2025 for training. KPI 2 is at 100% completion.
- Goal 1, Strategy 1, KPI 3: The key performance indicator required integrated interviews and three training events which focused centrally on reducing stigma. The Subcommittee is expanding video training to target populations they identified last month. KPI 3 completion remains at 100% with expansion beyond the current indicator.
- Goal 1, Strategy 1, KPI 4: The Subcommittee has identified local law enforcement to include in the video module capsule. This KPI completion is at 50%.
- Goal 1, Strategy 2, KPI 1: The Subcommittee has rolled out the information for the StigmaFreeWV training database and Breakthrough Addiction campaign. KPI 1 completion is at 100%.

- Goal 1, Strategy 2, KPI 2: The Subcommittee identified three communities in June 2025 with community readiness surveys from Prevention Lead Organizations (PLO). These assisted in furthering identification for barriers increasing stigma. KPI 1 completion is at 100%.
- Goal 2, Strategy 1, KPI 1: The Subcommittee has drafted youth presentations which should focus on (1) identifying needs and mental providers, (2) how to break stigma and strategies for support, and (3) preventative and positive factors as well as factors which may lead to substance use. These presentations can also showcase partner and smaller group activities for young people to assist in building empathy along with stress management. The group has met with SOAR WV. KPI 1 remains at 10%.
- Goal 2, Strategy 2, KPI 1: The group wants to collaborate with the Youth Subcommittee for input on youth training. KPI 1 is at 0%.
- Goal 2, Strategy 2, KPI 2: No new updates.
- Goal 2, Strategy 2, KPI 3: The toolkit developed for having “frank conversations” would integrate strategies focused on topics which youth feel have merit. The idea is proposed to allow youth to moderate and facilitate gaining this feedback. KPI 3 is at 0% completion.

Community Conversations

- Bradley shared that the three virtual Community Conversation events and four in person Community Conversation events have been completed for 2025. All notes have been provided for review to the Office Drug Control Policy. Once approved, these minutes and notes will be disseminated to all Governor’s Council Subcommittees. These will be available for early October meetings to inform development of the 2026 State Plan. Chairs will meet in early December to discuss the draft 2026 Plan.
- The Community Conversations did discuss stigma surrounding individuals participating in active addiction and/or recovery. Barriers were mentioned in relation to getting services, jobs, and transportation. These discussions stated that more services are needed for the youth population.
- Stigma, youth treatment, and transportation were mentioned at all four in-person Community Conversation events. Any kind of streamlined messaging such as “addiction is treatable” may be considered for future branding/messaging campaigns.

Additional Discussion

- September is Recovery Month, and all are encouraged to participate.
- Three new murals are now available in Cabell County. These are inspired by “Addiction is Treatable.”

Adjournment

Lyn O’Connell thanked the Subcommittee members for their attendance and participation. The Public Education Subcommittee is scheduled to meet again on Wednesday, October 15, 2025, at 1:00 P.M.