

Meeting Minutes

Pregnant and Parenting Women Subcommittee of the Governor's Council on Substance Abuse Prevention and Treatment

Monday, December 15, 2025, Approved

Attendees:

Subcommittee Members Attending: Tameran Asbury, Courtney Boyd, Janine Breyel, Dr. David Didden, Rhonda Edmunds, Amna Haque, Kelly Lemon, Dr. Stefan Maxwell (chair), Lisa Richards

Subcommittee Members Not Attending: Rebecca Crowder, Kristy Richardson-Ohlis, Dr. Cody Smith, Amy Tolliver

Guests Attending: Randa Eddy, Mark Smith

Office of Drug Control Policy (ODCP) Staff Attending: Olivia Fox, Dr. Stephen Loyd, Jessica Smith

State Opioid Response Regional (SOR) Coordinators Attending: Elizabeth Shahan

Marshall University Staff Attending: Bradley McCoy

Opening:

Dr. Stefan Maxwell (chair) provided welcome and opening remarks of this meeting of the Governor's Council on Substance Abuse Prevention and Treatment, Pregnant and Parenting Women (PPW) Subcommittee. The meeting was called to order on Monday, December 15, 2025, and was conducted by Google Meet video conference. The November 17, 2025 meeting minutes were approved by Dr. Stefan Maxwell. There was no further discussion. The purpose of the meeting was to discuss completion of the 2025 State Plan key performance indicators (KPIs).

Agenda:

2025 Quarter 4 Progress Report Finalization

- **Goal 1, Strategy 1, KPI 1:** 100%, This was completed in Quarter 1.
- **Goal 1, Strategy 1, KPI 2:** 80%, Key findings from the survey have been compiled into a PowerPoint presentation. A written report is still under review for dissemination.
- **Goal 1, Strategy 1, KPI 3:** 20%, Findings need to be shared with the Maternal Risk Screening Advisory Council, and they have not met recently.
- **Goal 1, Strategy 2, KPI 1:** 100%, The Subcommittee is continuing communication with Bob Hansen about recommendations. The Housing Workgroup has also shared their list detailing the existing recovery houses that accept pregnant and parenting women. Hope For All, which Subcommittee members visited in person, is based in Charleston and is at full capacity.
- **Goal 1, Strategy 2, KPI 2:** 100%, The Subcommittee met with the Prevention, Treatment, Public Education, and Recovery Subcommittees on March 10, 2025.
- **Goal 1, Strategy 3, KPI 1:** 100%, The Subcommittee met with the Public Education Subcommittee chair to discuss education campaigns in Quarter 1.
- **Goal 1, Strategy 3, KPI 2:** 100%, The Subcommittee has identified funding sources and confirmed them with Dr. Stephen Loyd.
- **Goal 1, Strategy 3, KPI 3:** 70%, Information still needs added to Help and Hope WV's website.
- **Goal 1, Strategy 3, KPI 4:** 100%, The Subcommittee has met with Gabe Chasnoff from NTI Upstream to address the creation for a social media toolkit. Gabe Chasnoff is creating a

proposal.

- **Goal 1, Strategy 3, KPI 5:** 100%, There has been multiple presentation throughout September and October conferences to address effects of alcohol, cannabis, and nicotine/tobacco in pregnancy.

State Plan 2026

- Bradley McCoy provided an overview of the final version of the 2026 State Plan. A copy is included below.

Additional Discussion

- The Subcommittee discussed Gabe Chasnoff's education campaign proposal from NTI Upstream for \$90,000. Members would like a breakdown of costs so that modifications can be made. For example, if they list the development of a pamphlet and the cost, it may be able to be lessened if a pamphlet already exists but needs content updated. NTI Upstream will be developing content, but the state will use existing channels to disseminate it for cost effectiveness. Members will ask Dr. Stephen Loyd to tell the Governor's Office that this education campaign is coming next year and will have to go through communications for approval.

Adjournment:

Dr. Maxwell closed the meeting by thanking all Subcommittee members for their attendance and participation. The Subcommittee will meet again on January 29, 2025, at 10:00 AM.

Pregnant and Parenting Women

The formation of the Pregnant and Parenting Subcommittee within the Governor's Council on Substance Abuse Prevention and Treatment is responding to the urgent need to address the alarming rates of prenatal substance exposure and the effects on the mother/baby dyad. This epidemic necessitates a focused effort by our Subcommittee to think about ways to educate pregnant and parenting women regarding safer and healthier choices, and also how they can access treatment and recovery resources for themselves and their children.

Goal 1: Promote prevention, treatment, and care coordination for pregnant and parenting women.

Strategy 1: Increase understanding of the Prenatal Risk Screening Instrument (PRSI) utilization among key stakeholders and increase communication between providers about screening tool utilization.

KPI 1: By June 30, 2026, share key findings of the screening practices and PRSI utilization survey with the Office of Maternal Child and Family Health, Maternal Risk Screening Advisory Council, American College of Obstetrics and Gynecology West Virginia, and West Virginia Perinatal Partnership and obtain feedback and recommendations by holding a virtual meeting.

KPI 2: By August 30, 2026, synthesize feedback obtained from stakeholders obtained in KPI 1 to inform next steps and development of strategies to continue increasing screening practices.

Strategy 2: Increase education of providers on available treatment and recovery services statewide for all substances to increase their capacity to make referrals that link pregnant and parenting women and their families, including those who experience a return to use.

KPI 1: By June 30, 2026, partner with the West Virginia Perinatal Partnership and implement a survey among Drug Free Moms and Babies sites about their collaboration with pediatric providers to understand how and what referrals occur currently, including barriers and challenges.

KPI 2: By August 30, 2026, partner with the West Virginia Perinatal Partnership to identify and provide education on treatment and recovery services to pediatric providers near Drug Free Moms and Babies.

Strategy 3: Develop and implement a campaign to educate providers, key stakeholders, and communities (pregnant and parenting women) on the risks of cannabis-during pregnancy to address current rates of fetal cannabis exposure.

KPI 1: By January 31, 2026, finalize a proposal and estimated cost of an education campaign on marijuana use during pregnancy.

KPI 2: By March 31, 2026, identify potential funding sources to support the educational campaign.

KPI 3: By September 30, 2026, develop issue briefs on the incidence of infants exposed to cannabis during pregnancy.

KPI 4: By December 31, 2026, disseminate the issue briefs to providers (i.e., including posting them on Help and Hope WV).

KPI 5: By December 31, 2026, present to providers on the effects of alcohol, cannabis, and nicotine/tobacco at a statewide meeting (i.e., West Virginia Perinatal Summit, Appalachian Addiction Conference) and document number of providers reached.