

Meeting Minutes

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

Monday, April 27 2026, Approved

Attendees:

Subcommittee Members Attending: Courtney Boyd, Janine Breyel, Rebecca Crowder, Randa Eddy, Rhonda Edmunds, Amna Haque, Kelly Lemon, Dr. Stefan Maxwell (chair), Lisa Richards
Subcommittee Members Not Attending: Tameran Asbury, Dr. David Didden, Amy Tolliver, Dr. Cody Smith
Office of Drug Control Policy (ODCP) Staff Attending: Jessica Smith
State Opioid Response Regional (SOR) Coordinators Attending: Barbra Masih, Jill Poe, Greg Puckett, 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 was conducted by Google Meet video conference. The March 18, 2026 meeting minutes were approved by Dr. Stefan Maxwell. There was no further discussion. The purpose of the meeting was to discuss key performance indicator (KPI) progress.

Agenda:

State Plan 2026 Key Performance Indicator (KPI) Review

- **Goal 1, Strategy 1, KPI 1:** Dr. Stefan Maxwell and Dr. David Didden will reach out to Theresa Marks and invite her to the May Subcommittee meeting.
- **Goal 1, Strategy 1, KPI 2:** No updates.
- **Goal 1, Strategy 2, KPI 1:** The West Virginia Perinatal Partnership will release their survey about pediatric collaboration to all their Drug Free Moms and Babies (DFMB) sites at their May 6, 2026 meeting.
- **Goal 1, Strategy 2, KPI 2:** No updates. This will require synthesizing the information from the survey in the previous KPI.
- **Goal 1, Strategy 3, KPI 1:** This KPI was completed in Quarter 1.
- **Goal 1, Strategy 3, KPI 2:** This KPI was completed in Quarter 1.
- **Goal 1, Strategy 3, KPI 3:** The Subcommittee has access to Project WATCH data but need to summarize it.
- **Goal 1, Strategy 3, KPI 4:** The summarized data from Project WATCH will be sent to providers.
- **Goal 1, Strategy 3, KPI 5:** No updates, there are multiple conferences and speaking opportunities scheduled for Quarter 3 and Quarter 4.
- **Goal 1, Strategy 4, KPI 1 and 2:** Jill Poe provided the following link to the Our Babies Safe and Sound campaign around safe sleep. <https://teamwv.org/our-babies-safe-sound/say-yes-toolkit/>
Janine Breyel has access to the latest sleep data for West Virginia moms and babies and can

share it with the Subcommittee. The Subcommittee discussed how to determine co-sleeping deaths from sudden unexplained infant death reports. The Subcommittee would like to tie in co-sleeping information into their cannabis education campaign because it is a universal concern.

NTI Upstream Educational Campaign

- Gabe Chasnoff sent an initial list of 14 blog ideas and 10 cannabis facts. Janine Breyel has the links to these Google documents and will share them with the Subcommittee for their timely review.
- The writer on staff at NTI Upstream will write the blog posts. The internal planning group needs to make sure that they are aimed at the general public as the audience. They will be shared on the West Virginia Perinatal Partnership's social media, but they will also leverage collaborations with other statewide organizations for free distribution and a collective voice.
- The Subcommittee discussed ways to combat Internet misinformation. There are websites frequently used by patients that provide summarized pharmaceutical information without context and scare pregnant women away from healthcare. An example is that buprenorphine says on the box that it is not intended for use by pregnant women, but contextually it is provider recommended under the correct model of care.
- The list of 10 marijuana facts focuses on language around smoking so the Subcommittee will ask NTI Upstream to include language about other ways to consume cannabis.
- Janine Breyel has provided NTI Upstream with the Perinatal Partnership's branding guide and previously distributed cannabis information.

Additional Discussion

- Dr. Stefan Maxwell, Janine Breyel, and Amy Tolliver will present on the cannabis education campaign with NTI Upstream at the next full Governor's Council meeting on Wednesday, May 20 2026.

Adjournment:

Dr. Maxwell closed the meeting by thanking all Subcommittee members for their attendance and participation. The Subcommittee will meet again on Tuesday, May 26, 2026, at 10:00 AM.