

Meeting Minutes

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

Tuesday, August 25, 2026, Approved

Attendees:

Subcommittee Members Attending: Courtney Boyd, Janine Breyel, Amna Haque, Dr. Stefan Maxwell (chair), Dr. Cody Smith, Amy Tolliver

Subcommittee Members Not Attending: Tameran Asbury, Rebecca Crowder, Randa Eddy, Rhonda Edmunds, Kelly Lemon, Lisa Richards

Office of Drug Control Policy (ODCP) Staff Attending: None

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 Subcommittee. The meeting was called to order on Wednesday, August 25, 2026, and was conducted by Microsoft Teams video conference. The July 22, 2026 meeting minutes were approved by Dr. Stefan Maxwell. There was no further discussion. The purpose of the meeting was to discuss state education campaign progress.

Agenda:

NTI Upstream Educational Campaign

- Due to overlap with the virtual West Virginia Mental Health Summit, meeting attendance was low. Participants used the meeting to work on real-time edits to the language of suggested social media posts sent from Gabe Chasnoff as a small group.
- Gabe Chasnoff has provided 12 decks of two images with accompanied text to be put on Facebook and Instagram. The Subcommittee will ask that they more consistently list specific risks of cannabis use. They will send final edits to the Bureau of Behavioral Health (BBH) for communications approval in hopes of having them posted before the end of the grant period.
- Gabe Chasnoff has also provided video scripts for 30-second social media video clips, which the group also edited and discussed the nuance of using differences in language such as weed, marijuana, cannabis, drugs, illicit substances, or just substances for the campaign.
- The Subcommittee will ask Drug Free Moms and Babies' Peer Recovery Support Specialists (PRSSs) for additional language vetting to make sure it is sensible for the intended audience of each social media post.

Town Hall Meeting Overview

- Additional Town Hall Meetings are scheduled for the following times. Amna Haque is coordinating a reminder to all Drug Free Moms and Babies sites to increase registration.
 - Wednesday, August 26, 2026, 10:00-12:00
 - Thursday, September 3, 2026, 1:00-3:00

Additional Discussion

- None.

Adjournment:

Dr. Maxwell closed the meeting by thanking all Subcommittee members for their attendance and participation. The Subcommittee will meet again on Wednesday, September 30, 2026 at 10:00 AM.