

# Meeting Minutes of the Governor's Council on Substance Abuse Prevention and Treatment Public Education Subcommittee Wednesday October 16, 2024, Approved

## Attendees:

**Subcommittee Members Attending:** Tahnee Bryant, Jenny Lancaster, Anne Martin, Lyn O'Connell (chair), Greg Puckett, Tina Ramirez, Lee Storrow, Crystal Welch

**Invited, Not Attending:** Keigan Aabel-Brown, G. Backer, Sarah Barton, Lori Bumba, Carolyn Canini, Cathy Capps-Amburgey, Kimberly Chiaramonte, Dr. Dumas, Michelle Hermann, Paige M., Ashley May, Crystal May, Heather McDonell-Stalnaker, Gwyn McGee, B. McGinty, Ashley Murphy, Dr. Susan Murphy, Jay Phillips, T. Poling, Jan Rader, Amy Saunders, Amy Snodgrass, J. Vance, S. Whaley, S. White, S. Wright

**ODCP Staff:** Jessica Smith

**Marshall University Staff:** Bradley McCoy

## Opening

Dr. Lyn O'Connell provided welcome and opening remarks of this meeting of the Governor's Council on Substance Abuse Prevention and Treatment, Public Education Subcommittee. The meeting was called to order on Wednesday, October 16, 2024, and was conducted by Zoom conference. There were seven subcommittee members present in addition to the chair and staff. There was not a motion to approve the previous meeting minutes. The objective of this meeting was to provide updates of KPI activity progress.

## Agenda Items

### General KPI Updates:

- The group discussed updates to the stigma training talking points. Again, they have only updated the talking points, but not the actual presentation. Some people have already signed up for training and their regional presenters have been alerted to get that set up. The group discussed having another ToT so that more can deliver the training. This will increase capacity and lessen the burden on Prevention Lead Organizations. The group discussed potential funding sources for another ToT. Training successful prevention coalitions should be a long-term goal. The group discussed how to tailor the training for certain work fields such as those who work in education and can only attend training for a maximum of 2 hours during planning periods. Abbreviated trainings would not have to go through communications since no content is added, but only tailored down for relevancy. Evaluation needs to track measurable results of stigma training. Pre- and post- metrics can be built in such as how long they watched video modules during the training, scores on a post-test, or even measure individual module actions. Another thing that could be added is a pre-test question about how close the individual being trained is to SUD and have cognitive reframing parts woven throughout the training.
- Greg Puckett and Tina Ramirez provided updates on murals around the state. The Eleanor location has been postponed by the artist, but it is happening. A location in Dunbar has been identified with new Kanawha County leadership. Murals and/or billboards exist in the following

locations: Logan County, Boone County, Raleigh County, Mercer County, Putnam County, and Cabell County. The group would like high quality photos of each to push out information about their existence. Communities have the option of engaging community members to do the murals or, for example, have youth from the Juvenile Day Report Center do the murals for service hours. Regardless, it is nice to engage youth in some way. A hashtag such as #StigmaFreeWV needs included in every mural to both gain and track traction on social media and direct passerby to a unified effort. A future partnership with West Virginia Tourism could lead to a scavenger hunt opportunity for visiting each mural, which is something they have done in the past with other landmarks. Along with the hashtag, the creators of the mural could add their county name to each one so that you know the location of it just from a picture. Greg Puckett identified a goal of having 1-2 murals per region by the end of the year, or at least identified locations. An early 2025 media release of all the murals with the associated social media and scavenger hunt would be doable. Lyn O'Connell and Jessica Smith will get together by the next meeting to list action items for murals and potential funding sources for the group to vote on at the next meeting.

#### **Town Hall Meetings Summary Report Review**

- This agenda item was not discussed.

#### **2025 State Plan Final Draft Due November 15, 2024**

- This agenda item was not discussed.

#### **Confirm Subcommittee Membership**

- This agenda item was not discussed.

#### **Additional Discussion**

- Shatterproof has released their 2024 Stigma Index Report of knowledge, attitudes, and beliefs around substance use disorder. <https://www.shatterproof.org/sites/default/files/2024-09/Final%20SASI%202024.pdf>
- Anecdotal evidence shows that there is still rampant stigma in Emergency Departments for those seeking all types of healthcare, not just those with SUD.

#### **Adjournment**

Dr. Lyn O'Connell thanked the Subcommittee members for their attendance and involvement. The Subcommittee is scheduled to meet again on Wednesday November 20, 2024.