

RAPPAHANNOCK AREA COMMUNITY SERVICES BOARD

PREVENTION/PUBLIC INFORMATION COMMITTEE MEETING

Wednesday, September 13, 2017, 12:00 p.m.

Ronald W. Branscome Building

Board Room 208, 600 Jackson Street, Fredericksburg, VA

PRESENT

Debbie Draper, Chair
Linda Carter
Diane Deibel
Karen Kallay
Kenneth Lapin

ABSENT

Beth Elkins

OTHERS PRESENT

Jane Yaun, *Executive Director*
Rhonda Pellicano, *Director of Finance and Administration*
Michelle Wagaman, *Prevention Coordinator*
Amy Umble, *Public Information Officer*
Andrea Merwin, *Administrative Associate*
Joe Wickens, *Community Support Services Director*

ISSUE:

OPIOID PREVENTION TREATMENT AND RECOVERY GRANT

DISCUSSION:

Michelle Wagaman updated the Committee on the Opioid Prevention Treatment and Recovery Grant. She reported that the Rappahannock Area Community Services Board received notification on May 5, 2017 of Prevention funding in the amount of \$100,000 to address the opioid epidemic.

Ms. Wagaman told the Committee that the logic model for using the money has been approved.

Local efforts include: developing a social norms campaign targeting parents/caregivers; surveying schools on their existing substance abuse prevention initiatives; creating information materials to support physician-to-physician conversations about opiate use in our community; promoting safe storage and disposal of medications; and supporting the town hall events organized by The Community Collaborative for Youth and Families.

ATTACHMENT I

ACTION TAKEN: No action necessary.

ISSUE:

REVIVE! OPIOID OVERDOSE REVERSAL TRAININGS

DISCUSSION:

Michelle Wagaman provided the Committee with an update of REVIVE! Opioid Overdose Reversal Trainings. She reported that the Rappahannock Area Community Services Board began providing the REVIVE! Opioid Overdose

Reversal Training in May 2017. This training teaches lay people how to identify an overdose, administer Naloxone (or Narcan®), and seek medical treatment. Beginning in July 2017, RACSB has partnered with the Health Department to distribute Narcan to those completing the training. Trainings are open to the community will be scheduled throughout the year. RACSB will also provide the training to requesting community groups and organizations. Materials are provided by the Virginia Department of Behavioral Health and Developmental Services (DBHDS). The trainings are free to the community.

ATTACHMENT II

ACTION TAKEN: No action necessary.

ISSUE: **MENTAL HEALTH FIRST AID TRAINING**

DISCUSSION: Michelle Wagaman provided the Committee with an update on Mental Health First Aid Training. She reported that the Rappahannock Area Community Services Board began providing the adult and youth Mental Health First Aid classes in 2014. Nearly 700 community members have been trained.

In August 2017, RACSB facilitated six (6) sessions of Mental Health First Aid. Three concurrent sessions of the Higher Education module were held at the University of Mary Washington for resident advisors and student life staff. RACSB trainers Sherry Thompson and Sherry Norton-Williams were supported with trainers from Fairfax-Falls Church CSB and the Department of Behavioral Health and Developmental Services to make that happen. Additionally, three (3) sessions of Youth Mental Health First Aid were held August 24, August 25, and August 30 for school nurses and counseling staff with Spotsylvania County Public Schools.

ATTACHMENT III

ACTION TAKEN: No action necessary.

ISSUE: **SUICIDE PREVENTION INITIATIVE/UPCOMING EVENTS**

DISCUSSION: Michelle Wagaman informed the Committee that Rappahannock Area Community Services Board is working with Mary Washington Healthcare, Mental Health America of Fredericksburg, and other interested stakeholders to plan a suicide prevention and awareness event (similar to the opioid workshop and town hall held May 10, 2017). The event will bring together community stakeholders working with various target populations to identify strategies and action steps to reduce the number of suicides in our community. Identified target populations include veterans, youth, and older adults.

ATTACHMENT IV

ACTION TAKEN: No action necessary.

ISSUE: LOCAL PREVENTION COALITION—THE COMMUNITY COLLABORATIVE FOR YOUTH AND FAMILIES

DISCUSSION: Michelle Wagaman told the Committee about the local prevention coalition, The Community Collaborative for Youth and Families. She reported that Rappahannock Area Community Services Board is an active member of our local prevention coalition, The Community Collaborative for Youth and Families. The Collaborative formed in 2013 through the merger of Prevention Planning Partnership (established 1997), The Coalition for a Community Without Violence; April Blue Ribbon Coalition/Pinwheel Partnership; and Bragg Hill Community Coalition.

Recognizing that no single organization can affect community-level change alone, the Virginia Department of Behavioral Health and Developmental Services (DBHDS), Office of Behavioral Health and Wellness, requires CSB Prevention Programs utilize the Strategic Prevention Framework (SPF), created by the Substance Abuse Mental Health Services Administration (SAMHSA).

ATTACHMENT V

ACTION TAKEN: No action necessary.

ISSUE: UPDATE: ELECTRONIC NEWSLETTER/SOCIAL MEDIA PRESENCES

DISCUSSION: Amy Umble provided the Committee with an update on RACSB’s electronic newsletter and social media efforts. The agency’s monthly electronic newsletter has 127 subscribers, and a high rate of subscribers open the emails. She reported that the agency’s new website features a sign-up button, which should attract more subscribers. She also updated the Committee on RACSB’s Facebook pages and Twitter feeds. Board members are encouraged to actively support RACSB on social media through liking, commenting, and sharing posts.

ATTACHMENT VI

ACTION TAKEN: No action necessary.

ISSUE: CLINIC OPEN HOUSE EVENTS

DISCUSSION: Amy Umble updated the Committee on efforts for the agency’s annual clinic open house events. Because of low turnout, the agency plans to change the structure of the events. The Caroline County Clinic Open House will take place on October 24, and agency will screen a Caroline-centric video at this event, a story of a family that has benefited from RACSB services. Presenters will focus on Caroline County and the work that RACSB does in that locality.

A community event focusing on wellness will take place in King George County in the spring. Date is yet to be determined. Plans for an event for the remaining localities are not yet finalized.

Debbie Draper asked about efforts to advertise for the events. Mrs. Umble reported that the Caroline County Clinic Open House is typically well-attended and doesn’t require much advertisement. She said that she would develop plans for reaching audiences in other localities.

ATTACHMENT VII

ACTION TAKEN: No action necessary

ISSUE: WEBSITE REDESIGN

DISCUSSION: Mrs. Umble reported to the Committee that Mrs. Umble reported to the Committee that the new RACSB website, www.rappahannockareacs.org, went live on September 1.

ATTACHMENT VIII

ACTION TAKEN: No action necessary.

ISSUE: FY 2017 MEDIA MENTIONS

DISCUSSION: Mrs. Umble provided the Committee with an update on media mentions for Fiscal Year 2017. She reported that RAC SB disseminated 28 media releases that resulted in 126 media mentions.

Debbie Draper said that she would prefer to receive the media mentions in a list format instead of photocopies of articles. Karen Kallay concurred.

ATTACHMENT IX

ACTION TAKEN: No action necessary.

ISSUE: 2017 DISTINGUISHED VOLUNTEER NOMINATIONS

DISCUSSION: Amy Umble reported to the Committee that RACSB received four nominations for its annual Distinguished Volunteer Awards. The Committee members said that they were impressed with all the nominees and that it was a difficult choice.

ACTION TAKEN: It is the recommendation of the Committee that the Board approve the selection of Ernie Ackerman as recipient of the 2017 Distinguished Behavioral Health Volunteer of the Year.

ACTION TAKEN: It is the recommendation of the Committee that the Board approve the selection of Connie Spears as the recipient of the 2017 Distinguished Developmental Disability Volunteer of the Year.

ATTACHMENT X

ACTION TAKEN: No action necessary.

ISSUE: OUTREACH EFFORTS

DISCUSSION: Amy Umble reported that RACSB aims to reach local and state legislators and other community stakeholders. In the past, Board Members and staff have visited legislators on the Virginia Association of Community Services Boards' outreach day. These efforts have not been successful in recent years. Instead, staff proposes that Board Members develop relationships with their elected officials. This could be accomplished with phone calls, emails, in-person visits, and meeting attendance. Staff will provide specific information for Board members to share with their local officials.

ATTACHMENT XI

ACTION TAKEN: No action necessary.

There being no further business, the Prevention/Public Information Committee adjourned at 1:21 p.m.
The next Prevention/Public Information Committee meeting will be Wednesday, December 13, 2017 at 12:00 p.m.
