

LENAWEE-LIVINGSTON-MONROE-WASHTENAW
OVERSIGHT POLICY BOARD
VISION

"We envision that our communities have both an awareness of the impact of substance abuse and use, and the ability to embrace wellness, recovery and strive for a greater quality of life."

AGENDA
January 26, 2017

705 N. Zeeb Road, Ann Arbor
Patrick Barrie Conference Room
9:30 a.m. – 11:30 a.m.

1. Introductions & Welcome – 5 minutes
2. Approval of Agenda (Board Action) – 2 minutes
3. Approval of 10- 27 -2016 OPB Minutes {Att. #1} (Board Action) – 5 minutes
4. Audience Participation – 3 minutes per person
5. Old Business
 - a. FY 16 FINAL Finance Report (Information) {Att. #2} – 5 minutes
 - b. Women's Specific Program, Monore (**Board Action**) {Att. #3} – 5 minutes
 - c. Media Campaign Policy {Att. #4} – (**Board Action**) 5 minutes
 - d. OPB Action Request for Strategic Plan (**Board Action**) {Att. #5}
 - a. STRATEGIC PLANNING Follow-Up SWOT Analysis {Att. #6} – 30 minutes
6. New Business
 - a. Funding Requests – 30 minutes
 1. WRAP (Washtenaw Recovery Advocacy Project) a Recovery Community Organization (RCO) (**Board Action**) {Att. #7}
 2. Hegira SBIRT & Case management/peer program at Hope Clinic (**Board Action**) {Att. #8}
 3. Monroe Women's Specialty enhancement program (**Board Action**) {Att. #9}
 4. RFP Timeline {Att. #10}
7. Report from Regional Board (Discussion) – 5 minutes
 - a. Representation change needed
8. SUD Director Updates (Discussion) –5 minutes
 - a. Provider Dashboard
 - b. State Grant Application
 - c. Livingston Engagement Center Update {Att. #11}

Next meeting: Thursday, February 23, 2017

Parking Lot:

**LENAWEE-LIVINGSTON-MONROE-WASHTENAW
OVERSIGHT POLICY BOARD
Summary of October 27, 2016 meeting
705 N. Zeeb Road
Ann Arbor, MI 48103**

Members Present: David Oblak, Kim Comerzan, Sheila Little, Dianne McCormick, Ralph Tillotson, Dave DeLano, William Green, John Lapham, Mark Cochran, Dave O'Dell

Members Absent: Amy Fullerton, Tom Waldecker, Charles Coleman

Guests: Passion of Mind staff: Melinda Breeding, Jeremy, Diana

Staff Present: Stephannie Weary, Marci Scalera, Suzanne Stolz, Joelen Kersten, Zack Shapiro

OPB Chair David Oblak called the meeting to order at 9:30 a.m.

1. Introductions

2. Approval of the agenda

**Motion by M. Cochran, supported by K. Comerzan, to approve the agenda
Motion carried**

3. Approval of September 22, 2016 minutes

**Motion by J. Lapham supported by D. Davidson, to approve the OPB meeting minutes
from September 22, 2016
Motion carried**

4. Audience Participation

) None

5. Passion of Mind Presentation

) Passion of Mind staff provided an overview of their program, which is based in Monroe County.

) Passion of Mind partners with Promedica to send their clients there for blood draws.

) M. Cochran encouraged the agency to reach out to Promedica to coordinate services.

) D. O'Dell noted that services need to be provided to help prevent relapse.

) D. Davidson noted that the involvement of the family part of relapse prevention.

) A strong prevention coalition is needed.

6. Officer Elections

**Motion by J. Lapham, supported by K. Comerzan, to accept the existing slate of
officers for another 1-year term
Motion carried**

Chair: David Oblak
 Vice-Chair: Amy Fullerton
 Secretary: Mark Cochran

7. Old Business

a. CMHPSM Regional SUD Financial Report

-) S. Stolz reported the Regional SUD financial report.
-) Finance staff is currently in the process of closing FY 16. Final numbers for FY 16 will be available in December.

b. DYTUR Update

-) K. Postmus provided a DYTUR update.
-) The state will probably incorporate electronic cigarettes, which may initially cause confusion because until now any age has been able to purchase electronic cigarettes.
-) D. Oblak shared info about kratom, a new “drug” being used by kids. It’s legal at this point.

8. New Business

a. Livingston PA2 Website Fund Request

Motion by R. Tillotson, supported by W. Green, to funding request for \$2,400 PA2 Livingston County CMH to develop and maintain a website for the WAKE UP LIVINGSTON! This initiative is the result of implementing Project Lazarus for impacting the Opiate Epidemic in the county
Motion carried

Board Member	Vote	Board Member	Vote
Cochran	Y	Little	Y
Coleman	Absent	McCormick	Y
Comerzan	Y	Oblak	Y
Fullerton	Absent	O’Dell	Y
DeLano	Y	Tillotson	Y
Green	Y	Waldecker	Absent
Lapham	Y		

b. Media Campaign Policy

-) M. Scalera and K. Postmus presented the policy.
-) Providers have been consulted regarding the policy. Some provider concerns have involved the lack of definition of what “media campaign” means.
-) K. Comerzan suggested holding off on implementing a policy until the state has clear guidelines that should inform the policy. Also needed: a timeline from the state for when approval can be expected from the state.
-) D. McCormick recommended asking for approval parameters that indicate expectations for how long it will take for state approval, with the understanding that after the stated wait time has passed approval will be assumed if no response has been received.
-) K. Comerzan requested that M. Scalera ask the state to share any media releases with entities that will be impacted by it before the actual release.

Motion by D. McCormick, supported by M. Cochran, to table the policy until clarification is received from the state

Motion carried

9. Retreat Follow-Up SWOT Analysis
 -) OPB reviewed the notes from the September retreat's SWOT analysis.
 -) OPB started to prioritize areas of focus in Strengths, Weaknesses, Opportunities, and Threats that were identified at the retreat.
10. SUD Director Updates
 - a. M. Scalera advised of the Regional All Board Meeting that will take place on 11/9/16.
 - b. Marci provided an update on the affinity groups going on at the state.
11. Meeting adjournment

Motion by J. Lapham, supported by W. Green, to adjourn the meeting
Motion carried

Meeting adjourned 11:34 a.m.

Community Mental Health Partnership Of Southeast Michigan
SUD SUMMARY OF REVENUE AND EXPENSE BY FUND
 November 2016 FYTD

Summary Of Revenue & Expense	Funding Source					Total Funding Sources
	Medicaid	Healthy Michigan	SUD - Block Grant	SUD-COBO/PA2	Other	
Revenues						
Funding From MDCH	\$ 296,398	\$ 574,692	\$ 625,451		\$ -	\$ 1,496,542
PA2/COBO Tax Funding	\$ -	\$ -	\$ -	\$ 451,651 *	\$ -	\$ 451,651
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Revenues	<u>\$ 296,398</u>	<u>\$ 574,692</u>	<u>\$ 625,451</u>	<u>\$ 451,651</u>	<u>\$ -</u>	<u>\$ 1,948,193</u>
Expenses						
<u>Funding for County SUD Programs</u>						
Lenawee	\$ 44,756	\$ 89,367	\$ 33,559	\$ 13,034	\$ -	\$ 180,716
Livingston	\$ 34,258	\$ 63,242	\$ 161,747	\$ 1,648	\$ -	\$ 260,895
Monroe	\$ 34,527	\$ 63,258	\$ 139,199	\$ 25,241	\$ -	\$ 262,225
Washtenaw	\$ 143,760	\$ 297,224	\$ 341,112	\$ 99,021	\$ -	\$ 881,116
Total SUD Expenses	<u>\$ 257,301</u>	<u>\$ 513,092</u>	<u>\$ 675,617</u>	<u>\$ 138,943</u>	<u>\$ -</u>	<u>\$ 1,584,953</u>
<u>Other Operating Costs</u>						
SUD Use Tax	\$ 17,725	\$ 34,367	\$ -	\$ -	\$ -	\$ 52,092
SUD HICA Claims Tax	\$ 2,223	\$ 4,310	\$ -	\$ -	\$ -	\$ 6,533
Total Operating Costs	<u>\$ 19,948</u>	<u>\$ 38,677</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 58,625</u>
Administrative Cost Allocation	<u>\$ 11,966</u>	<u>\$ 23,864</u>	<u>\$ 46,305</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 82,135</u>
Total Expenses	<u>\$ 289,215</u>	<u>\$ 575,633</u>	<u>\$ 721,922</u>	<u>\$ 138,943</u>	<u>\$ -</u>	<u>\$ 1,725,713</u>
Revenues Over/(Under) Expenses	\$ 7,184	\$ (940)	\$ (96,471)	\$ 312,708	\$ -	\$ 222,480
<u>Unallocated PA2</u>						
Lenawee	\$ 1,017,138					
Livingston	\$ 2,393,356					
Monroe	\$ 243,366					
Washtenaw	\$ 2,542,374					
Total	<u>\$ 6,196,234</u>					

CMHPSM SUD OVERSIGHT POLICY BOARD

ACTION REQUEST

Board Meeting Date: January 26, 2017

Action Requested: Recommendation to fund Women’s Specific Program budget for Catholic Charities of Southeast Michigan out of Block Grant Funds in the amount of \$156,774 during the 2/10/2016 through 9/30/2017.

Background:

Catholic Charities of Southeast Michigan, Monroe was approved by the state DHHS in February 2016 as a designated Women’s Specific Program. OPB reviewed the states approval for this expansion in March of 2016. The program was launched in 2016. This action will formally recommend the budget for the program at \$78,387 per year.

Connection to PIHP/MDCH Contract, Regional Strategic Plan or Shared Governance Model:

MDHHS request to expand Women’s Specific Services in the region.

Recommendation: Recommend CMHPSM Regional Board acceptance of proposed budget total of \$156,774 for the Women’s Specific program from 2/10/2016 through 9/30/2017.

CMHPSM SUD OVERSIGHT POLICY BOARD
ACTION REQUEST

Board Meeting Date: January 26, 2017

Action Requested: Review updated Media Campaign Policy

Background: Policy was presented at the last OPB meeting. Additional clarification was needed by the state. Policy was reviewed by Larry Scott, current director of OROSC. He suggested adding a definition for social media and approved the policy and attached form.

Connection to PIHP/MDCH Contract, Regional Strategic Plan or Shared Governance Model:
Compliance with state contract

Recommendation: Approval of policy

Community Mental Health Partnership of Southeast Michigan/PIHP	<i>Policy and Procedure</i> <i>Substance Use Disorder (SUD)</i> <i>MEDIA CAMPAIGNS</i>
Department: Substance Use Disorders Author: M. Scalera	Local Policy Number (if used)
Regional Operations Committee Approval Date	Implementation Date

I. PURPOSE

To ensure that all media campaigns are compatible with MDHHS values; are coordinated with MDHHS campaigns whenever feasible; and associated costs are proportionate to likely outcomes.

II. REVISION HISTORY

DATE	REV. NO.	MODIFICATION

III. APPLICATION

This policy applies to all contractual organizations receiving any SUD funding directly or sub-contractually, within the provider network of the Community Mental Health Partnership of Southeast Michigan (CMHPSM), who are implementing a media campaign as part of their prevention or treatment service activities.

IV. DEFINITIONS

Community Mental Health Partnership Of Southeast Michigan (CMHPSM): The Regional Entity that serves as the PIHP for Lenawee, Livingston, Monroe and Washtenaw for mental health, developmental disabilities, and substance use disorder services.

Media Campaign: A media campaign, very broadly, is a message or series of messages conveyed through mass media channels including print, broadcast, social and electronic media. Messages regarding the availability of services in the PIHP region are not considered to be media campaigns.

Regional Entity: The entity established under section 204b of the Michigan Mental Health Code to provide specialty services and supports.

Social Media: Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

V. POLICY

Media campaigns must be compatible with MDHHS values, be coordinated with MDHHS campaigns whenever feasible and costs must be proportionate to likely outcomes. All campaigns must be reviewed by the CMHPSM prior to use of MDHHS-administered funding and submitted to the MDHHS for approval.

VI. STANDARDS

- A. All mass media campaigns including, but not limited to billboards, bus panel messages, public service announcements (print, radio or TV); social media messaging; pharmacy bag campaigns; are required to be submitted to the CMHPSM.
- B. “Media Campaign Request Form” must be completed and associated materials (PSA Script, Media Message, Pictures, etc.) submitted to CMHPSM no less than four weeks prior to scheduled release.
- C. No campaign may be initiated until receipt of approval by MDHHS is obtained.

VII. EXHIBITS

Media Campaign Request Form

VIII. REFERENCES

MDHHS supports and services contract; Part II (B) SUBSTANCE USE DISORDER (SUD) SERVICES; section 9.0 Media Campaigns



MEDIA CAMPAIGN REQUEST

MEDIA CAMPAIGNS

A media campaign, very broadly, is a message or series of messages conveyed through mass media channels including print, broadcast, and electronic media (i.e., billboards, PSAs, bus panels). Messages regarding the availability of services in the PIHP region are not considered to be media campaigns. Media campaigns must be compatible with Michigan Department of Health and Human Services' (MDHHS) values, be coordinated with MDHHS campaigns whenever feasible and costs must be proportionate to likely outcomes. **Prior written approval from MDHHS is required.**

Provider:	Date:
Contact Person, Email, Phone:	
Mass Media Campaign Name:	
Type of Mass Media Mechanism to be Reviewed and Associated Cost:	
Target Message:	
Target Audience:	
Target Community:	
Targeted Outcome:	
Please attach the actual media message, method, PSA script, etc., where applicable.	

CMHPSM SUD OVERSIGHT POLICY BOARD

ACTION REQUEST

Board Meeting Date: January 26, 2017

Action Requested: Approval of the strategic plan with consideration of planned programming enhancements.

Background: OPB has engaged in a strategic planning process. Goal areas are consistent with the state's request to expand and enhance services. Funding for these enhanced services can be from 1) unallocated Block grant funds; 2) Additional block grant funds that are carry-forward and unallocated at the state level; and 3) PA-2 funds unallocated by the OPB. MDHHS would like to have enhanced programming implemented this fiscal year. Continuation of new programming can be incorporated into the upcoming FY 2018 RFP.

Connection to PIHP/MDCH Contract, Regional Strategic Plan or Shared Governance Model:

The 2016/2017 MDHHS CONTRACT priorities are listed below along with *potential programs* that should be considered by the OPB:

- 1. Expand prevention including Synar (tobacco) activities and recovery services in the PIHP region**
 - a. Continue to build more prevention programming in identified gap areas across the region
 - b. Support additional training opportunities for vendors, clerks and compliance checks
- 2. Expand prevention and recovery services in primary care settings**
 - a. Screening, Brief Intervention, Referral to Treatment (SBIRT) ¹
 - b. Case managers and Peers deployed at primary care sites
 - c. Peers in Emergency Departments and Crisis Teams²
- 3. Implement recovery oriented systems of care guidelines and practices**
 - a. Recovery Community Organizations in all counties³
 - b. Peer services in Drug Courts; Law enforcement/jail partnerships
 - c. Support coalitions addressing Opiate epidemic
- 4. Expand women's specialty services**

¹ Hegira Request for funding at Hope Clinic includes SBIRT, case manager and peer

² Current discussions with UM Psych Emerg Services and ED; WCCMH crisis team and Promedica in Monroe for peers

³ HNV request to fund WRAP RCO in Washtenaw; discussions with Monroe Recovery group in development

