



**Coast to Cascades Community Wellness Network (CCCWN)
Regional Mental Health/Substance Use Disorder Coalition
Meeting Summary
Held virtually – Microsoft Teams
May 8, 2023
10:30 a.m. – 11:10 a.m.**

Participants: Jennifer Beckner, McKaila Allcorn, D.O., Shannon Anderson - OSU AVP for Public Safety and Chief of Police, Maisa Athamneh, Belit Burke, Marty Cahill, Emma Deane, Bryan Decker, Molly Gelinis, Marcia Harnden - Albany Chief of Police, Kiara Huey, Todd Jeter, Lalori Lager, Avalon Mason, Heidi May-Stoulil, Michelle Means, Jolynn Meza Wynkoop, Josh Pankau, Tanya Pritt, Jane Russell, Sheila Stiley, Miranda Tasker, Justin Thomas, and Shelley Hazelton

Welcome/Introductions:

Jenifer Beckner welcomed everyone to the meeting and led introductions.

Federal/State Grants Reports and Updates:

Health Resources and Services Administration (HRSA) Rural Communities Opioid Response Program (RCORP) Implementation III Rural Communities Supporting Women and Youth (RC-SWAY) Grant:

A HRSA RCORP RC-SWAY Grant report and Work Plan Highlights was noted and distributed prior to the meeting.

HRSA Rural Communities Opioid Response Program – Implementation (RCORP-I) – Helping Impact Women and Youth (HIWAY) Project Grant for Lincoln County:

A HRSA RCORP-I HIWAY Project Grant report and Work Plan Highlights was noted and distributed prior to the meeting.

Josh Pankau made a motion and Marcia Harnden, Albany Chief of Policy, seconded the motion to approve the HRSA RC-SWAY Grant report and Work Plan Highlights and the HRSA RCORP-I HIWAY Project Grant report and Work Plan Highlights as presented. The motion was voted upon and unanimously approved.

Media Campaign:

Michelle Means led discussions around the media campaign. She noted that she has been working on the campaign along with Molly Gelinis and Jolynn Meza Wynkoop. A survey was sent out to community partners/organizations and feedback from the survey responses was shared.

- The medical campaign background was shared.

- a. The media campaign is focuses on reducing stigma associate with accessing services for mental and behavioral health issues.
- b. The grants that are part of the campaign include the HIWAY Grant, the RC-SWAY Grant, and the Behavioral Health Resource Network (BHRN). The campaign will target Benton, Lincoln, and Linn Counties.
- c. Media kick off – September 2023.
- d. The target is marginalized communities – Women, youth, individuals struggling with mental health/substance use disorder (SUD), opioid use disorder (OUD), Black, Indigenous, People of Color (BIPOC), Latinx/o/a, and LGBTQIA2S+.
- There were 12 survey questions that included the following:
 - a. What is your top desired outcome for our upcoming behavioral health wellness campaign in Lincoln, Benton, and Linn Counties?
 - To inform youth, adults, and marginalized communities there are professionals willing and ready to assist individuals with mental and behavioral health needs.
 - Empowering language.
 - Education, prevention, stigma reduction and promotion of services.
 - b. Please list all target audiences in order of importance for our upcoming campaign. Please be specific.
 - Adults and youth.
 - Marginalized communities including BIPOC, houseless, LGBTQIA2S+, veterans, incarcerated individuals and anyone living with SUD/OUD.
 - Friends/family.
 - White population.
 - c. What are the current needs and challenges these target audiences face that may prevent them from seeking support or services?
 - Knowledge of BHRN services, positive encouragement, prevention, education, awareness of accessibility, and behavioral health care accessibility.
 - Challenges: Stigma, shame, abuse, social isolation, rural environments, lack of services, long wait times for treatment, housing, lack of available providers.
 - d. Why should the target audience consider your services?
 - Community organizations are available to help individuals navigate services.
 - Those within community organizations have lived experience and are ready to meet patients where they are with compassion and understanding.
 - Community organizations have available staff who are of the same cultural background.
 - Mental health and SUD prevention is available through the Lines for Life 988 Suicide and Crisis Lifeline.
 - e. When a member of the public sees or hears one or our messages, what specific action step(s) would you like to see them take?
 - Service awareness and positive messaging will empower individuals to seek services without fear of rejection.
 - Professionals’ commitment and readiness to support individuals in real time to access services in a timely manner.

- Continuous support and services without a lapse in care.
- f. The behavioral health journey looks different for every individual. In designing a media campaign, at what point in someone's journey would you most want to reach them at?
 - Early on – Youth focused/Prevention.
 - Individuals with a history of SUD/ODU.
 - Whenever the individual is ready.
- g. What are the values or liberating messages of hope you would like to see in the media campaign?
 - Individuals in need of mental health and behavioral health services have a voice and are loved for exactly who they are.
 - Those working with community organizations have real life experience and are available to offer support for those seeking services.
- h. What grassroots tactics do you believe will be most successful to connect with people needing to start their recovery journey?
 - Provide a full range strategy:
 - Effort availability in rural communities.
 - Creating a space for community connections regardless of the timing of an individual's journey.
 - Offering support to all, regardless of who they are – Could be family/friends.
 - In-person connections.
- i. What are the best tools to communicate and connect with people needing to start their recovery journey surrounding behavioral health? Please list everything from media to print material to digital.
 - TV
 - Radio
 - Billboards
 - Newspaper ads
 - Printed materials
 - In-person interactions/Word of mouth
 - Mobile device access, Wi-Fi, etc.
 - Public service announcements
- j. From your perspective, what campaign materials/deliverables are important to include?
 - Empowering messages, recognizing humanity.
 - Trauma informed, universal language/multiple languages.
 - Driving incentives for individuals seeking support.
 - Lines for Life 988 Suicide and Crisis Lifeline.
 - Materials to provide service availability, location(s), and contact information.
 - Resource wait times/waitlists (may be a challenge).
- k. As you look at the calendar for the remainder of 2023, are there any key dates, events, or timeframes that we should take into consideration when we have external messaging about behavioral health?
 - Holidays
 - Awareness events

- Summer months
- Weekends
- Fiscal school year
- 1. From your perspective, what will be the measurements of success for this campaign?
 - An increased visibility of services.
 - An increase of individuals who receive successful treatment.
 - A decrease in the homeless population and those who live on the street.
 - An increase of interest and overall involvement from the general public.
 - A shift of opinion of those accessing mental and behavioral health services
 - An increase of personal strength and ability to overcome.
- m. Summary:
 - Direct individuals to services.
 - Spread message of empowerment and hope.
 - Reduce mental and behavioral health bias/continuum of care.
- Members were encouraged to contact Michelle Means, Jolynn Meza Wynkoop, or Molly Gelinias if interested in being part of the media campaign
 - a. Michelle Means – mmeans@samhealth.org
 - b. Jolynn Meza Wynkoop – jolynnm@samhealth.org
 - c. Molly Gelinias – mgelinias@samhealth.org

Gaps in Services for Youth:

No further information was discussed.

Update - Regional Overdoses:

Discussions followed on regional overdoses. The Samaritan Health Services 2023 data was provided noting drug overdose encounters by hospital in 2023, demographic information for “Drug Overdose” encounters 2023, and number of Neonatal Abstinence Syndrome (NAS)/Neonatal Opioid Withdrawal (NOW) births in 2023.

- **Jennifer Beckner** – We are seeing a lot of overdoses not being reported to the hospital or first responders.
 - a. There was recently a child that revived an individual with Narcan at the Charter school.
 - b. There is still stigma around SUD/OD and there are individuals that do not want to discuss what is really happening.
- **Justin Thomas** – With the overdose that happened at the school, was there pressure from the school to not call in the overdose?
 - a. **Jennifer Beckner:**
 - They do not have to share information.
 - People are asking for Narcan for the schools.
 - Sometimes it has been difficult for schools, especially Charter schools to accept Narcan.
 - Have shared with the school nurse and had one kit in the school. Kits are getting out into the schools.
 - It was a Fentanyl involved overdose.
 - Need to help encourage Administration and staff to track, especially when it involves youth.

- **Justin Thomas** – If you need or want any help in talking to this Charter school Administration about the concerns of Fentanyl, he would be happy to help.
- **Molly Gelin** – Another overdose, not necessarily a kid, that she would like to acknowledge is a nurse from Samaritan Treatment and Recovery Services (STARS) gave Narcan to a person in the parking lot of STARS that was part of an outpatient group. The person was revived with 6 doses of nasal Narcan.

Behavioral Health Resource Network:

Discussion followed on the Behavioral Health Resource Networks.

- **Avalon Mason – Benton County** – Have been touching base with Oregon Health Authority as timelines shift and expectations with reporting. They are continuing to proceed as usual.
- **Jennifer Beckner – Lincoln County:**
 - a. Things are progressing. Budgets were due last Friday. They have had issues with the Excel spreadsheets. The process had been hard to do and have reached out to the state. Sent email to a generic email. Sometimes you can get a response back right away.
 - b. Started with a contract in place with Northwest Coastal Housing to start the emergency housing program.
 - c. Met with Legal Counsel to discuss keeping people in stable housing and what they can do to help. There are caps for each person. Can determine the need and can look at other grant funding.
 - d. Medication Assisted Treatment (MAT) for Newport was in the Federally Qualified Health Clinic that was at the 1010 Building in Newport. There are clients that have issues with transportation. Within the last few months, they remodeled the Health Department and brought the Federally Qualified Health Clinic into the Health Department building and are also offering MAT services in South Lincoln County and Waldport. There is a facility in Newport and Lincoln City for appointments.
 - e. The Regional Behavioral Health Resource Network group will meet this Friday.
 - f. Are finishing changes to the Electronic Medical Record.
 - g. We are being asked to report additional items with our Behavioral Health Resource Networks.
 - h. **Jolynn Meza Wynkoop** – Who are the current MAT providers with Lincoln County?
 - i. **Jennifer Beckner** – Lincoln County Bridges to Recovery, Equinox, Jason Brown, PA-C at Toledo Clinic, and there are private providers in the community as well.
 - j. **Jolynn Meza Wynkoop** – Who are the providers for the Office-Based Addiction Treatment (OBAT) Clinic?
 - k. **Jennifer Beckner** – They have 3 providers for the OBAT Clinic. One provider will be leaving.
 - l. Lincoln County Health and Human Services is getting staff trained with Subutex. The Health Department and the Federally Qualified Health Clinic have Pharmacy that will fill the prescription. The Pharmacists want to meet to see if can do Subutex injection as well.
 - m. **Lalori Lager** – In Depoe Bay there is a provider they use, Changing Tides. They also do psychiatry medications as well. There is also Randall Kelley with Equinox Clinic.

- n. **Jolynn Meza Wynkoop** – Has anyone heard of Youth Tides in Lincoln County?
- o. **Sheila Stiley** – Believes this is with the Juvenile Department.
- p. Youth Tides provides prevention, emergency shelter, and transitional living services for youth 12-21 years old.
- q. **Jennifer Beckner** – In the beginning they had no MAT services in Lincoln County. They changed the Director with the Federally Qualified Health Clinic and now currently there are MAT providers offering services.
- **Michelle Means – Linn County:**
 - a. The contract is expected to expire December of 2023 and can extend to June 2025.
 - b. The Data Report Phase 1, Report #2 was submitted in April.
 - c. The Data Report Phase 1, Report #3 will be due in July.
 - d. Continuing to have the Linn County Behavioral Health Resource Network meetings and the Regional Behavioral Health Resource Network meetings.
 - e. Working at staying on top of referrals. Most Linn County partners are using the Unite Us platform.
 - f. Regional brochures are available for partners. Harm reduction services are offered through:
 - Albany Comprehensive Treatment
 - Benton County Health Department
 - Coastal Phoenix Rising (Northwest Coastal Housing)
 - Communities Helping Addicts Negotiate Change Effectively (C.H.A.N.C.E.)
 - The Confederated Tribes of Siletz Indians
 - Emergence Addiction Counseling and Education Services
 - Family Tree Relief Nursery
 - Lincoln County Health and Human Services
 - Phoenix Wellness Center
 - STARS
- **Justin Thomas** – Is curious if there is a total number of individuals who have been served by Behavioral Health Resource Network funds in each county across the region. Do we have that data?
 - a. **Jennifer Beckner** – She is not sure on the number. It will be a coordinated effort with the totals. *Can follow up on this.*
 - b. **Josh Pankau** – Family Tree Relief Nursery served 167 families last month.
 - c. **Avalon Mason** – Each Behavioral Health Resource Network partner does all data tracking individually, not as a county, so it is out there just not aggregated.

Miranda Tasker was asked to share about bringing the Nurture Oregon program to the valley.

- They are looking at doing the same type of program for the valley that they currently have at the coast through ReConnections Counseling. Nurture Oregon provides quality, integrated care from prenatal to postpartum. They currently collaborate with clients for about a year and are with them through the labor process.

Jennifer Beckner noted that those that signed up for Direct Relief can get donated IM Naloxone. She did place an order and has nasal Narcan. If signed up can get for free if non-profit or County.

Next Meeting:

The next meeting of the Regional Mental Health/Substance Use Disorder Coalition is scheduled for June 12, 2023.

Adjourn:

With no further business to discuss, the meeting was adjourned at 11:10 a.m.

Respectfully submitted,

Shelley Hazelton

Community Health Promotion