

SUDCAC MEETING MINUTES: 12/18/2020

Members in Attendance:

Beverly Calendar-Anderson; Jean Capler; Greg Carter; Penny Githens; Andrea Havill; Steve Malone; Erika Oliphant; John Pritchett; John Simmons ; Nick Voyles

Members Absent:

Kass Botts; Kathy Hewett; Peter Iversen; Tamara Kirby; Carol Weiss-Kennedy

Location:

Zoom (link posted on Monroe County website)

Commission Check-In

The meeting began on a lighter note with Commission members asked to provide a one word description of how they were feeling, with the result that a new word was coined by the Commission: “Zoom-zausted” (courtesy of Beverly).

Approval of Minutes from November Meeting

Steve’s name had been left off the list of attendees from the November meeting; Steve requested a revision to the November minutes be made to show that he was in attendance.

A motion was made and seconded to approve the minutes, as amended.

The minutes were then approved by a unanimous voice vote.

Response to Mayor’s Announcement about Syringes in Seminary Park

Jean brought up the Mayor’s official statement about the December 9th removal of people camping in Seminary Park, especially mentions of the number of syringes found in the Park & in city parks overall, and the danger the syringes posed to people using the Park. Commission members agreed that the inclusion of this

syringe data in the Mayor's official statement implied that this was part of the reason for the action taken, even though the official reason was violation of park policy on overnight camping. The Commission was concerned that "Words Have Power" and that the unnecessary mention of syringes in the park perpetuated – whether intentionally or unintentionally – the stigma faced by those experiencing Substance Use Disorder. The question then was: How should SUDCAC respond?

An in-depth discussion followed about the proper SUDCAC response. The discussion focused on several key themes: that the ownership of syringes without a prescription in Monroe County is still considered a felony, encouraging people to "drop them where they are" when discovered, as an act of self-preservation. That there is a lack of sharps disposal containers in the Park and a lack of resources for adequately cleaning the Park. That syringes used in the Park may have been used for insulin or other prescribed or un-prescribed medications. And that there has been no documented case of HIV or hepatitis transmission from a discarded syringe. There was also a desire to try and better understand the intent behind the statement from the Mayor's office and the feeling that there needed to be a larger community discussion about stigma and the use of needles.

The feeling was that SUDCAC should write a response to the Mayor's official statement – on SUDCAC letterhead and signed by multiple SUDCAC members – addressing the needless contribution to the stigma felt by those suffering from substance use disorder. This letter should be published in the Herald-Times.

Response Plan: Jean to draft a Letter to the Editor of the *Bloomington Herald-Times*, to be reviewed by John S., Greg C, and John P. John P to pull together useful stats. The final draft will be run by the remaining SUDCAC Commission members for review, editing and approval – with Commission members being given the option of signing the letter in its final form. Penny will share the letter with the other County Commissioners and county legal department, for review and final approval.

Renewal of SUDCAC Appointments

Jean told the Commissioners that terms of service for six current members are ending. Tamara Kirby will not continue on the Commission. Erika Oliphant and

John Simmons are going to apply for reappointment. Whitney Meeks will be replaced by John Pritchett who has submitted his application. The Commission has not yet heard back from Rebecca Figg or Cass Botts as to whether they will be staying on. Jean asked the current Commissioners to be thinking about who we could recruit for SUDCAC membership, with the County Commissioners making the final decision.

Lunch & Learns: Publicity Committee Report & Initial Assignments

The SUDCAC Publicity Subcommittee – consisting of Jean, John S., Greg, and Andrea – met prior to the December meeting to discuss the process for publicizing events and establishing standardized e-mail lists. Andrea reported on the results of the meeting to the rest of the SUDCAC team.

In her report, Andrea noted that the subcommittee’s marketing plan is based upon strategies and “lessons learned” from promoting the 2019 Opioid Summit; our desire to address the four pillars outlined in the SUDCAC 2020 Strategic Plan (Stigma, Harm Reduction, Treatment & Support, and Diversion); and SUDCAC’s overall mission of promoting a healthy community.

Andrea noted the primary ways traditionally used to market events – print, billboards, radio & TV advertising – and how expensive they can be. The feeling was that SUDCAC should develop a basic marketing model that identifies the target audiences we want to reach with our Lunch & Learns and other events, and to identify SUDCAC members with contacts to these audiences.

Based upon these contacts, SUDCAC would create a standardized email list which would be used to send out announcements 4-to-6 weeks prior to an event, with a follow-up reminder sent closer to the event. The email “send” could also be customized to more directly target specific audiences who would have the greatest interest in a specific Lunch & Learn.

John S. will develop a standardize template (using the SUDCAC logo and purple-and-white colors), so that future announcements could be produced easily and efficiently. The standardized look-and-feel of the announcements will alert key

stakeholders and target audiences that the event is being sponsored by SUDCAC, building brand recognition for the Commission and its events.

The Commission then discussed the target audiences to be reached and the Commission member(s) most likely to be able to provide those contacts:

Communities to Reach and SUDCAC Contacts

- Lived experience: John P. and Nick, with a possible assist from Oxford House.
- Family members: John P. and Nick, with a possible assist from Oxford House.

Healthcare Providers (mental health, domestic violence, health, substance use disorder, etc.)

- Bloomington clinicians: Jean
- Shelter providers, social service providers, social service volunteer networks, HealthNet, Youth Services Bureau: Beverly
- Probation department and officers, judges: Steve
- Law enforcement, judges, public defenders: Erika
- IU Health: Carol
- IU Substance Use Coalition (counseling & psychological services): Erika

Local Government

- County officials: Penny
- City department heads and elected officials: Beverly

Education

- IU campus groups (e.g., LGBTQ, Latinx, graduate student groups): Greg
- Center for Rural Engagement: Greg
- IU Grand Challenges: Andrea
- IVY Tech: Erika
- MCSC: Board (Jean), Erika

Businesses

- Stride Coalition (Cook media contact: Jessica Baker), Stride Center (Media contact: Centerstone's Greg May), Beacon, Centerstone: Jean

Media

- WFHB: *Bring It On!* (focuses on the African American community in South Central Indiana): Beverly
- Media lists and community calendars: John S.

Next Lunch & Learn

The next Lunch & Learn will take place in February (date: TBD) and will focus on the impact of Substance Use Disorder on the African American community, to tie in with Black History Month.

Greg to explore securing a speaker from the Indiana Minority Health Coalition or the IU Neal-Marshall Black Culture Center.

Beverly to explore SUDCAC's appearing on WHFB's *Bring It On!* To promote the Lunch & Learn.

Public Awareness Campaign: Graphic Designer Review & Selection

The Commission reviewed the portfolios & bids from designers Ray Brown and Lori Raffel in order to select a designer for the posters and brochure for SUDCAC's spring Public Awareness Campaign.

The Commission felt that Lori Raffel's bid was the stronger of the two because of her prior SUDCAC experience, overall quality of the work, and the fixed price that included all designs and any-and-all revisions.

A motion was made (Erika) and seconded (Beverly) to select Lori Raffel as the designer for the SUDCAC campaign, which was passed unanimously by the Commission.

In the November meeting, the Commission agreed that a designer be approved for the project “in an amount not to exceed \$500.” As follow-up, Penny will get approval from the County for \$375, the amount of Lori’s fixed-price bid.

The next SUDCAC meeting will be held on January 15, 2021 with planning to begin on our schedule of 2021 activities and events.

Respectfully submitted,

Jean Capler, John Simmons