

GOVERNOR'S TRANSFORMATION ADVISORY BOARD

**ODMHSAS Training Center
Shepherd Mall
Sandstone Room
September 6, 2007
DRAFT Minutes**

Members Present:

Governor Bill Anoatubby (Chair)
Carolyn Archer
Sara Barry
Susan Boehrer
Don Carter
Gene Christian
Mike Fogarty
Linda Glover
Janice Hendryx

Justin Jones
Kermit McMurry
Linda Parker
Teresa Peden
Kaye Rote
Dennis Shockley
Nancy Riley
Jack Turner
Terri White

Others Present:

Becki Moore-ODMHSAS
David Asetoyer- ODMHSAS
Steve Davis- ODMHSAS
Jennifer Glover- ODMHSAS
Nancy Donaldson- ODMHSAS
Steve Buck-ODMHSAS
Jeff Dismukes-ODMHSAS
Lorrie A. Byrum-ODMHSAS
Jin-Song Chen-ODMHSAS
Todd Crawford-ODMHSAS
Brittany Couch-ODMHSAS
Terrie Fritz-OHCA
Debbie Spaeth-OHCA
Carol McFarland-OHCA
Linda Smith-OKDHS

Debby Baker-OSDH
Debra Anderson-OSDH
Annette Fulton-DRS
Cynthia Timmons-CPMH-OU
Gayle Jones
David Ingle
Jim Ivey
John Hudgens-Innovation Center
Sean Couch-Innovation Center
Marva Williamson- Innovation Center
Amanda Reeves- Innovation Center
David Harris-Innovation Center
Karen Frensley-Innovation Center
Georgia Berry- Innovation Center

I. DETERMINATION OF QUORUM, CALL TO ORDER

The Chair, Governor Bill Anoatubby called the meeting to order. Governor Anoatubby determined open meetings requirements had been met and a quorum was present.

II. REVIEW OF MINUTES FROM PREVIOUS MEETING

Governor Anoatubby opened the floor to discussion and comments concerning the minutes for the previous Board meeting held on June 6, 2007.

No Comments or Discussion.

Ms. Sara Barry moved to approve the previous Board meeting minutes. Kaye Rote seconded the motion. The following voting action was recorded: *All in favor; none opposed; no abstentions; Board Minutes approved.*

III. PROJECT OVERVIEW AND DIRECTOR'S REPORT

- Mr. Hudgens provided an overview of transformation activities and initiatives underway as requested by the Board. (See enclosed presentation.)

This overview included:

- A review of partnerships and initiatives
- Major deliverables and activities
- The workgroup structure
- Critical next steps in the transformation process

No comments or discussion.

Mr. Hudgens also provided a Transformation Grant Budget Report for SFY2007 for the Board. (See attachment.)

Discussion included:

There was a question in regard to whether the figures were cumulative or proposed. Mr. Hudgens said they were the proposed expenditures not actual figures.

Members of the Board requested a budget reflecting actual expenditures for FY2006/2007.

IV. Workgroup Reports

a. Adult Workgroup

Ms. Kaye Rote reported on the Adult Workgroup and noted that she was extremely pleased with the participation from both rural and urban areas, with growing consumer membership and state agency and provider representation. The workgroup has met three times via video-conference to allow participation across the state. The group has continued their work by agreeing to evaluate the continuum of care and assessing what works, what does not work and what is missing.

b. Children's Workgroup

Ms. Susan Boehrer reported the group just finished a two-day Evidence Based Practices Summit. She said a multitude of people from across the state participated in the summit. The first day the group participated in break-out sessions and evaluated current activities and projects across the state and made recommendations for implementing EBP statewide. Ms. Boehrer said that access to existing services still remains a primary concern to her and that improvements need to be made to improving access before implementing new programs. She also reported that the Partnership for Children's Behavioral Health continues to incorporate the goals and outcomes of their plan into the Comprehensive Plan objectives.

c. Tribal/State Workgroup

Mr. David Asetoyer reported that the Tribal Workgroup is working on outreach efforts to encourage tribal participation within the workgroup. The group has been having on-going discussions for billing Medicaid for traditional services. He said there will be more activity to report at the December GTAB meeting.

d. Workgroup Development Workgroup

Ms. Carolyn Archer reported that the leadership team met and all sub-committee leaders have re-affirmed their roles. Jeff Talent has filled the vacancy left by Katie Henson's departure. Mr. Archer reported that John Hornick and Lorrie Byrum did a presentation for the group to explain the goals, objectives and roles of the workgroup and the study team. She said members now have a clear understanding of how the workgroup and study team function individually and both can move forward in a collaborative manner. Ms. Archer noted that two of the sub-committees have very few members and lack consumer and family member representation. The Innovation Center has made funds available to assist consumers to participate in the workgroup. The workgroup is extending an open invitation to the GTAB members to send a representative to the Workforce Development Workgroup meeting. Ms. Rote said that the group will post a master list for all workgroup and sub-committee meetings on the Innovation Center Website.

e. Criminal Justice Workgroup

Ms. Wendy Normandin reported that the Criminal Justice Workgroup has divided into sub workgroups due to 90 plus members and the broad scope of the topic. She said the workgroup is actively educating and engaging members on criminal justice programs and initiatives. The workgroup and sub-workgroups continue to identify barriers to accessing care and will make recommendations to the Board in the future to address this issue. Ms. Normandin noted the various sub-workgroup leaders and their respective roles within a number of state agencies and Native American tribes. She reported that the group has implemented a Criminal Justice newsletter and highlighted various presentations and activities taking place within the sub workgroups.

Governor Anoatubby opened the floor to discussion and comments concerning the Workgroup Reports. *No Comments or Discussion.*

Dennis Shockley moved to approve the Workgroup Reports. Gene Christian seconded the motion. The following voting action was recorded: *All in favor; none opposed; no abstentions; Workgroup Reports approved.*

V. Evaluation Update

Workgroup Report and Needs Assessment Update

Dr. Kermit McMurry reported that the evaluation workgroup has met four times recently to provide guidance and support on behalf of the Advisory Board. An Update on Evaluation Activities document was provided to summarize the work that has been completed and is ongoing in the areas of study. (See enclosed report.)

Work is underway in the following areas:

- Refinement of the Needs Assessment
- Development of a Longitudinal Criminal Justice study
- Development of a Consumer Participation Study
- Workforce Study Team
- Federal Government and Results Act (GPRA) Reporting Requirements for Transformation Grantees
- Development of a Logic Model

Mr. David Wright noted that the Criminal Justice Study Team has matched data between the Oklahoma State Bureau of Investigation and ODMHSAS to track the overlap in populations of incarcerated persons and mental illness. He also reported that the Department of Corrections has provided prison reception files. This data will also be analyzed to determine the overlap between systems. Mr. Wright reported that interviews have begun with directors and senior staff of the GTAB agencies to identify policy changes that impact adults with mental illness and children with emotional disturbances as required by CMHS. A preliminary report will be reviewed by the individual agencies and the GTAB Evaluation Workgroup following staff interviews with DHS, HCA, OJA and the State Department of Health in October.

Governor Anoatubby opened the floor to discussion and comments concerning the Evaluation Update. *No Comments or Discussion.*

Senator Nancy Riley moved to approve the Evaluation Update. Mr. Jack Turner seconded the motion. The following voting action was recorded: *All in favor; none opposed; no abstentions; The Evaluation Update is approved.*

VI. Information Campaign Proposal

Mr. Jeff Dismukes proposed an implementation of a Social Marketing Campaign to raise awareness regarding mental and addictive disorders as related to the Comprehensive Plan for the Board's discussion and approval. The campaign will focus on specific target markets and utilize mass media and social marketing as methods of message delivery. Mr. Dismukes highlighted the desired outcomes of the public information effort and presented the preliminary campaign activities involving Transformation Partners. (See presentation.)

Key points of the campaign include:

- Implementation of a time lined awareness campaign to disseminate information to the employees of state agency stakeholders
- Measurement of message effectiveness
- Public recognition of agency efforts
- Utilization of successes to implement at the community level

Discussion included:

The Board noted that collaborating with existing Employee Assistance and Employee Wellness programs across state agencies is a natural fit for implementing the anti-stigma campaign within the government employee demographic.

Mr. Dismukes commented by stating that an important factor of the proposed campaign strategy is that it can be seamlessly integrated into the existing structure and is based on the adoption of Innovation.

The Board suggested partnering with the Office of Personnel Management early in the implementation stages of the campaign.

Ms. Terri White noted that this proposal presented an opportunity to de-stigmatize a large portion of the Oklahoma workforce and decide to make a transformative change. She said the campaign, because of its far-reaching capability, has the potential to educate and change attitudes surrounding addiction and mental illness within the state of Oklahoma.

Board members discussed the cost of the campaign. Mr. Dismukes noted that the campaign is cost-effective. The majority of cost is in the production of materials and the purchasing of media. Mr. Hudgens noted that expenses would be included in the public information and supplies portion of the projected budget. Mr. Dismukes said he and Mr. Hudgens could meet to further discuss expenses and develop a more extensive campaign budget.

There were questions in regard to the target age groups for the campaign. Mr. Dismukes said this campaign will not be targeted to age groups but rather at specific goals. He said the presumed age demographic is 24-55 years old and the campaign messages would be specifically tailored to the individual agency.

Mr. Dismukes said an initial random survey would be conducted with a follow-up survey to measure attitudes. Dr. McMurry requested periodic reports to measure the outcome.

The Board noted that as stigma is reduced due to the campaign efforts the need for services will increase and begin at early stages in the process. State agencies must be prepared to respond to the influx in a collaborative manner.

Don Carter noted that the campaign could be duplicated within tribal agencies.

Mr. Mike Fogarty moved to approve the Information Campaign Proposal. Ms. Carolyn Archer seconded the motion. The following voting action was recorded: *All in favor; none opposed; no abstentions; The Information Campaign proposal is approved.*

VII. Alcohol Abuse and Alcoholism Report

Commissioner Terri White provided a brief on alcohol use and the need for alcoholism treatment and prevention initiatives. This report was requested by Mr. Jack Turner. (See enclosed report.)

Governor Anoatubby opened the floor to discussion and comments concerning the Evaluation Update. *No Comments or Discussion.*

VIII. Adjournment

Governor Anoatubby moved to adjourn the meeting. Mr. Mike Fogarty seconded the motion. The following voting action is recorded: *All in favor; none opposed; no abstentions; Meeting adjourned.*

Governor Bill Anoatubby (Chair)

9-29-07
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