

HEALTH AND HUMAN SERVICES COMMITTEE MEETING

MONDAY, JANUARY 7, 2019
9:00 A.M.

MINUTES

MEMBERS PRESENT: Commissioners Jeanne Pearl-Wright, Rob Piercefield, Matthew Bowen, Joseph Brehler, Blake Mulder, Barbara Rogers and Heather Wood

ALSO PRESENT: Commissioner Augustine; Colette Scrimger and John Fuentes

The January 7, 2019 regular meeting of the Health and Human Services Committee was called to order at 9:00 a.m. by Chairperson Pearl-Wright.

Commissioner Rogers moved to approve the agenda, as presented. Commissioner Mulder seconded. Motion carried.

As reported in December, the County is eligible for a Medical Marijuana Operation and Oversight Grant allocation in the amount of \$39,127 from the State. A proposal to utilize the grant funds was submitted to comply with the response deadline of January 1, 2019. The Barry-Eaton District Health Department developed a proposal to utilize the grant funds on behalf of the County. Colette Scrimger, Health Officer, was present to discuss the proposal. The funds will be utilized to focus on harm reduction, specifically related to adolescents and youth. The Department will be partnering with the Ingham County Health Department to develop a messaging and advertising campaign related to awareness, safety and compliance. Funds will also be used to support the Department's Community Behavioral Risk Assessment survey. Discussion held.

Commissioner Rogers moved to recommend approval of a resolution authorizing the Medical Marijuana Operation and Oversight grant application, to the Board of Commissioners. Commissioner Bowen seconded. Motion carried.

The semi-annual reporting schedule for agencies to the Committee was distributed and discussed. A brief description of each agency was provided for the Committee.

The annual allocation of grants to agencies through the County's juvenile millage was also discussed.

Commissioner Rogers moved to adjourn the meeting at 9:37 a.m. Commissioner Wood seconded. Motion carried.

The next regularly scheduled meeting of the Health and Human Services Committee will be held on Monday, February 4, 2019, at 9:00 a.m. in the Board of Commissioners Room of the Courthouse, located at 1045 Independence Boulevard, Charlotte, MI 48813.


Jeanne Pearl-Wright, Chairperson



EATON COUNTY CONTROLLER/ADMINISTRATOR

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(517) 543-2122
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John F. Fuentes, CPA
Controller/Administrator

Connie L. Sobie
*Deputy Controller/
Administrator*

December 27, 2018

Shaun Lampkins
Department of Licensing and Regulatory Affairs
Bureau of Medical Marihuana Regulation

Eaton County proposes to utilize the 2019 Medical Marihuana Operation and Oversight grant for the education, communication and outreach program attached, provided by the Barry-Eaton District Health Department.

Sincerely,

A handwritten signature in black ink, appearing to read "John F. Fuentes". The signature is fluid and cursive.

John F. Fuentes
Controller/Administrator
Eaton County

Program Summary

Grant funds from the Department of Licensing and Regulatory Affairs (LARA) will be used for education, communication, and outreach regarding in the Michigan Medical Marihuana Act in Eaton County. Specifically, the Barry-Eaton District Health Department (BEDHD) will: offer education to local healthcare providers regarding medical marihuana; communicate harm reduction strategies such as safe storage and avoidance of impaired driving to the general public; measure the use of medical marihuana in the population via a voluntary surveillance survey; conduct outreach to caregivers, patients, and adolescents which will inform the development of the aforementioned education and communication efforts.

Ultimately, the project will:

- Improve healthcare providers' knowledge of medical marihuana
- Educate medical marihuana patients and others about safe storage
- Educate medical marihuana patients and others about the dangers of driving while under the influence of marihuana
- Increase perception of risk for adolescent marijuana use
- Measure the self-reported use of medical marihuana and associated characteristics

Describe the project(s) for which funds are requested with an implementation plan.

BEDHD proposes to collaborate with the Ingham County Health Department (ICHHD) on several aspects of this program. ICHHD will be conducting a series of focus groups in Ingham County, and BEDHD proposes to conduct similar work in Eaton and Barry counties. Because the health departments share a media market, the funds can be maximized for greatest impact in the region.

Upon the launch of the project, BEDHD will host and facilitate an initial focus group in Eaton County, with caregivers and/or medical marihuana patients. The intent of this focus group is to uncover knowledge gaps and misconceptions regarding medical marijuana in Eaton County. Information gathered during the group will serve as formative research for the rest of the grant activities in collaboration with similar activities proposed in Ingham and Barry counties. The focus group will include up to 10 people. All attendees will receive a \$25 gift card incentive for participation. Additionally, a meal will be provided.

After messages have been refined/identified through the first round focus groups, ICHHD and BEDHD will issue a request for proposals (RFP) to local graphic design firms. The selected firm will be responsible for the development of all creative elements in the public education campaign. The selected firm will develop two initial concepts. The concepts will be presented to at least one more adult focus groups (caregivers/patients) in Eaton County and one adolescent focus group in Eaton County. Incentives for the adult participants will be similar to that outlined above. For the teen focus groups, all attendees will receive a \$25 gift card incentive for participation and a meal. Up to 10 teens will participate. This round of focus groups will allow stakeholder/target audiences to react to messaging and offer feedback in Ingham, Barry, and

Eaton counties. The design firm will use this feedback to further refine and finalize one concept. (Although teens and adults will receive different messages and likely have different design preferences, the goal is to package and deliver complimentary messages that are part of a cohesive, but two-sided campaign.) Should the feedback from the rural areas suggest that different messaging is appropriate, these adjustments will be made to the final design selections for Eaton County. The final creative deliverables will include short videos, billboard art, radio scripts, social media messages, and print items such as posters and postcards. These deliverables will be shared through the end of September and beyond.

In April, ICHD and BEDHD will unveil the public education campaign at the 4/20 Remix conference. The conference, which has been hosted by the Ingham Substance Awareness and Prevention Coalition (ISAP) for several years, will be attended by preventionists, school officials, community members and youth, including those serving Eaton County. It will include educational sessions on topics such as current marihuana laws, vaping, and parent/youth communication.

By July, BEDHD will offer continued medical education to health care providers in Eaton County regarding medical marihuana. During this session, a licensed clinician (physician, registered nurse, or substance use counselor/preventionist) will present to providers, offering an overview of medical marihuana laws, prescribing practices, and other special considerations when caring for patients using medical marihuana. A meal will be provided to attendees. Materials will be made available to providers who were unable to attend.

In September, an online survey will be promoted on social media to evaluate the public education campaign.

Explain how funds will be used to coordinate efforts with other agencies, if applicable.

Coordinated efforts are critical to the success of this project. BEDHD will coordinate with ICHD (Ingham County) on the implementation of the focus groups, the marketing and media purchasing, and the healthcare provider training. BEDHD also plans to partner with the Eaton County Substance Advisory Group (ECSAAG), our local substance use prevention coalition in Eaton County. It is anticipated that caregivers, dispensaries and patients who participate in focus groups will become partners in sharing the campaign with the community.

Describe the impact will these funds have on the community and what you hope to accomplish.

Objective 1: Improve healthcare providers' knowledge of medical marihuana
Rationale
Marijuana remains illegal at the federal level. This can put health care providers who work for federally qualified health centers and rural health centers in a challenging position. It also

<p>contributes to stigma, both from health care providers and the general public. “[Current laws and research]...tends to place marijuana in a medical liminal space, neither legitimate nor illegal. These uncertainties in turn have left medical patients vulnerable to stigma.”¹ Patients may hide their medical marijuana use from both their peer group and their primary physician. The latter can be especially harmful to the patients’ health. “Negative attitudes of physicians and other health professionals may have a detrimental impact on patients, including their treatment outcomes.”²</p>
Strategies
<ol style="list-style-type: none"> 1. Offer a medical marijuana training or “Lunch and Learn” session for health care providers. 2. Share messages/materials from training with healthcare providers.
Evaluation
<ol style="list-style-type: none"> 1. A pre- and post- survey will be administered to providers attending the training. 2. The distribution of messages/materials to healthcare providers will be tracked.

Objective 2: Educate medical marijuana patients and others about safe storage
Rationale
<p>“States where medical marijuana is legal have been shown to have higher rates of calls to poison control centers for unintentional marijuana exposure in children under 9 years of age.”³</p>
Strategies
<ol style="list-style-type: none"> 1. Model safe storage and explain the necessity in the public education campaign.
Evaluation
<ol style="list-style-type: none"> 1. The distribution of messages/materials and web and social media metrics will be tracked. 2. A question about safe storage will be included in the summative, online evaluation survey.

Objective 3: Educate medical marijuana patients and others about the dangers of driving while under the influence of marijuana
Rationale

¹ Satterlund, T. D., Lee, J. P., & Moore, R. S. (2015). Stigma among California’s medical marijuana patients. *Journal of psychoactive drugs*, 47(1), 10-17.

² Satterlund, T. D., Lee, J. P., & Moore, R. S. (2015). Stigma among California’s medical marijuana patients. *Journal of psychoactive drugs*, 47(1), 10-17.

³ Wang, G. S., Roosevelt, G., Le Lait, M. C., Martinez, E. M., Bucher-Bartelson, B., Bronstein, A. C., & Heard, K. (2014). Association of unintentional pediatric exposures with decriminalization of marijuana in the United States. *Annals of emergency medicine*, 63(6), 684-689.

<p>“National studies provide conflicting evidence on whether states with medical marijuana laws have higher rates of traffic fatalities and whether marijuana use increases the risk of fatalities, but a Colorado-specific study revealed an increase in traffic fatalities involving drivers who tested positive for marijuana.”⁴</p>
<p>Strategies</p>
<p>1. Explain that driving while high is illegal and considered driving while under the influence</p>
<p>Evaluation</p>
<p>1. The distribution of messages/materials and web and social media metrics will be tracked. 2. A question about driving while high will be included in the summative, online evaluation survey.</p>

<p>Objective 4: Increase perception of risk for adolescent marijuana use</p>
<p>Rationale</p>
<p>According to the Michigan Profile for Healthy Youth Survey, the percentage of youth who believe “regular marijuana use is risky” has decreased significantly since 2008. In 2008, 67% of Eaton County youth said it was risky. Ten years later in 2018, just 38% said it was risky. Medical marijuana became legal in 2008 in Michigan. Although the cause of this decrease in the risk perception cannot be proven and may be related to many factors, Colorado also saw decreased perception of risk among youth with the commercialization of medical marijuana.^{5,2}</p> <p>Marijuana use may have unique risks for the developing adolescent brain. Research suggests that repeated marijuana use during adolescents can increase the likelihood of addiction. “Estimates from research suggest that about 9 percent of users become addicted to marijuana; this number increases among those who start young to about 17 percent.”⁶ Some research also suggests that chronic marijuana use during adolescence may be associated mental illness later in life.⁷</p>

⁴ Ghosh, T. S., Van Dyke, M., Maffey, A., Whitley, E., Erpelding, D., & Wolk, L. (2015). Medical marijuana's public health lessons—implications for retail marijuana in Colorado. *New England Journal of Medicine*, 372(11), 991-993.

⁵ Colorado Department of Public Health and Environment. Healthy Kids Colorado Survey (HKCS), 2013

(http://www.chd.dphe.state.co.us/topics.aspx?q=Aolescent_Health_Data).

⁶ “Principles of Adolescent Substance Use Disorder Treatment: A Research-Based Guide.” National Institutes of Health. Retrieved on December 19, 2018 from: <https://www.drugabuse.gov/publications/principles-adolescent-substance-use-disorder-treatment-research-based-guide/frequently-asked-questions/it-possible-teens-to-become-addicted-to-marijuana>

⁷ “Is there a link between marijuana use and psychiatric disorders?” National Institute on Drug Abuse. Retrieved on December 20, 2018 from: <https://www.drugabuse.gov/publications/research-reports/marijuana/there-link-between-marijuana-use-psychiatric-disorders>

Strategies
1. Launch youth-oriented messages that encourage teens to comply with state law that prohibits marijuana use for persons under 21 years old. (Medical marijuana under a doctor’s care is the only exception.)
Evaluation
1. The distribution of messages/materials and web and social media metrics will be tracked. 2. The summative, online evaluation survey will oversample to reach many teens/adolescents.

Objective 5: Measure the self-reported use of medical marijuana in adults and associated characteristics
Rationale
The purpose of the Barry-Eaton Behavioral Risk Factor Survey (BRFS) is to provide public health surveillance data on the population of Eaton County. This data is used to better understand the health needs and behaviors of people in our area. Barry-Eaton conducts a replication of the Michigan/CDC survey so that county-level data are available. Marijuana use has been surveyed in the 2011-2013 survey and also in the 2014-2016 survey. Through data from the BRFS, BEDHD can learn the impact of gender, income, disability, age, and education on medical marijuana utilization. We also can measure the use of medical and non-medical marijuana use. For example, the majority of recent adult marijuana users (43%) in Eaton County reported that they used marijuana in the past month for both medicinal and recreational reasons, compared to only recreational (27%) or medicinal (30%) reasons. Continuing to obtain this information allows BEDHD to design educational and outreach materials that are informed by the actual reported practices and populations in our counties.
Strategies
1. Survey adults (18 and over) regarding their health behaviors, including the use of medical marijuana via a voluntary random phone survey.
Evaluation
2. Yearly survey sample is completed and includes medical marijuana question(s).

Explain how these funds will be combined with other funding to complete the project, if necessary

These funds will be combined with ICHD’s funding to implement the communications campaign across the three county region (Ingham, Eaton, Barry). BEDHD will pay for ads and media placed in Eaton County and Barry County. The funds for a portion of the BRFS survey relating to marijuana will be combined with local health department funds and other prevention grants that will pay for the remainder of the survey.

Explain anticipated outcomes that will result from this grant.

It is anticipated that this grant will:

- Improve healthcare providers' knowledge of medical marijuana
- Educate medical marijuana patients and others about safe storage
- Educate medical marijuana patients and others about the dangers of driving while under the influence of marijuana
- Increase perception of risk for adolescent marijuana use
- Measure the self-reported use of medical marijuana and associated characteristics

These objectives are especially critical and timely now that Michigan allows both medical marijuana use and recreational marijuana use. Messaging is needed to clear misconceptions and will be especially welcome by the community during this time of change.

Submit a detailed budget showing how the requested funds will be expended.

PROGRAM BUDGET

Focus Groups (caregivers/patients x2, adolescents)	\$2,500
Training for Healthcare Providers	\$5,000
Public Education Campaign	\$25,127
Development of creative content	\$5,000
Television, radio, billboard, mall advertising, printing (posters/small media), social media promotion	\$20,127
Marihuana Inclusion on 2019 Sample of the Barry-Eaton Behavioral Risk Factor Survey	\$3,000
Project Management and Reporting	\$3,500
TOTAL	\$39,127



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Connie L. Sobie
Deputy Controller/
Administrator

TO: Eaton County Healing and Recovery Center, Barry-Eaton District Health Department, Community Mental Health and Tri-County Office on Aging

FROM: John Fuentes, Controller (*JFF*) 

SUBJECT: Health and Human Services Committee Semi-Annual Reports

DATE: January 3, 2019

The Health and Human Services Committee has asked that a schedule be developed to receive Semi-Annual Reports on the major activities of your agency. Please contact this office at (517) 543-2122, if the proposed dates conflict with your calendar. If you have any questions, please contact me.

February 4, 2019	Barry-Eaton District Health Department
March 4, 2019	Healing and Recovery Center
April 1, 2019	Community Mental Health
May 6, 2019	Tri-County Office on Aging
July 1, 2019	Barry-Eaton District Health Department
August 5, 2019	Healing and Recovery Center
October 7, 2019	Community Mental Health
November 4, 2019	Tri-County Office on Aging

All meetings will begin at 9:00 a.m. and will be held in Conference Room 101 of the Eaton County Courthouse, located at 1045 Independence Blvd., Charlotte, MI 48813.

These meetings will be posted in conformance with the Open Meetings Act.