



Kentucky Opioid Abatement Advisory Commission

Meeting Agenda

September 10, 2024, 1:00 p.m. ET

Capitol Annex, 702 Capital Ave, Room 169, Frankfort, KY 40601

MINUTES

Members Present: Christopher Evans, Chair (in person), Darren Allen (Zoom), Patricia Freeman (Zoom), Allen Brenzel, proxy for Secretary Eric Friedlander (in person), Representative Chris Fugate (in person), Van Ingram (in person), Karen Kelly (Zoom), Russell Webber, proxy for Treasurer Mark Metcalf (in person), Von Purdy (in person), Jason Roop (Zoom).

Staff Present: Jessie Halladay and Alison Chavies

I. CALL TO ORDER

Chair Evans called the Kentucky Opioid Abatement Advisory Commission (KYOAAC) meeting to order at 1:10 p.m. on Tuesday, September 10, 2024.

II. ADOPTION OF AGENDA

Van Ingram moved to adopt the September 10, 2024, agenda. Von Purdy seconded, and the motion carried.

III. BUSINESS MEETING SCHEDULE

1. November 12, 2024, 1:00 p.m.

**** All business meetings will take place at Capitol Annex, 702 Capital Ave, Frankfort, KY 40601. Room to be assigned based on availability.**

IV. MINUTES

1. July 29, 2024, Business Meeting

Russell Webber moved to approve the July 29, 2024, minutes. Dr. Allen Brenzel seconded, and the motion carried.

V. EXECUTIVE DIRECTOR UPDATES

Executive Director Evans recognized former Commission member Karen Butcher, who stepped down from her position, for her service, hard work and dedication to the Commonwealth and the Commission.

Executive Director Evans updated members regarding the Publicis Health settlement and informed members the \$6.8 million settlement has been added to the Commissions' funds. In addition, Director Evans updated the Commission on a previous recommendation from Treasurer Mark Metcalf to see if Commission's funds were being held in an account which can accrue interest. Upon looking into that



request, it was determined the funds were in a non-interest-bearing holding account, at which time the Commission funds were placed into an interest-bearing account utilized by the state. Since June the funds have gained over \$615,000 in interest thanks to Treasurer Metcalf's recommendation.

Evans also announced registration for the 2024 Kentucky Opioid Symposium is now open. It will be held October 21st and 22nd in Louisville at the KY International Convention Center (KICC).

VI. NEW BUSINESS

1. Office of the Attorney General Statewide Prevention Initiative
 - Attorney General Russell Coleman

Attorney General Russell Coleman welcomed newly appointed Commission members, Representative Chris Fugate and Karen Kelly, both of whom bring “valued perspective and fire in the belly for our shared efforts.” The Attorney General also thanked Representative Danny Bentley, Carlos Cameron, and Karen Butcher for their previous service to the Commission.

General Coleman announced in May there have been more than 8,000 doses of Naloxone delivered to the Commonwealth through the Teva settlement. In partnership with the Cabinet for Health and Family Services and the Kentucky Association of Pharmacists, those doses will go out through Kentucky as needed.

The Attorney General recounted to the Commission his exciting visit to one of the most recent recipients of the Commission's grant award, DV8 Kitchen in Lexington, KY. He thanked the Commission for their time and care that each member put into selecting these recipients.

Attorney General Russell Coleman spoke to the Commission members regarding “the gaping hole” as it relates to fighting the drug threat in Kentucky, a youth focused effort. He charged the Commission to collaborate and help him launch a statewide prevention initiative, Better Without It. He asked the Commission to approve a two-year \$3.6 million investment – or an average of \$1.8 million per year – to stand up this prevention initiative.

Better Without It is a youth-centered prevention campaign based on positive youth development principles. It will encourage young people to choose positive life choices. It will shine a light on their resilience, and nurture the 5 Cs: competence, confidence, connection, character, and compassion. The prevention proposal

is a three-legged stool built from academic research, marketing best practices, an analysis of past prevention campaigns, and a focus on Kentucky's unique place in the drug crisis. That stool includes:

- *An innovative campaign to show young Kentuckians that they're Better Without It.*
- *Promotion of existing school-based programs.*
- *Amplification of this Commission's partnerships with youth-prevention organizations.*
 - Better Without It presentation
 - Stanley Brizz, MS, Brevard Prevention Coalition, Executive Director/Addictions Counselor, Chairperson of Brevard County's Opioid Misuse Task Force
 - Greg Trujillo, Partner / Lead Strategist, CTS { agency
 - Maria Bledsoe, Chief Executive Officer, Central Florida Cares
 - Carolyn Capern, Partner / Lead Strategist, CTS { agency

Presenters explained how the Attorney General's initiative involving Better Without It (BWI) would benefit Kentucky, and what would be included in the \$3.6 million request. Maria Bledsoe explained why Better Without It is the best option for the Commonwealth.

- *The goal is engagement.*
- *Directly focused on youth and young adults.*
- *Keeps young people engaged, both online and off.*
- *Created excitement in — community, stakeholders, schools, and young adults.*

Stanley Brizz explained the BWI prevention principles including the 5 Cs: competence, confidence, connection, character, and compassion. He described the sample outcomes and research methodology.

Carolyn Capern and Greg Trujillo provided a media campaign overview. The strategy includes emphasis on digital media first to reach Gen Z, social media advertising and content production, streaming advertising, influencer partnerships, television partnerships, and mobile game development. They explained how they have measured community impact and success metrics to date.

At the conclusion of the BWI presentation, Attorney General Coleman stated he still plans on going after those who bring this poison into our Commonwealth, but he has a duty to look after the people and

communities in the Commonwealth as a whole. He believes the Better Without It campaign will have the greatest impact and provide the best results for statewide youth prevention.

Following the presentation, Commission members expressed their excitement for this initiative and praised the Attorney General for bringing this effort to the Commonwealth.

Executive Director Evans opened the floor for a vote on approving funding for the initiative.

Dr. Allen Brenzel moved to approve Commission funding in the amount of 3.6 million dollars to fund the Attorney General’s Statewide Youth Prevention Initiative. Van Ingram seconded, and the motion carried.

2. October Business Meeting

Director Evans informed the Commission of the need to hold an additional meeting to further discuss priorities for the next funding cycle.

Von Purdy moved to add October 8th, 2024, from 1 to 2 pm, via Zoom to the 2024 business meeting schedule. Darren Allen seconded, and the motion carried.

3. 2025 Business Meeting Schedule

Director Evans informed the Commission of the 2025 dates for meetings.

******ALL meeting will take place at the Capitol Annex, 702 Capital Ave., Frankfort, KY 40601, from 1 – 4 pm eastern time. The room will be announced when assigned.***

- *January 14, 2025*
- *March 11, 2025*
- *May 13th*
- *July 8th*
- *September 9th*
- *November 4th*

Darren Allen moved to approve the 2025 Business Meeting Schedule. Russell Webber seconded, and the motion carried.

VII. COMMISSION MEMBER ANNOUNCEMENTS

September is Recovery Awareness month. Van Ingram announced there will be a Recovery Month rally on September 16 at the Capitol beginning at 10 am.

VIII. PUBLIC COMMENTS

None

IX. ADJOURNMENT



2:07 p.m. Dr. Allen Brenzel moved to adjourn the scheduled business meeting of the KYOAAC. Van Ingram seconded, and the motion carried.