BRIDGING THE GAP SUB-COMMITTEE

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MEMBERS

Judge T. Morgan, Monica Hunt, Sarah Palmani, Garry Clift, Bronna Kahle, Terry Collins, Sheriff Troy Bevier, Kevon Martis, Tim Kelly

MEETING LOCATION

Commission Chambers

Minutes: Wednesday, August 20, 2025

I. Call to Order

Present: *Jim Van Doren, Terry Collins*

Also Present: *Sheriff Troy Bevier, Community Development Coordinator Francine Zysk, Community Impact/Advocate Bronna Kahle, Medical Examiner Office Manager Sarah Palmani, Health Officer Monica Hunt, Citizen Garry Clift, Mental Health Rep. Tim Kelly, Communications Coordinator Jen Ambrose, Admin. Coordinator Carissa Zubke*

Absent*: Kevon Martis, Judge Morgan*

The meeting was called to order at 3:00pm by Comm. Van Doren.

II. Approval of Minutes

A. Approval of Minutes: August 18, 2025

Motion by Collins, to approve the minutes of August 18, 2025, seconded by Sheriff Bevier. Motion carried.

III. Old Business

No discussion.

IV. New Business

A. Prevention Media Campaign - *Lenawee Broadcasting and Southeast Michigan Media*

Julie Koehn, President and General Manager of Lenawee Broadcasting and Southeast Michigan Media, presented a proposal for a multimedia campaign to build community awareness about opioids and to support opioid-related agencies in Lenawee County.

Koehn provided a preview of a three-year website initiative, StopTheAddiction.com, which would include all organizations offering SUD services, including those receiving opioid-related funding from the County. The website would feature County events, news, resources, education, and real-life stories. Lenawee Broadcasting would also highlight various agencies through dedicated spotlights.

The campaign would be promoted through social media, websites, and audio commercials. The radio component would air five times per day, 365 days per year, directing individuals to the StopTheAddiction.com website. In addition, the campaign would be incorporated into all regular-season high school and college sporting events, reaching students and parents on WLEN, 96.5 The Cave, and Lenawee TV. Koehn reviewed the audiences of each station. She noted that the campaign would also include two live broadcasts for Drug Take Back Day.

Listener data was presented: across the three radio stations, between 14,000–16,000 individuals are reached every quarter-hour. Based on 15,000 listeners per quarter-hour, the cost equates to less than $0.00166 per impression.

Koehn described a past campaign with the Health Department. Prior to airing the Health Department radio ad, its affiliated website received 5–7 daily visits. On the day the ad was aired, website traffic increased to over 170 visits.

In addition to the radio ads, the campaign will include 24 community video podcasts, featured on-air and online at WLEN.com, Lenawee TV, and YouTube. These podcasts would showcase organizations working in the SUD field.

WLEN's digital reach in 2024 includes:

- *3.5 million website page views*
- *Over 25,000 Facebook followers*
  Over 2 million Facebook video views in the last 90 days
  2,400+ News email subscribers with a 40% open/click rate

Program evaluation will include three online surveys measuring opioid knowledge—at the beginning, midpoint, and conclusion of the campaign—along with monitoring website visits.

Funding for the proposal covers a 12-month period. However, WLEN will sustain the community-based website for three years.

When asked where advertised information would be obtained, Koehn explained that it would come directly from expert agencies in Lenawee. If additional data is needed, State of Michigan opioid statistics and information could also be included.

It was clarified that while WLEN's audience extends beyond Lenawee County, the website will focus exclusively on Lenawee County resources.

Finally, it was suggested that an additional measurement could include referral tracking for SUD programs by asking participants, "How did you hear about the program?"

B. Collaborative Care Model into telehealth OUD treatment - *Workit Health*

Cynthia Jimes, Director of Grants, Janessa Perrin, Head of Behavioral Health, and Amanda Olguin, Sr. Grants Manager, presented the Collaborative Care Model for WorkIt Health. The organization's mission is to improve the lives of people struggling with addiction by providing patient-centered care that is both effective and affordable.

The proposal focuses on Lenawee County residents with co-occurring opioid use disorder (OUD) and mental health diagnoses. WorkIt Health will train its Lenawee behavioral health clinical team in the Collaborative Care Model and in key psychotherapeutic interventions.

Since its launch in 2018, 143 Lenawee County residents have utilized the WorkIt Health platform. Of those, 50% of billing was to Medicaid and 33% to commercial insurance. The primary demographic served has been adults ages 30–54, with 61% having a high school education or less. Thirty-nine percent reported full-time employment, and 61% owned or rented homes. Data from 2021 Medicaid claims showed that WorkIt Health's OUD care was associated with a 74% reduction in annual inpatient visits and a 42% reduction in annual emergency room visits.

At intake, 85% of Lenawee County patients presented with symptoms of anxiety or depression, and more than half experienced moderate to severe symptoms. The Collaborative Care Model is an evidence-based, team-based approach for individuals with OUD and co-occurring disorders. In this model, a behavioral healthcare manager works directly with a licensed provider.

The proposal identifies three milestones: to train the behavioral health team on psychosocial interventions and collaborative care for anxiety and depression; to enroll at least 70 new Lenawee residents in Telehealth OUD treatment, with the option to participate in the collaborative care model if depression or anxiety is identified; and to collect and share data, assessing patient anxiety and depression scores. The goal is to remove barriers to care, including lack of insurance. With the requested funding, WorkIt Health would be able to cover treatment costs for up to ten uninsured or underinsured individuals.

The model would be sustained by strategically utilizing funding, billing insurance when possible, and building local partnerships.

In the discussion, presenters noted that awareness of the program comes from a variety of sources, including social media, Google listings, and referrals from physician offices such as Family Medical Center. With additional grant funding, WorkIt Health would also like to incorporate billboard advertising. The hiring and training plan includes training the nine professionals currently on staff in Lenawee and hiring three new behavioral health specialists. Recruitment partnerships are in place with the University of Michigan and Eastern Michigan University, in addition to other behavioral health programs.

Questions were raised about communication with clients who stop responding. WorkIt Health explained that outreach may include mobile push notifications, emails, text messages, personal phone calls, and direct communication with the client's physician. Presenters

clarified that most clients are self-referred, rather than court-mandated. The self-administered drug screen is used as a tool to determine whether clients are taking prescribed medications and whether other substances are present.

Overall, the proposal would support training for a total of 12 professionals, marketing and advertising efforts, and treatment coverage for up to 10 uninsured individuals.

V. Public Comment

Commissioner Van Doren noted that inquiries had been received regarding the decision-making process. He explained that the subcommittee's role is to hear all presentations, score and evaluate each proposal, and then make a recommendation to the Board of Commissioners. The final decision on the allocation of opioid funding will come from the Board of Commissioners.

Each member of the subcommittee then reintroduced themselves, identified the organization they represent, and shared their interest in serving on the subcommittee.

VI. Adjournment

Motion by Collins, to adjroun the meeting at 3:58pm, seconded by Kahle. Motion carried.