

Meeting Minutes

Pregnant and Parenting Women Subcommittee of the Governor's Council on Substance Abuse Prevention and Treatment

Tuesday June 24, 2025, Approved

Attendees:

Subcommittee Members: Courtney Boyd, Janine Breyel, Rebecca Crowder, Dr. David Didden, Amna Haque, Kelly Lemon, Dr. Stefan Maxwell (chair), Lisa Richards, Dr. Cody Smith

Invited, Not Attending: Tameran Asbury, Sandra Cline, Rhonda Edmunds, Kristy Richardson-Ohlis, Amy Tolliver

ODCP Staff: Jessica Smith

Marshall University Staff: Bradley McCoy

Opening:

Dr. Stefan Maxwell (chair) provided welcome and opening remarks of this meeting of the Governor's Council on Substance Abuse Prevention and Treatment, Pregnant and Parenting Women (PPW) Subcommittee. The meeting was called to order on Tuesday June 24, 2025, and was conducted by Zoom conference. A quorum was present to approve the April 2025 meeting minutes. There was no May 2025 meeting of the Subcommittee. Rebecca Crowder made a motion to approve without changes, and Amna Haque seconded. There was no further discussion, and the minutes were approved with all in favor and none opposed. The purpose of the meeting was to provide progress updates on 2025 Key Performance Indicators (KPIs).

Agenda:

2025 Key Performance Indicator Updates and Quarter 2 Progress Report

- Goal 1, Strategy 1, KPI 1: 100%, This KPI was completed in Quarter 1.
- Goal 1, Strategy 1, KPI 2: 50%, Conclusions and recommendations about screening already exist in the initial PowerPoint presentation from the West Virginia Perinatal Partnership. Education around patient identification and increased usage were the main focus points. This will be further distributed.
- Goal 1, Strategy 1, KPI 3: 20%, Kelly Lemon is still reaching out to the Maternal Risk Advisory Council for a meeting about screening.
- Goal 1, Strategy 1, KPI 4: 0%, The completion of this KPI is dependent on initial meetings with the Maternal Risk Advisory Council which will inform the development of written recommendations to increase screening.
- Goal 1, Strategy 2, KPI 1: 50%, The Housing Workgroup will provide data after initial data assessments. This is anticipated to be fall 2025 following discussion with Bob Hansen (Community Engagement Chair).
- Goal 1, Strategy 2, KPI 2: 100%, This KPI was completed in Quarter 1.
- Goal 1, Strategy 3, KPI 1: 100%, This KPI was completed in Quarter 1.
- Goal 1, Strategy 3, KPI 2: 70%, Dr. Stefan Maxwell and Dr. Stephen Loyd have discussed funding

opportunities for education campaigns. They will likely seek funding from the First Foundation.

- Goal 1, Strategy 3, KPI 3: 50%, Dr. Stefan Maxwell presented a study from Charleston Area Medical Center (CAMC) and US Drug Testing Lab to their Substance Use Advisory Committee. The study was a seven-year project looking at prevalence of substance use during pregnancy. Dr. Maxwell has plans to share preliminary analyses further, but the study is not published yet.
- Goal 1, Strategy 3, KPI 4: 50%, Janine offered the WV Perinatal Partnership's social media pages to share issue briefs and eventual education campaign materials.
- Goal 1, Strategy 3, KPI 5: 20%, Dr. Maxwell was asked to speak at the September 18, 2025 Appalachian Addiction and Prescription Drug Abuse Conference. The WV Perinatal Summit is from October 16-17, 2025, and they will present information there as well.

Education Campaign Updates

- Although this Subcommittee has identified areas for potential funding, they would like to choose a campaign first before developing a proposal.
- Dr. Stefan Maxwell shared a link with the Subcommittee via email about NTI Upstream, "a full-service creative and digital marketing agency that develops education, outreach, and awareness campaigns designed to drive behavior change."
 - About NTI Creative: <https://www.ntiupstream.com/about-creative>
 - Specific campaign results: <https://www.ntiupstream.com/our-work>
- Dr. Stefan Maxwell has consulted with Gabe Chasnoff from NTI. NTI can give the Subcommittee clips to share on social media. The Subcommittee would like to invite Gabe to a future Subcommittee to provide examples of their education campaign work and the budget needed to support a campaign before they provide a recommendation to the Office of Drug Control Policy to use them.

Town Hall Meetings

- Bradley McCoy provided an overview of the Town Hall Meetings (using the new term of Community Conversations this year) and their schedule. Town Hall Meetings will also be held in-person throughout a two-week period in Logan, Wheeling, the Eastern panhandle, and Charleston with more details about the date and location to come. The virtual format will be the same as in previous years. The virtual Town Hall Meetings are scheduled for:
 - Wednesday August 27th 10:00-12:00 (Virtual)
 - Wednesday September 3rd 1:00-3:00 (Virtual)
 - Wednesday September 10th 10:00-12:00 (Virtual)

Additional Discussion

- None.

Adjournment:

Dr. Maxwell closed the meeting by thanking all subcommittee members for their attendance and participation. The subcommittee will meet again on July 22, 2025, at 10:00 AM.