ATHENS-HOCKING-VINTON
Alcohol, Drug Addiction and
Mental Health Services Board

Executive Director Update: September/October 2026

Carlson Center Closing: Dr. Bays contacted us in early September to inform us that the Carlson Center detoxification and residential treatment program in Athens County was closing on September 15th due to Medicaid reimbursement rates and lack of referrals. While this is a loss in our Board area, Kim Crum, Community Services Manager, worked to establish contracts with two alternative providers (The Recovery Council and Hope Valley). For persons without insurance, Health Recovery Services determines eligibility for board-funded care and approves referrals to this level of care.

Flooding in Vinton County: The Board provided $1000 to Integrated Services for Behavioral Health in their work with community partners to address the immediate needs of persons displaced by flood waters.

Medicaid Changes: Board staff met with clinical contract agencies in late September to discuss the federal and state changes to Medicaid, and how the negative effects might be mitigated. Ohio Department of Behavioral Health and Ohio Medicaid have proposed numerous rule changes for treatment and crisis services. The rules have been fast-tracked despite concerns from Boards and Providers about many possible negative impacts. There are a lot of unknowns and moving parts; the advocacy and discussion are on-going. Our Association provided summary information which is posted on the board members' webpage.

Communications: We were pleased to have the Athens Messenger publish a press release on the Board's partnership with Ohio Health O'Bleness to improve safety and comfort for behavioral health patients at the emergency department. The press release was sent out by Modo Media, and the Messenger also did a follow-up story.

Modo Media provides us with quarterly metrics related to our social media. I have included the most recent report.

Staff Updates: Board staff participated in over 160 meetings, trainings or events in the months of August and September! So many outstanding collaborations—here are a few highlights:

- Attended a Ripple Effects Mapping (REM) session at Serenity Grove, led by Sister's Health Foundation. REM captures the qualitative impact of an organization on residents, staff, board members, and partner agencies ("ripple effects"). Participants included current and former residents, staff, board members, and partner representatives. New terms learned: *Cumulative Disadvantage* and *Unbroken Sobriety*.
- NAMI Ohio held a listening session at the Dairy Barn and is advocating for increased funding through local ADAMH Boards to directly support individuals with behavioral health needs.
- Hocking Municipal Court Drug Court graduation was a successful community celebration that helped shift the narrative around recovery.
- Two staff members completed NOVA Advanced Training and are now available to respond to community events as needed.
- Attended the Appalachian Ohio Suicide Prevention Conference. Key takeaways: (1) LifeSide Ohio and Ohio Man Therapy have ambassadors available for presentations and outreach to gun shops about the new safe storage law. (2) Muskingum Area Board's Ag Navigator promotes mental and behavioral health engagement with the farming community.
- Coordinated with local Scout troops to prepare 50 Safe Home Kits. The Athens County Suicide Prevention Coalition (ACSPC) sponsored an outreach event where Scouts distributed flowers with 988 information and affirming messages.
- Completed Hocking County Prevention and Recovery Task Force (HCPRTF) participation, deliverables, and grant invoicing through the Ohio Coalition Institute Learning Community's Coalition Operations and Management initiative. Potential exists for next-level engagement.
- Participated in a gambling focus group with HRS to provide input on developing statewide resources.
- Participated in several planning events: "Taking Action" at the Vinton County Health Department to map Vinton County's recovery landscape; the Department of Children and Youth Kids Summit focused on multi-system youth; and Groundwork Ohio planning for a "Road Show" roundtable on the needs of children under age five.
- Collaborated with Athens County community partners on a countywide resource directory. Participated in an Athens community group exploring housing and services for senior citizens at the Ridges. Met with the Hocking Health Department to coordinate efforts on its tobacco-use reduction grant.
- The PAX for New Beginnings full-day training was well attended.

MODOMEDIA

Social Media 2026-2028 Community Plan: 2026 Q3 Report

The Board exceeded its December 2026 Total Views goal during Q3, reaching 79,941 views year-to-date. Engagement Rate by Reach improved for the second consecutive quarter, increasing from 1.94% in Q1 to 3.91% in Q3. While still below the 7.50% year-end goal, this growth shows encouraging progress.

Strong original content generated the best results. Two top-performing posts featured photos of the Board's work, while another shared a personal recovery story through video. These results reinforce the importance of both content and format. Instagram and YouTube also launched during Q3, expanding the Board's communication channels.

RECOMMENDATION

Continue prioritizing original, locally focused content that highlights the Board's impact across all three counties. With engagement improving, we recommend retaining the current SMART goal through Q4 and reassessing the 2027 target during year-end reporting.

Top 3 Performing Posts

Facebook | Q3 2026 | Ranked by Reach

Post	Reach	Interactions
OhioHealth O'Bleness Hospital Behavioral Health-Safe Rooms	8,344	193
Bridgette McVey's Recovery Story	7,242	586
Hocking Overdose Awareness Event	945	11