



A personal note from Linda McKinnon, CEO.

**E-News This Week**  
**February 11, 2013**



February is National Heart Awareness Month. According to data from the Centers for Disease Control and Prevention, heart disease is the leading cause of death among American adults; one in every three deaths is from heart disease and stroke, which amounts to approximately 2,200 deaths per day, which is well over half a million lives annually. This statistic emphasizes

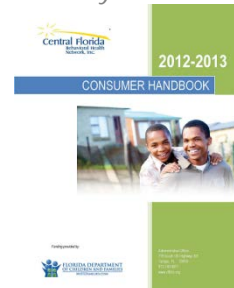
the importance of raising awareness about heart disease trends during American Heart Month 2013.

President Obama recently noted in his proclamation that while no one is immune to heart disease, everyone can take steps to reduce their risk. During American Heart Month, he asked the nation to make a commitment -- for ourselves and our families -- to staying healthy and keeping our hearts strong. He further stated:

*"Although genetic factors likely play a role in cardiovascular disease, there are also several controllable risk factors, including: blood cholesterol levels, high blood pressure, diabetes, poor diet, obesity, tobacco use, and physical inactivity. Any one of them can lead to heart disease, and additional factors magnify the risk. That is why a heart-healthy lifestyle is so important. Certain improvements to daily routines -- like eating healthy, not smoking, limiting alcohol use, and getting routine health screenings -- can lower several of these risk factors and set the stage for a long and healthy life. My Administration is committed to helping Americans achieve and maintain heart health. Under the Affordable Care Act, many insurance plans must cover certain preventive services like blood pressure screening and obesity screening at no out-of-pocket cost to the patient. In 2014, a new Health Insurance Marketplace will make affordable health insurance available to millions of men, women, and children -- including those with pre-existing conditions. We are also working to prevent heart disease through efforts like First Lady Michelle Obama's Let's Move! Initiative, which encourages young people and families to eat healthy and get active. And throughout the Federal Government, we are partnering with communities, health care providers, organizations, and other stakeholders to make care more accessible and prevent more heart attacks than ever before. To learn more, visit [www.HealthCare.gov](http://www.HealthCare.gov)."*

For more information you may also visit [www.heart.org](http://www.heart.org). Also, remember your Valentine February 14!

Please refer to our newest CFBHN publication – the 2012-2013 Consumer Handbook. It provides good information and helpful links and is prominently displayed on our website home page and our Facebook page. Help us improve and please share your thoughts on this new publication.



We continue our E-Meet of Board Membership this issue by profiling our Secretary, Judy Turnbaugh. The complete Board Membership is on our website under a new tab at the top of our home page, and profiles will be housed on that page site. From there you can also navigate to read the minutes of previous board meetings.

Thanks to everyone who has visited our Facebook page and **LIKED US!** Our analytics now show that overall more women than men like us except for the age bracket 25-34 where more men like us. We will continue to monitor our Facebook content as we reach across demographics to serve our total potential audience. Facebook is a truly dynamic communication vehicle. Did you know:

- 1 in every 13 people **ON EARTH** use Facebook with half logged on any given day!
- 48% of 18-34 year olds check Facebook when waking up, 28% before getting out of bed!
- The rapidly growing 35+ demographic represents over 30% of the Facebook user base.
- 57% of people talk to people more online than they do in real life



Along with the social connectedness provided, it is also rapidly becoming a trusted source for health information. We thank you for **LOGGING ON** and **LIKING US!** Please continue to share our link.

As always this week's E-News features timely information on special events that recognize people and issues we are passionate about. I hope you will have the opportunity to participate in some of these. Here's hoping your week goes well!

## Judy Turnbaugh is CFBHN Board Secretary

[E-Meet our Secretary](#)



After 32 years of Federal service, Judy retired from the Office of the Commissioner's staff, U.S. Customs Service as a Senior Enforcement Specialist. During her tenure she was appointed as the national Zero Tolerance Ombudsman. She became actively involved in advocacy work as a family member with NAMI (National Alliance on Mental Illness) in 1996 primarily to assist her brother and persons with mental illness navigate the mental health community and services. For two terms, Judy served as President, NAMI Pinellas County and she proudly participates in a variety of NAMI signature programs. As a member of NAMI's Speakers Bureau, she enjoys her guest speaking engagements throughout the community and welcomes it as an opportunity to educate the public on mental illness issues. She is also a member of the FACT (Florida Assertive Community Team) Advisory Council and the Mental Health Substance Abuse Coalition. In addition to her advocacy work with NAMI, she also served as President and Co-Founder of Benedict Haven, a Residential Treatment Facility, that was established as a non profit 501(c)(3) organization and built from the ground up. The Pinellas County Guardian Association invited Judy to become a member of their Board of Directors and serve as the Chair of the Family Guardian Committee. For her tireless efforts, she has received numerous community awards including:

- NAMI Pinellas County's End the Mystery Achievement Award, 1999
- Outstanding Advocate from NAMI Florida in 2002
- "10 Who Care" Award by TV Channel 10 (2002)
- Iris Award from NAMI Pinellas County Florida (2003)
- National GEICO Public Service Award (2004) in Washington, DC
- NAMI Florida Advocate of the Year 2007
- Suncoast Center for Community Mental Health's "Sunrise Award" – 2008
- Palm Harbor "Woman of the Year" – 2008
- Crisis Intervention Team (CIT) Advocacy Award – 10<sup>th</sup> Anniversary – 2009

We are extremely lucky to have Judy serving on the CFBHN Board of Directors.

---

## CFBHN Focuses on 2012-2013 Consumer Handbook

[Electronic handbook available on our website home and Facebook pages – quick guide for consumers](#)

The handbook provides basic information for consumers and families who are eligible to receive Department of Children & Families funded substance abuse and mental health services. It provides information about the responsibilities of CFBHN as the Managing Entity for the SunCoast Region and Circuit 10 and the rights and responsibilities of those persons seeking care. Just click on the image and the Handbook will open for you.

---

## CFBHN Board Member, Susan Benton, Sworn In to National Board

[Highland's County Sheriff is one of two women chosen to serve](#)

Benton has been Highlands County Sheriff for eight years, is also serving a one-year term as Florida Sheriff's Association president, and is a past chairman of the Florida Association. She will now serve on the National Sheriff's Association, having been sworn in this month. We are extremely fortunate to have Sheriff Benton also serving on the CFBHN Board of Directors.

---

## Only A Few Spots Remain For Valuable Training February 18th

[The Florida Council will host "CPT Codes Changes for 2013 and Impacts on Providers" hands-on training](#)

David R. Swann, Senior Integrated Healthcare Consultant with MTM Services is the trainer regarding the code changes that became effective January 1, 2013. These code changes for psychiatry and psychotherapy services have a higher than usual impact on behavioral healthcare than ever before. Registration will include a copy of the training materials and an opportunity to submit questions prior to the training for David to address. Discounted rates apply for organizations that send multiple staff. Contact Kendra Walker Salvatore at 850-224-6048 or [kendra@fccmh.org](mailto:kendra@fccmh.org)

---

## Adult Peer Recovery Specialist Training Coming to Sarasota

[CFBHN sponsored training is February 25-March 1. Deadline is February 13 to Apply](#)

Training will be held at First Step in Sarasota. This initiative is a partnership with CFBHN and Florida Department of Children and Families. Certified Recovery Peer Specialists (CRPS) work in a variety of settings both within and outside of the mental health system. The presence of one CRPS in the lives of Florida's consumers is a powerful statement of belief in the reality of recovery and the power of peer support to aid in recovery. Training graduates are eligible to sit for a certification examination given by the Florida Certification Board. Requirements for certification are found at the Florida Certification Board website [www.flcertificationboard.org](http://www.flcertificationboard.org) (Click on "Certifications" in the left sidebar; click on "Certified Recovery Peer Specialist" at the top; scroll down to "[CRPS Application Portfolio](#)"). Presenters are Certified Recovery Peer Specialists, and the training and all training materials are free of charge. Meals and transportation costs are the responsibility of the participant. Please contact Dana Foglesong, CRPS-A at 239-600-3443 or [dana@peerpioneer.org](mailto:dana@peerpioneer.org) for questions and an application.

---

## Florida Statewide Task Force on Prescription Drug Abuse and Newborns, 2013 Final Report

### **Bob Sharpe, CEO Florida Council for Community Mental Health Reports**

In 2011, there were 1,563 instances of newborns diagnosed with drug exposure in Florida. Using data from both the Florida Medicaid claims database and the Florida Hospital Inpatient Discharge database; the taskforce estimated the long-term cost of drug-exposed babies in Fiscal Year 2011 to be roughly \$100 million. This report includes several strategies to reduce prescription drug abuse by pregnant mothers, including creating a public awareness prevention campaign and screenings by medical professionals to detect substance use during pregnancy. (Source: Florida Office of the Attorney General, 2/13)

---

### **Tri-County Human Services Backs Off Merger Plan**

#### **Plan to create "Gracepoint" with three other behavioral health organizations cancelled**

Tri-County Human Services, a dominant provider of substance abuse care in Polk County, has reversed course on a plan announced in July to merge with three other behavioral health care organizations. The nonprofit will stay solo and concentrate on more local ways to meet the needs of Polk, Highlands and Hardee counties, said Bob Rihn, Tri-County's executive director. Tri-County also provides mental health treatment, since substance abuse and mental health issues often occur in the same people. It has about 200 employees. Polk County isn't totally out of the merger talks, however. Agency for Community Treatment Services, which has a small presence in Polk and a larger one in Hillsborough and Pasco counties, still is in the group planning a merger under the name Gracepoint. The others are Mental Health Care in Pasco and Hillsborough counties and Pinellas-based Personal Enrichment through Mental Health Services.

"The three parties in Gracepoint are doing the final details and tweaks to the arrangement," said Karen Frashier, Gracepoint's director of marketing, public relations, and special projects. Tri-County's decision not to enter Gracepoint doesn't mean it won't keep working with the other agencies, Rihn said. "The board of directors received and carefully reviewed extensive information from the staff and attorneys related to all aspects of the consolidation," he said in an e-mail. "The final decision directs TCHS to focus our energy and attention toward maximizing local options." The tri-county area is semi-rural, a mixture of urban and rural, Rihn said Monday, and has some concerns that aren't the same as those of more urban counties (Robin Adams, THE LEDGER).

---

### **Federal Center for Substance Abuse Treatment Announces Webinar**

#### **Patient Privacy and Confidentiality in the Changing Health Environment: HIPAA, 42 CFR Part 2 and Health Care Reform is the topic**

SAMHSA will be hosting on February 28th from 1:00-2:30pm EST. This Webinar includes a 1-hour presentation followed by a question-and-answer period and will discuss:

- Essentials of Federal Regulation 42 CFR Part 2
- The interplay between 42 CFR Part 2 and HIPAA regulation in settings where primary care and substance abuse/mental health services are colocated or integrated
- Substance abuse documentation and information sharing using electronic health records

To register for this webinar, go to:

<https://jbsinternational.webex.com/jbsinternational/onstage/g.php?t=a&d=576164902>

---

### **Governor Scott Releases Proposed Budget**

#### **On initial review, it appears the proposed budget request for DCF includes no cuts to substance abuse or mental health services**

Governor Rick Scott recently unveiled his budget proposal titled Florida Families First. The Governor is proposing a \$74.2 billion budget for FY 2013-2014. The budget reflects a 4.7% growth in general revenue, mostly generated from increased sales tax revenue.

The Governor outlined his two top priorities for consideration by the legislature:

- Elimination of the sales tax on manufacturing equipment - a revenue loss of \$19.7 million that will be replaced through cost savings through government efficiencies
- \$1.2 billion increase for public schools including a \$412 per student base funding increase and \$480 million for teacher raises

The Governor emphasized he is waiting for additional information from the federal government in order to make an informed decision on how to proceed with the Patient Protection and Affordable Care Act. Included in the Governor's budget proposal is \$300 million to offer state employees' in OPS status health benefits.

The following is proposed for DCF related to substance abuse and mental health:

- \$10.2 million in adult mental health shifted from non-recurring to recurring
- \$3.875 million in children's mental health shifted from non-recurring to recurring
- \$4.9 million in adult substance abuse shifted from non-recurring to recurring
- \$1.125 million in children's substance abuse shifted from non-recurring to recurring
- \$3 million continuation funding for the Reinvestment Grant Program
- \$1.2 million for the FACT team in Bay County
- \$588,271 for the violent sexual predator program
- \$1.5 million fixed capital outlay for mental health hospitals

The Governor is proposing \$74 million to address the Department of Correction's existing budget deficit. The Department of Corrections budget continues to fully fund existing substance abuse programs. In addition the Governor's budget proposes the following:

- \$5.8 million for continuation of the post-adjudicatory drug court program
- \$1.3 million for institutional drug treatment to replace expiring federal grants
- Privatization of the 14 remaining state operated work release centers
- \$7.6 million for electronic monitoring for all offenders in work release programs

- Operationalize the Gadsden Re-Entry Center as a specialized vocational/educational program; security would be provided by the Department of Corrections and vocational/educational services would be secured through competitive bid

The press release outlined the highpoints of the Governor's budget can be found at [Governor's Budget Recommendations 2013-2014](#) .

## Florida Alcohol & Drug Abuse Association Host April 22-23 Conference

Entitled "Community Health & Wellness" conference will be at Buena Vista Palace Hotel in Orlando

Visit the website [CommunityHealthandWellnessConference.org](http://CommunityHealthandWellnessConference.org) for more information and Register Now to take advantage of the early bird rate! Sponsorship opportunities are also now available.

## The Pizza Joint Uses Pepperoni To Highlight Positive Statistics

New business partner supports Florida Youth Substance Abuse Survey

On Monday February 4<sup>th</sup>, the LiveFree! Substance Abuse Prevention Coalition of Pinellas County served up *A Slice of Prevention* at The Pizza Joint in celebration of National Prevention Day, heightening awareness of the community's 2012 significant decreases seen in alcohol, marijuana, and other drug use. LiveFree! Pinellas "picked up the tab" for up to \$200 in pizza sales on a first come, first serve basis as a way of saying thank you for investing in prevention. National Prevention Day is supported by SAMHSA and special thanks goes to their partners, Operation PAR, Inc., National Strategies Public Relations, and The Pizza Joint, a New York style dine-in, delivery, and take-out family pizza parlor located at 6723 49<sup>th</sup> Street North in Pinellas Park. Bay News 9 and NBC (WFLA) covered the event. National Strategies Public Relations was responsible for the innovative idea to have the cooks place the pepperoni on the pizza in the shape of the percentage reduction (6 alcohol, 4 inhalant, 5 marijuana and 3 prescription drug). Contact Jackie Griffin at [jgriffin@operpar.org](mailto:jgriffin@operpar.org) or click on the link to learn more <http://www.wfla.com/story/20960300/pinellas-county-livefree-coalition-serves>

## CFBHN Conducting Training to Support Assisted Living Facilities

Facilities with Limited Mental Health Licensing will send staff to training

Neal Dwyer, MA, Community Manager Circuits 6 & 13, will conduct training Thursday, February 14 from 8:00 – 5:00 pm at host DACCO, 4422 E. Columbus Ave in Tampa. Local experts will present on specific issues such as common psychiatric medications, legal and ethical issues, trauma, crisis intervention, diagnosis, and behavior management/reality orientation in module format.

Prepared for Immediate Release:

Doris G. Nardelli, MPA

Manager of Business Development & Marketing



719 South US Highway 301, Tampa, FL 33619 • phone: 813-740-4811 fax: 813-740-4821 • [www.cfbhn.org](http://www.cfbhn.org)