



July 8, 2016

>>> Ohio's "Be the 95%" Problem Gambling Awareness Campaign Sweeps National Awards

The National Council on Problem Gambling (NCPG) has announced that Ohio's "Be the 95%" campaign has won all three campaign award categories for the upcoming July 13-16, 2016 conference. "Be the 95%" and the campaign website, www.the95percent.org, have won the Public Awareness Award, Social Media Award and Website Award. The campaign was designed by Columbus agency Origo Branding to appeal to a broad range of Ohio audiences with messages targeted toward the influencers of gamblers, such as moms, dads, spouses, siblings and friends. Marketing segments are aimed directly at the gambler him or herself, such as during March Madness season. The goal is to bring awareness and education on responsible and problem gambling, and to offer resources for help for those who need it. The awards will be presented at NCPG's annual conference on July 15.

[Read the media release](#)

>>> Latest Ohio Substance Abuse Monitoring (OSAM) Network Trend Report Available

The Ohio Substance Abuse Monitoring Network today released its most recent drug trend report



[Surveillance of Drug Abuse Trends in the State of Ohio: June 2015 – January 2016](#). The Network consists of eight regional epidemiologists, located in Akron-Canton, Athens, Cincinnati, Cleveland, Columbus, Dayton, Toledo and Youngstown, who conduct focus groups and individual

qualitative interviews with active and recovering drug users and community professionals (treatment providers, law enforcement officials, etc.) to produce epidemiological descriptions of local substance abuse trends. Qualitative findings are supplemented with available statistical data such as coroner's reports and crime laboratory data.

>>> Health Transformation Update: Ohio Medicaid Ends the Year \$1.3 billion Under Budget

Ohio Medicaid enrolled three million Ohioans on average monthly in the state fiscal year ending June 30, 2016 (SFY 2016), more than 32,000 people below what was projected to occur. Enrollment in the expansion group was 26,000 people above the original estimate but more than offset by traditional enrollment, which was 58,000 people below estimate. The shift in enrollment has occurred as the Ohio economy improves and Medicaid enrollees move up and out of the traditional program into the higher-income expansion group, and as a result of a new

and more accurate eligibility system that automatically verifies income, assigns enrollees to the correct eligibility category, and moves people off the program as their financial situation improves. As a result, SFY 2016 Ohio Medicaid spending was \$1.3 billion below the original budget estimate enacted by the Ohio General Assembly.

[Read the report](#)

[Lower Medicaid spending helped Ohio's budget amid revenue shortfall](#)

In the News

7.8.16 | *Cleveland Plain Dealer (Column)* [Working collaboratively on many fronts, Ohio is addressing the opioid addiction crisis](#)

7.8.16 | *Cleveland Plain Dealer (Column)* [There IS something parents can do to gird their kids from opioid addiction](#)

7.7.16 | *Huffington Post* [Dignity in mental health is within our reach](#)

7.6.16 | *Northwest Signal* [Narcan delivered to area departments](#)

7.5.16 | *Port Clinton News Herald* [Local courts to launch juvenile, mental health programs](#)

7.4.16 | *Gallipolis Daily Tribune* [New director to focus behavioral health efforts](#)

7.3.16 | *WCPO-TV* [In some school districts, anti-drug education includes extra emphasis on risk of opiates](#)

7.2.16 | *Gallipolis Daily-Tribune* [Gallia talks Stepping Up with state](#)

7.2.16 | *Fremont News-Messenger* [New group brings awareness to mental health, suicide issues](#)

7.2.16 | *Akron Beacon Journal* [Man Therapy ad campaign encourages men to talk about their feelings with professionals](#)

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