Meeting of the OSAC Finance and Compliance Subcommittee
Tuesday, February 24th, 2026
10:30-11:30 a.m.
Microsoft Teams
Virtual meeting

ATTENDANCE

Members present: Rep. Toni Walker, Kimberly Grove, Timothy Birch, Maggie Young, Elizabeth Fitzgerald, Judith Dowd, Christine Gagnon

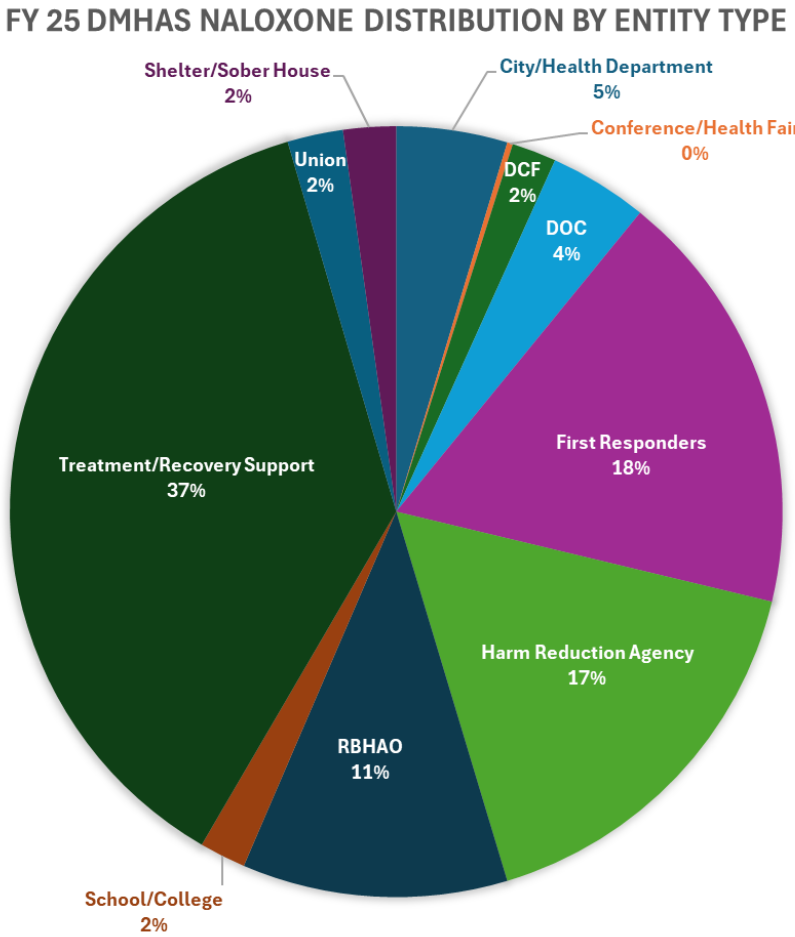
Visitors/Presenters: Owen Rood

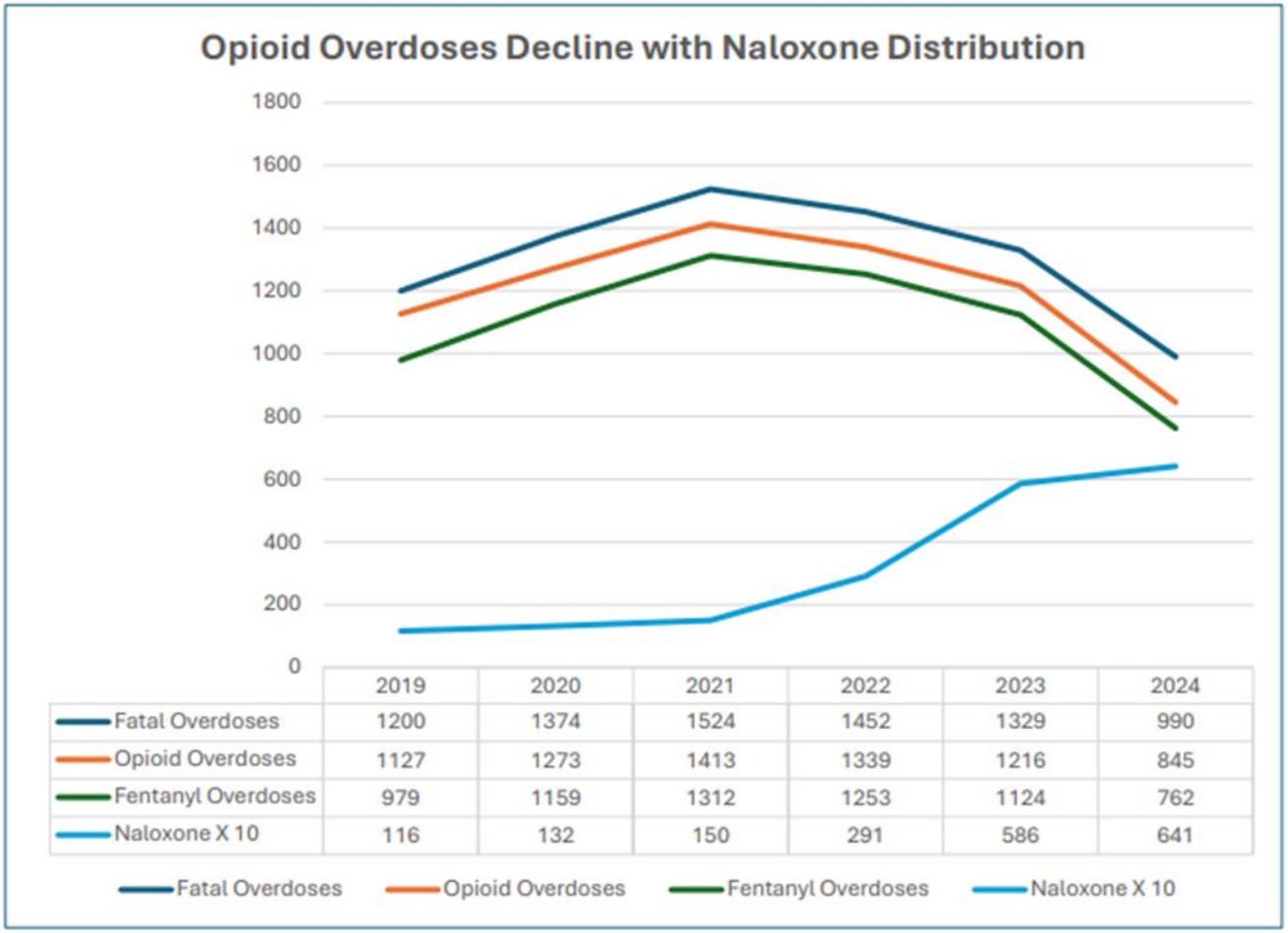
DMHAS Staff: Luiza Barnat, Christopher McClure, Sarah Messier-Smith

Members Absent: None

Recorder: Sarah Messier-Smith

Topic	Discussion	Action
Welcome	Rep. Toni Walker called the meeting to order.	Noted
Minutes	The minutes from April 28, 2025, and September 3, 2025, subcommittee meetings were reviewed and approved by subcommittee members.	Noted
Proposals	The group reviewed and approved the following proposal: Project Title: Naloxone Saturation Project Overview: This request is a continuation of funding to purchase Naloxone to provide to any organizations in need of naloxone to distribute to the community to ensure statewide availability. Naloxone (brand name Narcan®), is an opioid antagonist medication, used as a harm reduction tool to reverse an active overdose. The Department of Mental Health and Addiction Services has made it a priority to make this life saving medication available to all hospital emergency departments, treatment and recovery support providers, municipalities (first responders), and harm reduction service organizations. DMHAS employs an efficient system of purchasing naloxone directly from a distributor, who mails it directly to the organizations requesting the product for bulk orders or coordinates a pickup or drop off for smaller orders. In 2022, DMHAS created a state naloxone saturation plan of distributing at least 45,000 naloxone kits and distributed close to 60,000 naloxone kits in the following calendar year, at no cost to the receiving organizations across the state. DMHAS exceeded the saturation goal in Calendar Years 2024 and 2025. Summary of Data Collection Output Reporting and/or Program Evaluation Outcomes:	Project to be brought to the full OSAC committee for review and vote.

Topic	Discussion	Action
	Since achieving the saturation goal, Connecticut saw a significant decrease in overdose fatalities for four consecutive years, and that trend is on track to continue for 2025. Demand for naloxone requests continues to increase year over year since 2019. There was a 102% increase in Naloxone distributed in the year following the initiation of the Naloxone Saturation Plan. Since then, demand increased 9% in 2024 and 21% in 2025. DMHAS naloxone distribution by calendar year 2019 11,581 2020 13,162 2021 14,986 2022 29,064 2023 58,642 2024 64,087 2025 77,304  	

Topic	Discussion	Action
	 Lead Agency Recommended Project Changes: No changes noted. Budget: Budget Category 7/1/26-6/30/27 7/1/27-6/30/28 7/1/28-6/30/29 Total Naloxone Purchase $2,323,200 $2,323,200 $2,323,200 $6,969,600 CORE Priority: Priority 2, Strategy 1; Priority 5, Strategy 7 : Increase use of and access to naloxone Category: ☐treatment ☒harm reduction ☒ prevention ☐ recovery supports	

	2019	2020	2021	2022	2023	2024
Fatal Overdoses	1200	1374	1524	1452	1329	990
Opioid Overdoses	1127	1273	1413	1339	1216	845
Fentanyl Overdoses	979	1159	1312	1253	1124	762
Naloxone X 10	116	132	150	291	586	641

Topic	Discussion	Action
Next steps	Next meeting will be scheduled after the full OSAC meeting on 4/7/26.	Noted

NEXT MEETING – TBD after the full OSAC meeting on 4/7/26.
ADJOURNMENT – Tuesday, February 24, 2026 at 10:49a.m.

Meeting of the OSAC Finance and Compliance Subcommittee
Tuesday, March 17th, 2026
1:00-2:00 p.m.
Microsoft Teams
Virtual meeting

ATTENDANCE

Members present: Rep. Toni Walker, Kimberly Grove, Timothy Birch, Elizabeth Fitzgerald, Judith Dowd, Christine Gagnon

Visitors/Presenters: Owen Rood

DMHAS Staff: Luiza Barnat, Christopher McClure, Sarah Messier-Smith

Members Absent: Maggie Young

Recorder: Sarah Messier-Smith

Topic	Discussion	Action
Welcome	Rep. Toni Walker called the meeting to order.	Noted
Minutes	Meeting Minutes will be reviewed in a future meeting.	Noted
Proposals	The group reviewed and approved the following proposal at $300,000 for one year. Project Title: LiveLOUD Public Awareness & Education Project Overview: LiveLOUD (Life with Opioid Use Disorder) is Connecticut's comprehensive public awareness initiative from the Department of Mental Health & Addiction Services (DMHAS) to increase awareness of opioid use disorder (OUD), provide support and resources to individuals and families, and increase access to overdose prevention and treatment. Since 2018, LiveLOUD has established itself as Connecticut's trusted hub for OUD information, leading more people to treatment and recovery services while building a supportive online community. The next phase (Phase IX) of the LiveLOUD campaign builds on this proven foundation with refined strategies and new media placements to maximize reach and impact. Investment in Public Education Increases Action Public education campaigns are critical to raising awareness and driving behavior change. Continued investment in LiveLOUD sustains momentum, preserves audience reach, and amplifies impact—ensuring audiences are not reached just once, but supported through the repeated exposures research shows are necessary to change behavior and reduce stigma. In 2025, over 76,000 people visited LiveLOUD.org for more information and accessed critical resources with over 109,000 pageviews. An average of 300 - 600 people visited the site per day.	Project to be brought to the full OSAC committee for review and vote.

Topic	Discussion	Action
	The initiative is research-based, timely, cost-effective, respectful, and collaborative—developed in consultation with priority audiences and individuals with lived experience. LiveLOUD prioritizes access to information and follows best practices in stigma reduction, cultural competence, and evidence-based communication strategies. All creative assets follow a behavior change framework for inclusive, supportive, and culturally sensitive communications. Phase IX will leverage existing campaign creatives alongside new materials. Each creative element undergoes careful review to ensure clear, benefits-driven messaging and visuals that create emotional connections. All materials are processed for accessibility and cultural sensitivity, using person-first language and highlighting solutions. The effectiveness and impact of the tactics used will continue to be assessed to ensure maximum engagement. On social media platforms like Facebook and Instagram, posts with multiple pictures or videos (carousels) will be used. These usually get more people to engage with the content than posts with just one picture. For ads that drive traffic to a website (Traffic Ads), flexible text options are used. This lets the ad system choose the best headline for each person based on what they like and their past behavior. Social media platforms use ranking systems (algorithms) to show people the most interesting and relevant content first, rather than just the newest posts, to keep them engaged. New and existing partnerships with professional, nonprofit, civic, community, faith-based, and other organizations will be utilized to extend campaign reach. Census data and overdose maps will guide identification of regions and partners for outreach, ensuring we support diverse audiences with culturally responsive, trauma-informed communications. Key messages align with CT CORE Report objectives including: •Harm Reduction: Naloxone normalization, never use alone (SafeSpot awareness), fentanyl dangers, drug supply testing •Treatment Information: Medication for opioid use disorder (MOUD) effectiveness, treatment pathways, recovery options •Stigma Reduction: Anyone can struggle with addiction; we can all save a life; connection is critical •Youth-Specific: Counterfeit pill information, fentanyl warnings, age-appropriate treatment information All messaging uses plain language and is available in English and Spanish, with other languages identified as needed. Phase IX Media Strategy Phase IX refines our media approach based on proven Phase VIII results while introducing strategic new placements: New Tactics •Metro North Station Kiosks: High-visibility advertising at train stations offers extended dwell time and uninterrupted attention among commuters •Programmatic Digital Buy: o Streaming audio (like Pandora or Spotify) o Streaming TV (also called Over-the-Top or OTT, like Hulu or Roku ads) o Digital display ads (online banner ads) o Podcasts This approach uses data to target the right audience and adjusts in real-time for better results. •The Latino Way: Spanish-led media to effectively reach Latino communities •Enhanced TikTok Strategy: Optimized for video views with strategic hashtags Continued & Enhanced Tactics •Paid Social Media (Meta/Instagram): Promoted posts and ads designed to drive website traffic, available in both English and Spanish. This includes using multi-picture/video posts (carousels) to encourage more interaction. There will also be	

Topic	Discussion	Action
	partnerships with public health organizations statewide by paying them to share LiveLOUD content (known as whitelisting). This increases our credibility and helps us reach more people. •Geofencing: Targeting transit hubs, recovery housing, high-traffic locations •Bus Queens: Reaching lower-income neighborhoods and cities relying on public transportation •Billboards: High-profile highway placements timed with National Recovery Month •Place-Based Media: Trusted, high-traffic community locations (bars, bodegas, vape shops, recovery centers, FQHCs) •Website Content and Digital Toolkit Enhancement: Since 2018, LiveLOUD.org has been providing information on the opioid crisis and access to statewide resources to key populations across the state. Phase IX will include: o Continued audit and updating of the website content to reflect the evolving opioid epidemic landscape, adding content and/or new pages as needed. Updates will ensure the website's content is not only current but also relevant to the diverse needs and topics pertinent to all our target audiences o The Digital Toolkit continues to provide high resolution LiveLOUD materials in English and Spanish for free to community and partner organizations to download. The toolkit is searchable by topic (Anti-Stigma, Harm Reduction, Recovery, Treatment Options), or by platform (Social Media, Posters, 4x4 Cards). As new materials are created, they will be added to the toolkit. o New campaign creatives and outreach materials will equip partner organizations with ready-to-use materials, including social media templates, branded visual assets, key messaging, and outreach materials to leverage in their communities and respective media channels. Summary of Data Collection Output Reporting and/or Program Evaluation Outcomes: Since 2018, LiveLOUD has contributed to measurable impacts and is correlated with: •50% increase in access line calls for support and treatment •Increased requests for transport to treatment •Increased OUD screenings •Increased naloxone dispensing rate •Increased 211 calls for support •Reversed trend of opioid overdose deaths Phase 8 (Spring and Fall 2025 Campaign Flights) Key Metrics: •Impact Summary −Raised awareness: Messages appeared across Connecticut more than 48.4 million times −Connected with target audiences: The campaign earned more than 879,000 social engagements in English and Spanish −Engaged audiences: Over 108,000 link clicks drove users to key information on the website −Expanded reach: Successfully launched on TikTok, generating 2.4 million impressions and reaching 671,730 unique users −Key Performance Achievements −115% improvement in Google Search Click Thru Rate (CTR) - significantly better relevance and targeting −96% increase in Google impressions - enhanced digital presence −Platform diversification - added TikTok, Twitch, place-based media, and community print −Engagement quality - maintained strong engagement rates (25-30%) −Geographic expansion - broader OOH coverage across Connecticut communities with 64% increase in OOH impressions −Bilingual reach - strong performance in both English and Spanish across all channels •LiveLOUD.org Website Metrics: 03/01/25 - 10/20/25 −New Users: 76,616 (+132.87%)	

Topic	Discussion	Action
	−Pageviews: 109,543 pages viewed (+87%) −Flight #1 of the education campaign in Spring 2025 averaged 330 people per day visiting the LiveLOUD website. −Flight #2 of the education campaign in Fall 2025 averaged over 600 people per day visiting the LiveLOUD website. More extensive reporting is available in the OSAC Settlement Advisory Committee Project Data Collection and Outcome Report available at: https://portal.ct.gov/-/media/dmhas/publications/osac/osac-project-data-collection-and-outcome-report-dec-2026.docx?rev=87053c21deff4e20afa2f68aa4404a06&hash=A966AD7C537300E15532C89AEF3D1D8C Lead Agency Recommended Project Changes: New tactics will be implemented to continue to expand the campaign reach and impact; the new tactics are outlined above. Research efforts will be enhanced via stakeholder interviews and digital surveys to gather insights from a diverse set of individuals with lived experience, OSAC committee members, local health departments, first responders, and treatment professionals. This will help to further understand the nuances of age-specific, racial, ethnic, sexual, and gender minority populations to determine which communications will resonate and affect lasting behavior change. Deliverables will include insights and recommendations based on findings. Budget: Budget Category 5/1/26-12/31/26 1/1/27-12/31/27 1/1/28-12/31/28 Total LiveLOUD Public Awareness & Education Campaign $600,000 $600,000 $600,000 $1,800,000 CORE Priority: #1 Access to Medications; #2 Reduce Overdose Risk and Mortality; #6 Reduce Community Stigma Category: ☐treatment ☐harm reduction ☒ prevention ☐ recovery supports	
Next steps	Next meeting will be scheduled after the full OSAC meeting on 4/7/26.	Noted

NEXT MEETING – TBD after the full OSAC meeting on 4/7/26.
ADJOURNMENT – Tuesday, March 17, 2026 at 1:43p.m.