



Board of County Commissioners Agenda Request

2L

Agenda Item #

Requested Meeting Date: July 22, 2025

Title of Item: Selander Coaching and Consulting Opioid Funding Request

<input type="checkbox"/> REGULAR AGENDA <input checked="" type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> INFORMATION ONLY	Action Requested: <input checked="" type="checkbox"/> Approve/Deny Motion <input type="checkbox"/> Adopt Resolution (attach draft) <input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input type="checkbox"/> Hold Public Hearing* <i>*provide copy of hearing notice that was published</i>
Submitted by: Kelli Crowther	Department: H&HS
Presenter (Name and Title): Kelli Crowther, PHN, Opioid Coordinator or Erin Melz, PH Supervisor	Estimated Time Needed: 0
Summary of Issue: <p>Final approval of funding application on behalf of Selander Coaching and Consulting. This application was reviewed and unanimously approved by Opioid Subcommittee on July 10th, 2025.</p> <p>Project: Recovery Movie Meetups Overview: Recovery Movie Meetups utilizes Hollywood movies about addiction, recovery, and mental health in group sessions to generate powerful moments that can lead to lasting therapeutic results as well as the power and motivation within themselves to replace self-destructive thoughts and behaviors with healthy lifestyles. Recovery Movie Meetups leverage the thematic, allegorical, and psychological power of film to facilitate therapeutic processing and behavioral change. Research demonstrates that character identification plays a crucial role in this process, as viewers who emotionally connect with on-screen struggles (e.g., addiction, recovery) exhibit stronger neural mirroring (Gazzola et al., 2006), effectively internalizing characters' experiences as their own.</p> <p>Studies by Gross & Levenson (1995) confirm that films reliably evoke target emotions in 78% of viewers, while Narrative Transportation Theory (Green & Brock, 2000) shows that immersive storytelling leads to 73% greater attitude and behavior change—particularly when participants see themselves in the characters' journeys. This combination of emotional engagement and identification creates a powerful foundation for recovery-oriented reflection and growth.</p> <p>The therapeutic impact is further amplified by film's unique cognitive and social learning benefits. MIT Neuroscience (2014) highlights visual dominance in processing, explaining why cinematic metaphors (Casara et al., 2022) reduce defensiveness by 41% compared to direct feedback. Bandura's (2004) Social Cognitive Theory reinforces that observing modeled behaviors—especially through relatable characters—boosts self-efficacy by 62%, with group discussion deepening retention.</p> <p>The Social Identity Model of Recovery (Best et al., 2016) further supports this, showing that recovery thrives when individuals adopt new identities through shared narratives. By curating films with authentic, relatable characters, Recovery Movie Meetups harness these mechanisms to foster empathy, reinforce positive change, and strengthen recovery identities in a supportive group setting.</p>	
Alternatives, Options, Effects on Others/Comments:	
Recommended Action/Motion: Approve \$4465 one time payment funded with Opioid Settlement Funds to Selander Coaching and Consulting.	
Financial Impact: <p>Is there a cost associated with this request? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>What is the total cost, with tax and shipping? \$</p> <p>Is this budgeted? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <i>Please Explain:</i></p> <p>Opioid Settlement Funds will be used to support this project.</p>	

Aitkin County Health and Human Services

Contact:

Please direct all correspondence to the contact information provided below.

Kelli Crowther, PHN

Aitkin County Public Health

(218) 927-7267

kelli.crowther@aitkincountymn.gov



Public Health
Prevent. Promote. Protect.
Aitkin County

2025

Opioid Settlement (OS) Funding Application

Section 1: Applicant Information

Date	6/30/2025
Organization Name	Selander Coaching and Consulting
Street Address	209 Minnesota Ave N.
Mailing Address if different	200 4th Ave SE
City, State, Zip Code	Aitkin, MN 56431
County	Aitkin

Primary Contact	Arlene Selander
Phone	218.820.2813
Email	selandercoachingandconsulting@gmail.com

Financial Contact	Arlene Selander
Tax ID/SSN	88-2969675
Phone	218.820.2813
Email	selandercoachingandconsulting@gmail.com

Information provided in this application may be used for promotional materials. This includes, but is not limited to: fact sheets, Minnesota Department of Health reports, newsletters, social media posts, and media releases. Additional information may be requested by Aitkin County Public Health e.g. a release might be requested for individuals in photographs.



By checking this box, you acknowledge and accept the statement above.

PROJECT NAME:

Recovery Movie Meetups

Brief Overview

Recovery Movie Meetups utilizes Hollywood movies about addiction, recovery, and mental health in group sessions to generate powerful moments that can lead to lasting therapeutic results as well as the power and motivation within themselves to replace self-destructive

Funding Request Amount

\$4465

Section 2: Project Category

Each project should fall within one or more of the following mitigation categories. Select one or more of the categories that best match your project.

Treatment

☒ Support treatment of Opioid Use Disorder (OUD) and any co-occurring Substance Use Disorder or Mental Health condition through evidenced based or evidence informed programs or strategies.

Examples may include:

- Treat OUD
- Support People in Recovery
- Connect People who need help connecting to the services they need (connections to care i.e. transportation)
- Address the needs of criminal justice-involved persons
- Address the needs of the perinatal population, caregivers, and families including babies with neonatal opioid withdrawal syndrome
- Medication-assisted treatment (MAT) such as methadone, buprenorphine or naloxone.

Prevention

☒ Support efforts to prevent over-prescribing and ensure appropriate prescribing and dispensing of opioids through evidenced based or evidenced informed programs. Support efforts to discourage misuse of opioids through evidence based or evidenced informed programs. Examples may include:

- Training for health care providers
- Continuing Medical Education on appropriate prescribing of opioids
- Media campaigns to prevent misuse
- Funding evidence-based prevention programs in schools
- Upstream education on the harm of other addictive and harmful substances such as alcohol, tobacco or marijuana.

Harm Reduction

☒ Harm reduction is a set of ideas and interventions that seek to reduce the harms associated with both drug use and ineffective, racialized drug policies. Harm reduction stands in stark contrast to a punitive approach to problematic drug use—it is based on acknowledging the dignity and humanity of people who use drugs and bringing them into a community of care in order to minimize negative consequences and promote optimal health and social inclusion. Examples of Harm Reduction may include:

- Support Services for children and families affected by substance use disorders.
- Overdose Prevention including distribution of Narcan, Fentanyl test strips, safe use education materials and increased access to proven effective and promising overdose prevention practices utilized in other counties and states.
- Community education to reduce the stigma around OUD

Research and Training

☐ Support opioid abatement research and training. Examples may include:

- Funding for staff training or networking programs and services to improve the capability of government, community, and not for profit entities to abate the opioid crisis.
- Monitoring, surveillance, data collection and evaluation of programs and strategies described in this opioid abatement strategy list.
- Research non-opioid treatment of chronic pain.
- Research on novel harm reduction and prevention efforts such as the provision of fentanyl test strips.

Section 3: Guiding Principles

Your project will need to be guided by the following five principles set forth by the Johns Hopkins School of Public Health. Please indicate which of these principals apply to your program. You do not have to meet all of the guiding principles.

☒ Spend Money to Save Lives.

- OS dollars will be used on a specific project and not to fill budget gaps or shortfalls in other programs. OS dollars are being used to expand on an existing evidenced based program or initiative.

☒ Use Evidence to Guide Spending

- There is evidence to support expansion of an existing program. This could include an initiative or program that was not successful but there are learned outcomes that could be successful.

☒ Invest in Youth Prevention

- This program supports, children, youth and families in effective programs.

☒ Focus on Racial Equity

- This program serves a specific demographic or underserved population in our community. Check one.

☐ Socioeconomic

☒ Veterans

☒ Other women

☐ Seniors

☒ Homeless

☐ LGBTQ

☒ Youth

☐ Black/Indigenous/People of Color

☒ Develop a Fair and Transparent Process for Spending Funds

- There is a process in place for clear and transparent use of OS dollars

Please Note:

It is the Applicant's sole responsibility to keep clear and detailed records that demonstrate the OS dollars requested were used for the amount and purpose(s) outlined in the initial application. Aitkin County Public Health and/or the Minnesota Attorney Generals Office, reserves the right to audit the Applicants records at any time without prior notice.

Section 4: Work plan and Goals

Give a detailed description of your project work plan and goal. List your goals related to the project. Include planned activities to meet these goals, intended timeline and responsible individual(s). Add rows as needed.

Recovery Movie Meetups is a program that helps organize mutual support meetings based on watching popular films about addiction and recovery. These meetings aim to reduce shame and isolation among participants and create a more open and accepting environment for sharing experiences.

ACTIVITIES TO ACCOMPLISH GOAL(S)	TIMELINE	RESPONSIBLE INDIVIDUAL(S)
host meet-up x2 per month- 1 mens group, 1 women	1 year	Arlene Selander
continue to host meet-up at least 1x month	2 year	Arlene Selander

instill hope, inspiration, and a sense of community for	1 year	Arlene Selander
education through discussion on recovery fostering	1 year	Arlene Selander

Section 5: Evaluation:

If your request is \$25,000 or more please complete this section. If it is under \$25,000 you do not need to complete this section. What would indicate to you that this project was successful? How will you measure progress or change? Describe your anticipated impact(s). Add rows as needed.

Project Outcomes	How will you measure these changes?	What will you do with these results?

PROJECT SUSTAINABILITY: Identify how you will work to sustain the project beyond the initial funding.

Amount requested- \$4465

\$1500- lifetime licensing- includes updates, upgrades, additions to programing, tech support, training, and rights to print licensed materials

\$965- printing and shipping charges for 250 workbooks

\$300- purchase of 24 movies

\$500- screen and projector

Section 6: Budget and Funding Request

Please complete the total project funding table below or the attached Excel sheet. You can also attach your own detailed budget.

Total Project Funding Table

A) How much funding are you requesting from the Aitkin County Opioid Settlement Funds?	\$ 4465
B) Do you anticipate any additional funding for this project? <i>Include other grants, donations, fundraised amounts, budgeted dollars, etc.</i>	\$ N/A
C) How much do you or a partner anticipate contributing in-kind to the project? <i>Include staff/volunteer time, etc.</i>	\$ \$2460/year in kind vol
Total Project Cost <i>(should equal the sum of the 3 lines above)</i>	
	\$ 10,705

Submit your completed application via email to kelli.crowther@aitkincountymn.gov
Please put **OS Application** in the subject line.