

## STRATEGIC STATE PREVENTION PLAN MEETING

**LOCATION:** Borah 2nd FL Conference Room

**CHAIRPERSON:** Debbie Field - Administrator

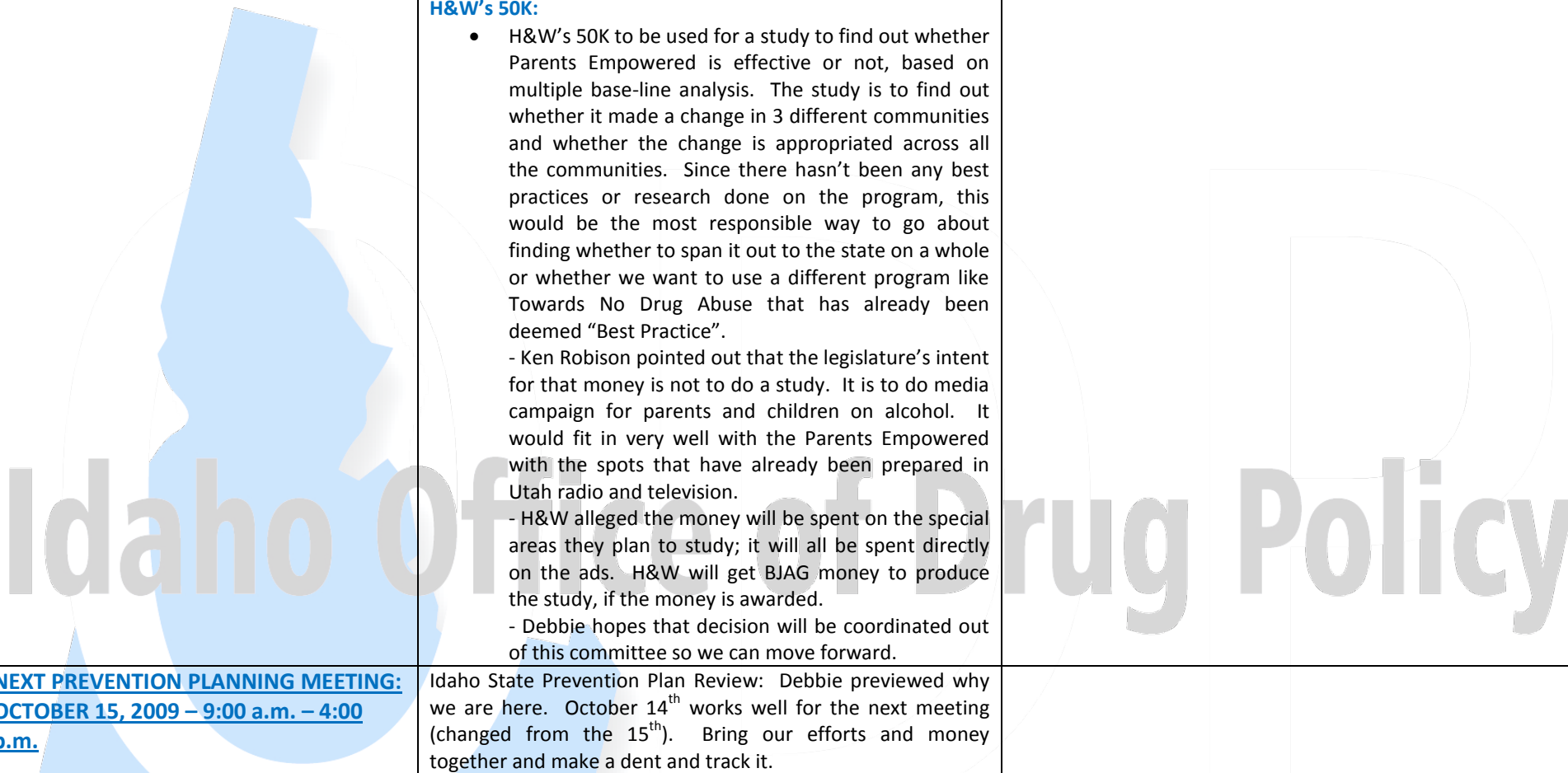
**DATE:** Thursday, 9/23/09

**TIME:** 9:00 am – 12:00 pm

**ATTENDANCE:** Debbie Field, Matt McCarter, Nathan Drashner, Nancy Lopez, Karen Des Aulniers, Georgia Girvan, Gayle Hines, Alan Miller, Elisha Figueroa, Jermaine Galloway, Marianne King, Kevin Bechen, Robert Clements, Miren Aburusa, Megan Ronk, Nancy Kunau, Alisha Passey, Terry Pappin, Janeena Wing, Jennifer Summers, Cindy Schiller, Jan Sylvester, Laura Thomas, Ken Robison, Kim Osadchuk

TOPIC	DISCUSSION	ACTION
<p><b>Welcome and Introductions, Debbie Field</b></p>	<p>After correcting recommended changes to the minutes, Matt McCarter made a motion to accept the minutes. Georgia Girvan seconded the minutes. Motion carried.</p>	
<ul style="list-style-type: none"> <li>• <b>Preview of State Epidemiology Outcomes Workgroup website – Nathan Drashner</b></li> <li>• <b>Data collection priorities, surveillance and existing services inventory – Nathan Drashner</b></li> </ul>	<p><b>Preview of State Epidemiology Outcomes Workgroup Website:</b></p> <p>Nathan Drashner presented the Idaho Prevention Statewide Surveillance System FY 2008 risk factor indicators, obtaining his numbers from different sources. The snapshots will ultimately be put into trends.</p> <p>Nathan is tracking the following domains: a) Community Domain such as Alcohol sales (liquor, not beer/wine), Impaired driving crashes, b) Family Domain such as Victims of Intimate Partner Violence, Drug Seizures, Child Abuse &amp; Neglect, Heavy Drinking, Illicit Drug Use, c) Individual Domain such as Juvenile Arrests for Alcohol Related Charges, Juvenile Arrests for Drug Related Charges, Adolescent Pregnancy, d) School Domain such as truancies, incidents of bullying, school lunches</p> <p>Nathan concluded his presentation with his “gap analysis” and his conclusions of the indicators.</p> <ul style="list-style-type: none"> <li>• Instead of members of this meeting making recommendations for obtaining outcomes, Terry Pappin made the motion to leave the determination of data to the statisticians, seconded by Matt McCarter, agreed by all.</li> </ul>	
<p><b>Prevention Inventory – Nancy Lopez</b></p>	<p><b>Prevention Inventory:</b></p> <p>Nancy is capturing all the funding across the state of Idaho for prevention. This committee is to bring ideas on how we can use the collective of money to make a bigger impact as a</p>	<ul style="list-style-type: none"> <li>• Nancy to track down community mapping through the community association of Idaho cities to find out where that money goes.</li> </ul>

TOPIC	DISCUSSION	ACTION
<p><b>Idaho State Prevention Plan Review-Group Discussion</b></p>	<p>group collectively? After gathering all the information, then we can decide what to capture and how we want it to look.</p> <ul style="list-style-type: none"> <li>The <u>Vision</u> is to have a unified prevention system that empowers Idahoans to have the skills and resources to lead healthy and drug-free lives.</li> <li>The <u>Mission</u> is the system that exists to promote, enhance and coordinate our prevention efforts through a commitment to collaboration and includes stakeholders, providers and state agencies. Meaningful data is collected and analyzed on an ongoing basis which drives system goals, priorities and funding.</li> </ul>	<ul style="list-style-type: none"> <li>Janeena Wing to find out the BJAG.</li> </ul>
<ul style="list-style-type: none"> <li><b>Tabloid Update (How many left, plans for future distribution, tie – ion possibilities with larger campaign – Blaine County Coalition).</b></li> <li><b>Media campaign – communities inquiring about Parents Empowered. (Blaine, Bonneville National Leadership Conference, if possible)</b></li> <li><b>Community Training events for law enforcement and coalition mobilization. (New Futures model?)</b></li> <li><b>Support strategy to encourage more Drug-Free Community applications from Idaho.</b></li> <li><b>Partner updates</b> <ol style="list-style-type: none"> <li><b>Idaho College Health Coalition</b></li> <li><b>Drug Free Idaho</b></li> <li><b>RADAR</b></li> </ol> </li> </ul>	<p><b>Tabloid Update:</b></p> <ul style="list-style-type: none"> <li>Nancy gave an Underage Drinking Tabloid update: <ul style="list-style-type: none"> <li>500K original copies, have on hand approximately 105K,</li> <li>since July 1<sup>st</sup> RADAR distributed 25K.</li> <li>400K of the 500K has been distributed.</li> </ul> </li> </ul> <p><b>Website (Coalitions and Idaho Prevention):</b></p> <ul style="list-style-type: none"> <li>Nancy offered to assist in compiling calendar events related to substance abuse prevention that may be local or state events. A website will be developed and plans will begin for the Coalition meeting in conjunction with the Idaho Prevention Conference.</li> </ul> <p><b>PSA Television Spots:</b></p> <p>The Attorney General’s office in California produced PSA spots about 1-1/2 years ago. They had been filmed by the Public Broadcasting Station in San Diego. Kevin Bechen contacted them and asked if we could use the PSA spots and take their tag-line off and put our tag-line on. Kevin signed an agreement with the Attorney General’s office and was given permission to use the spots. Kevin paid them to take the tag-line off and put our tag-line on and for close captioning. These are 30-second spots with one already in Spanish. Two of them will be running in October. Kevin’s outlay was \$1000 plus the TV station \$250 for each tag-line.</p> <ul style="list-style-type: none"> <li>Would like to launch Parents Empowered statewide media campaign for parents to understand the different aspects of underage alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>Debbie will share the studies from Utah with the committee.</li> </ul>

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	<p><b>H&amp;W's 50K:</b></p> <ul style="list-style-type: none"> <li>H&amp;W's 50K to be used for a study to find out whether Parents Empowered is effective or not, based on multiple base-line analysis. The study is to find out whether it made a change in 3 different communities and whether the change is appropriated across all the communities. Since there hasn't been any best practices or research done on the program, this would be the most responsible way to go about finding whether to span it out to the state on a whole or whether we want to use a different program like Towards No Drug Abuse that has already been deemed "Best Practice".</li> <li>- Ken Robison pointed out that the legislature's intent for that money is not to do a study. It is to do media campaign for parents and children on alcohol. It would fit in very well with the Parents Empowered with the spots that have already been prepared in Utah radio and television.</li> <li>- H&amp;W alleged the money will be spent on the special areas they plan to study; it will all be spent directly on the ads. H&amp;W will get BJAG money to produce the study, if the money is awarded.</li> <li>- Debbie hopes that decision will be coordinated out of this committee so we can move forward.</li> </ul>	
<p><b><u>NEXT PREVENTION PLANNING MEETING:</u></b>  <b><u>OCTOBER 15, 2009 – 9:00 a.m. – 4:00 p.m.</u></b></p>	<p>Idaho State Prevention Plan Review: Debbie previewed why we are here. October 14<sup>th</sup> works well for the next meeting (changed from the 15<sup>th</sup>). Bring our efforts and money together and make a dent and track it.</p>	