



SUBCOMMITTEE: (AKA Action Team)

Action Plan Updating
Date: Tuesday, August 9, 2016
Time: 4:00 – 5:00 pm
Location: Live Well Winona

Attendees

Beth Moe	Payton Borchartd	Phil Huerta
Janneke Sobek	Conner Wing	
Danielle Swedberg	Sarah Anderson	

2. Presentation of Youth Action Project. In Las Vegas at the National Youth leadership Initiative students learned how to do a Community Assessment, Logic Model, and Intervention Map. They created a project on the following:

- **Problem:** Underage drinking in Winona County
- **Root cause:** Availability
- **Local condition:** There is a “smoking tree” at WSHS where students are sharing and using alcohol, tobacco, and other drugs
- See attachment of strategies they came up with

Additional discussion: We need to try to change the norm of student’s viewpoint

3. Presentation of brainstorming findings. Coordinator and volunteers provided a recap of findings from the brainstorming session at last board meeting. Here is what was shared:

- Many strategies are being kept (i.e. key campaigns)
- Rx drug drop boxes were emphasized
- Bring in more trainings to board meetings (i.e. SPF Model, they enjoyed ACES and we should bring in more things like this)

Additional discussion: We can act on another substance (i.e. Marijuana) if we have more data and create a logic model. We don’t have data pulled out for local conditions for marijuana, so we need to learn more through focus groups, etc. Epiphany (evaluation consultant) is offering a 2-day training on Marijuana strategies at their coalition retreat on Sept 22-23 in Pittsburgh. Danielle also shared that many overdoses related to Rx drugs are among elderly in La Crosse County.

4. Finalize Action Plan draft for board approval. Team discussed a breakdown of the Year 2 projected budget with planned and potential strategies for Year 2. The purpose was to identify where and what to spend the money on. Here is a bullet list of items discussed:

- \$115,000 for year two (with carryover)
- \$57,309 salaries and benefits
- \$1100+/month for billboards for Parents Who Host
- Look into actual costs of doing compliance checks

- Paying for drop boxes? How much? \$500-\$700. Need to be monitored 24/7?
- Positive Community Norm video with help from [Community Blueprint](#), we can plan this school year and release it next Fall - \$3,000
- Implement [Lead and Seed](#) possibly instead of NYLI, but need to learn more because a similar coalition didn't have a positive experience with Lead and Seed. It can be a shared cost if we work with other communities/coalitions.
- CADCA trainer (Dorothy) wants to do a regional youth training in the Wisconsin Dells next summer - this could be more cost effective. Midwest is very high in binge drinking, we have similar conditions to these other local cities.
- NYLI was a good way to network that we would not get to do with Lead and Seed, and students liked going to a training away from home and connecting with other youth.

5. Begin planning appreciation event. Team did not have enough time to talk about this item, but shared the following suggestions:

- Recognize people and talk about successes
- Have it short
- Monday Sept 26th – Do not have recognition event this day! ENGAGE Winona is doing something.
- Find out when Middle School Open House is – ASAP had a good turnout when coordinating an event around an existing one.

Thank you all!