



WINONA COUNTY
ASAP
Alliance for Substance Abuse Prevention



Winona County Alliance for Substance Abuse Prevention & Crime Prevention Committee
December 19, 2016: 2:30 – 4:00 pm at the Winona Senior High School

Attendees:

Kattie Tibbs	Dan Thiner	Stacy Cottrell
Janneke Soback	Helen Bagshaw	Mark Anderson
Phil Huerta	Beth Moe	Tressa Reuter
Jenna McMillan	Payton Borchardt	Deacon Dzierzawski
Rebecca Church	Travis Volkman	Phil Huerta
Erik Zeller	Darci Roesler	
Linda King	Lori Ortega	

1. **Call to order:** Travis Volkman presiding.
2. **Welcome and introductions** (Travis):
3. **Approval of [November 21, 2016 minutes](#):** Quorum present; minutes were approved.
4. **Financial update** (Phil):
 - Reimbursement requests sent for October (\$16,935) and November (\$1,593). Largest expenses consisted of contract payments to Epiphany Community Services and coalition travel related costs. The next planned trip with significant costs is in February – National Leadership Forum.
 - Budget Summary attached
5. **Action Team Updates:**
 - **Youth team** (Payton, Erik):
 - **Youth Action Project:** Students presented on the Community Map (copy attached) created to identify local hot spots, and decided to research the Garvin Heights Park and lookout. Youth team will start with a door-to-door campaign to interview residents living close to the park today (12/19/16) at 7:00 pm. Afterwards, other research methods will be explored with Deacon's help (from Epiphany Community Services). Coalition discussed that many of the hot spots identified were the same 20 years ago, and students would drink at the park even with law enforcement nearby. Interventions suggested include a park sign with positive messaging or greater patrolling. Phil reiterated that we will need to continue reassessing whether or not the coalition will move forward in addressing Marijuana use based on student findings and other data sources. Having specific local information is important in order to select effective strategies or interventions to implement. It was also shared that we could tie in efforts with the Winona Partners for Prevention graphic messages.
 - **Education and Training team** (Helen):
 - **Top Secret Project:** Helen and Phil booked exhibit for Wellness Expo, but the coordinator called back to say they could no longer attend because of a national conference. They were also busy during the Feb 16 and Feb 23 parent teacher conferences at WMS and WSHS.

Team asked about other spring events to coordinate with. The Chili Feed Cook Off on Saturday February 11, 2017 at WMS was suggested. There are 2 rooms in the back of the Media Center to setup, or the Auditorium and classrooms across the hall.

- Chasing The Dragon: We are hosting a free showing at the Friendship Center (251 Main Street) on Wednesday, January 25, 2017 from 11:30 am – 1:30 pm. Students will be encouraged to attend through teachers providing credit. Linda King will help at event.
- Marijuana Community Talk: Still on the agenda, but no updates.

- **Media and Outreach team** (Beth):
 - Infographic: Will begin working on this with Peter Stenberg's Health Promotion class during the Spring 2017 semester. Beth and Phil will present a Creative Brief to the class in February. This will educate on the collateral consequences of ATOD misuse.
 - Project FINE: This is a collaborative project to enhance translation and outreach services with Hispanic and/or Hmong populations. It will remain on the agenda to be completed by the end of grant year.
 - Positive Community Norm video: A hired videographer and students will primarily complete this project by May 2017 with guidance from the Media/Outreach team. It will highlight a positive aspect of the student body and raise awareness of perceived vs actual use. Coalition suggested it also be used as a recruitment tool. Possible avenues for greatest reach or distribution include first day at school (school-wide assembly), open block hours (Guided Study Hall [GSH] at WSHS or first hour at WMS), or Schoology. Mark Anderson shared that GSH has more strict allowances, and may not be accessible for showing the film. Schoology is a student learning system with open discussion blog capabilities, and parents will have access in the 4th quarter. Social media was also suggested to distribute.
 - Rx drug campaign stickers: Learned from Deacon (Epiphany Community Services) that tying the stickers into a broader campaign such as a Take-Back Day event is most effective. We would create and distribute stickers 1-2 months out from event at pharmacies to include with prescriptions. Coalition brought up many questions and concerns around overwhelming amount of material already handed out with prescriptions, and that stickers would be unnoticed. Coalition discussed idea of magnets that was suggested, as well as public service announcements (PSA) over the radio, and letters to the editor (opinion pieces). Magnets were very popular during discussion, and regular opinion pieces were strongly encouraged as many people read this. Beth agreed to write a letter to the editor after the New Year. Media Team will look into magnet costs and ASAP budget options. If the coalition decides to address Marijuana, we may put Rx drug activities into a maintenance mode and hold off on this activity.
 - Actively recruiting: Media consists of 3 individuals, and help is needed. Phil reached out to American Marketing Association students at WSU, as well as the Graphic Design professor. Kattie Tibbs can assist with building connections with graphic design students at WSU.

- **Programs and Strategies team** (Darci):
 - Parents Who Host: Was planning to host a free movie showing during the students winter break at Winona 7 with campaign messaging, but our team originally chose a weekday that working parents couldn't attend and alternate dates would not fall into the intended time frame for purposes of the campaign. The team is moving forward in planning a spring event by partnering with the Criminal Justice Coordinating Council (CJCC) to create a mock trial during the Law Day event. The event is held at the Winona County Court House, but WSU also has mock trial rooms. It was previously suggested to organize an adult version with a local personal story after the student event to encourage more conversations.

- **Data & Evaluation team** (Phil):
 - Home-delivered services: Phil talked with Meals on Wheels (MOW) (SEMCAC program) and Home Delivered Meals (HDM) (Winona Volunteer Services program) to partner on a

Take-Back Rx Drug initiative. Both services were interested and agreed to send out letters to their clients to introduce ASAP and direct requests for disposing of their Rx drugs. Letters will be sent after the New Year, and Data team will coordinate with law enforcement once demand is identified. It was strongly suggested by coalition and home delivered service providers to organize Take-Back events at congregate places such as assisted living homes.

- Hidden Valley was also suggested
- Actively recruiting: Data team consists of 4 individuals, but Peter Sternberg is willing to incorporate one of his classes into a Data team project.

6. **Progress review** (Phil, Everyone):

Reflections on the last year, and discussion on the coming year.

- What challenges have we faced in the last year, and how do we plan to address them?
 - Getting into schools, more specifically administration/decision making involvement
 - New leadership consistently coming
 - We can share more success and impact made in the public
 - Engage the community more with teams and Parents
 - Have Board and coalition members share more social media posts
 - Present at a Restorative Justice all-person meeting
 - More board members do in-person meetings
- What outcomes do we want to see in the coming year?
 - Move the dial on our logic models
 - Greatly enhance our visibility
- What opportunities are there in the coming year?
 - Addressing Marijuana
 - Expand youth base
 - Bring in speaker from another more experienced coalition
 - Ruth – social work intern
 - Recruit juvenile probation officer – how to communicate with parents
 - Beth – asking probation

6. **Asset Mapping follow-up** (Phil, Everyone):

No update, Sustainability subcommittee being tasked with this activity.

7. **Open discussion** (Everyone):

- Hope Harbor: Came up in discussion during November Board meeting. Hope Harbor is also interested in presenting on program and potential volunteer opportunities for clients. Coalition expressed interest, Phil will see about having them as a guest speaker.
- ACES Community Meeting: Next meeting is Thursday, January 12, 2017 at 4:30 pm at Central Elementary School.
- “Paper Tigers”: Next free showing on Wednesday, January 25, 2017 at 7:00 pm at the Winona State University Science Laboratory Center (SLC) Auditorium.
- “Resiliency”: Documentary will be shown at the Frozen River Film Festival (FRFF). Schedule is not yet available, please stay tuned for show times. Linda King suggested tabling at the event. Janneke suggested tabling at the FRFF Volunteer Fair on Saturday, February 18 from 1-4:00 pm.

8. **Match tracker drawing** (Travis): No update, meeting ran overtime.

10. **Adjournment**: 4:15 pm.

Minutes by Phil Huerta.

Actions:

- Training will look into TSP at Chili Cook Off at WMS
- Beth – will write opinion piece
- Kattie Tibbs – will help with graphic design student recruitment
- Phil – will talk with RJ about presenting at large meeting
- Dan Thiner – will identify an experienced coalition to be a guest speaker
- Phil – will talk to Ruth about a social work intern
- Beth – will help recruit a juvenile probation officer
- Lori – will help with Sustainability Team and Asset Mapping activity
- Phil – will ask Hope Harbor to be a guest speaker
- Janneke – will reach out to FRFF about tabling during “Resiliency” and Volunteer Fair

Next meeting:

Next meeting will be on **Monday, January 23, 2017 from 2:30 pm – 4:00 pm** because of Martin Luther King Jr. Day being held during our regular time. Meeting will be in **Room 203 at Winona Senior High School.**