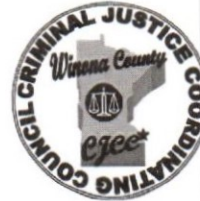# WINONA COUNTY ASAP
Alliance for Substance Abuse Prevention

Winona County Alliance for Substance Abuse Prevention & Crime Prevention Committee
November 19, 2018: 2:30 – 4:00 pm at Pleasant Valley Church

ATTENDANCE

Board of Directors: *Bolded names were present			
Attendance:	**Board Member:**	**Proxy:**	**Sector:**
Present	**Travis Volkman**		CJCC liaison
-	Helen Bagshaw		Health – Vice-Chair
-	Karin Sonneman	Rebecca Church	Government
Present	Ron Ganrude	**Jeff Mueller**	Law Enforcement
Present	Linda King	**Karla Eppler**	Business
-	Mark Anderson	Chai Lee	Schools
Present	**Brian Sauter**		Faith
Present	**Molly Dahl**		Parent
Present	**Beth Moe**	Brian Voerding	Civic/Volunteer - Chair
Present	**Jenna McMillan**		Substance Abuse Treatment
Present	**Darci Roesler**	Craig Putz	Youth Serving Organization
-	Greg Taylor		Media
Present	**Payton Borchardt**		Youth
Present	**Janneke Sobeck**	*(non-voting)*	Program Director
Present	**Phil Huerta**	*(non-voting)*	Program Coordinator

Coalition Members and Guests:		
Name:	**Organization:**	
Alison Marco	ASAP Secretary	
Bridget Klinger	Winona Police Department	
Stacy Cottrell	Miller Mentoring	
Carin Hyter	Winona County Treatment Court	
Audra Benson	Student	
Kate Jenson	Winona Partners for Prevention (WP4P)	
Jason Larsen	Big Brothers Big Sisters	

Consent Agenda
November Agenda: Approved
October Minutes: Approved

Financial Update
Coordinator went over the financials of the coalition over the last month. Please see full update in the enclosed spreadsheet near the end of document.
Total spent: $9,073.81
Match recorded: $5,538.39

Updates:

DFC Year 3 Successes

Director provided an overview of Year 3 successes with the Drug-Free Communities funding.

**Partnered with Steve Rummler HOPE Network on Narcan training
to reverse the effects of an opioid overdose;
Supported efforts by Law Enforcement including Responsible Beverage Server Training and
compliance checks at local establishments that serve alcohol;
Upgraded secure prescription drug drop box at Winona County Law Enforcement Center
Assisted Winona Health in coordinating and purchasing drug drop box;**

Prescription (Rx) Drug Take-Back Events

7 events

817 pounds of prescription drugs collected

550 drop-offs

244 volunteer hours

Intercultural Development & Resilience in Leadership Training

85 participants

6 volunteers

Hidden in Plain Sight (HIPS)

507 people have seen the exhibit.

299 volunteer hours.

8 locations (some repeatedly): Winona Health, Winona County Fair, Winona Friendship Center,
Miller Ingenuity, Way to Wellness, WSHS, Lewiston-Altura Intermediate, East End Rec Center.

We ARE making a difference. Thank you all for your contributions!

Minnesota Prevention Alliance

Phil Huerta is the new Chair of the Minnesota Prevention Alliance. MPA is a statewide collaborative that works on state level advocacy, policy influence, and youth engagement. The next MPA meeting is in St. Cloud on January 24th from 10am-3pm. All are invited to hear a guest presenter and plans for 2019.

Program Sharing Conference

Director and Coordinator attended workshops on tobacco, marijuana, and leadership. Many of the presentation slides were made available online and downloaded for future coalition use. You can get more detail and slides by contacting the Coordinator. Next year's conference will be in Duluth, MN!

MN Youth Council Summit

Director talked about the 2019 Youth Summit hosted by the Minnesota Alliance for Youth. They are looking for adult and youth presenters. Event will be held on March 30th. It is an 8-hour training.

Regional Prevention Meeting

Coordinator volunteered to host the 2nd Regional Prevention Meeting in Winona. The first ever was in Austin, MN. This will be held on Monday, December 10 from 9:30am-1:00pm at the Winona County Historical Society. County Attorney Karin Sonneman will briefly present on alcohol

strategies/ordinances. The agenda includes discussion on sustainability and youth engagement. Ten other coalitions were invited, and ASAP members are invited to join and host as well.

Old Business:
Coalition Survey
Coordinator went over a summary of the coalition survey results provided by EpiMachine. Twelve people took the survey with 10 of those people being Board members. When asked about the challenges the coalition faces, the most common response was engagement with the community and schools. The two-page report is enclosed near the end of this document.

FAQ on MSS Accuracy
Director briefly went over nine question about the Minnesota Student Survey regarding how accurate it is and how to overcome criticism. The full FAQ is enclosed near the end of this document.

Bylaw revisions
Summary of changes:
Update with latest mission statement
Update wording of BOD duties with current, and ability to vote electronically
Update duties of Executive Committee
Update wording of committees
Motion to pass: Travis Volkman, Brian Sauter
Motion passed by Board vote.
Job description revisions
Proposed revisions elaborate and clarify position summary and duties with current understanding. Current salaries will also be updated on documents.
Motion to pass: Brian Sauter, Jeff Mueller
Motion passed by Board vote.

New Business:
Business Sector Representative
Board Member Linda King has asked to resign. Proxy Karla Eppler is also switching employers so we need to recruit a new Business sector representative. Several individuals were suggested and will be contacted in this order – Janel (Beth Moe contact), Gerry Krage, BNI Networking Group.

Elect one person for Executive Committee
Board nominated Karla Eppler to join the Executive Committee. Karla accepted.

Strategy Selection
The Board went over the list (below) of prioritized local conditions and discussed the matrix of possible strategies for each. They ruled out any strategies that do not pertain directly to the youth such as the college specific curricula. Someone is going to talk to the schools about the curricula strategies that involve the schools and to try and find another representative for the School sector. The Board focused on the local condition of easy access to e-cigarettes, specifically discussing interest in the T21 Policy of raising the age that a person can buy cigarettes to 21. More information, possibly a guest speaker, is requested to make a decision on the T21 strategy. The full matrix of possible strategies is enclosed near the end of this document.

The 7 local conditions that were prioritized are:
Took alcohol from home

Got alcohol from parents
Got alcohol from parties
Perceive low risk of harm from drinking
Get marijuana from youth adults ages 18-25
Perceive lost risk of harm from marijuana use
Easy access to e-cigarettes

Next Meeting: December 17, 2018 at 2:30pm at Pleasant Valley Church

Respectfully submitted,
Alison Marco, ASAP Secretary

SUMMARY Cost Category	New Budget w/Carryover	October '18	November '18	December '18	January '19	February '19	March '19	April '19	May '19	June '19	July '19	August '19	September '19	Remaining
Personnel	55000.00	4256.96	4900.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	45843.04
Fringe Benefits	15015.00	1106.81	1400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12508.19
Travel	17546.00	575.04	550.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16420.96
Supplies	2775.00	13.10	10.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2751.90
Contracts	15570.00	2485.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13085.00
Other	8088.00	636.90	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7351.10
TOTAL	113994.00	9073.81	6960.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97960.19

TOTAL SPENT   9073.81

MATCH RECORDED   5538.39   5538.39

Date:
November
Financial
Report
(DFC Year 4)

Pending Reimbursements:
Program Sharing Conference expenses
D&O Insurance broker fee

Match Update:
New impression and in-kind amounts from media outlets

Notes:
Last ECS invoice paid
CADCA & MPA dues paid

Winona County ASAP Board Member and Coalition Member Self-Evaluation

A link to the self-evaluation survey was sent to members multiple times in October 2018. The survey was completed by 12 people, though not all respondents answered all questions. Ten of the twelve respondents said they are on the Board of Directors. One person only receives the newsletter. One person did not respond to the question about involvement, but answered later questions about participation in meetings.

Member Knowledge and Beliefs

Members were asked to respond to a series of questions about their knowledge of ASAP's work, their satisfaction with participating, and their comfort representing ASAP in the community.

	Very	Somewhat	A little	Not at all
To what extent do you feel knowledgeable about ASAP's **Mission and Vision**?	58%	33%	8%	0%
To what extent do you feel knowledgeable about ASAP's **campaigns**?	50%	33%	17%	0%
To what extent do you feel knowledgeable about ASAP's **trainings**?	42%	33%	25%	0%
*To what extent do you find participating in ASAP a **rewarding** experience?	45%	36%	18%	0%
To what extent do you feel **competent sharing information** about ASAP with others?	58%	8%	33%	0%

*One person did not answer this question. When asked about their participation they said they only get the newsletter.

Participation and Preparation

Among the eleven respondents who have attended Board meetings in the past year, five (45%) said they "always" feel prepared for meetings. Four (36%) said they feel prepared "most of the time" and two (18%) said they feel prepared "some of the time." Four people commented further about meeting preparation. All four provided comments indicating that emails, reminders, updates and resources are all provided by coalition staff in advance of meetings. Three of the four shared that any lack of preparation was due to their busy schedules.

Members were next asked whether they get the most value of coalition meetings, and asked to provide suggestions for improvement. Two of the six people who answered these questions simply replied "yes." One respondent felt that meetings are productive, and one said they are staring to understand the coalition's scope. Two people valued discussion among coalition members; one recommended encouraging members to speak up, and the other suggested allotting more time to meetings to really dig deeply into things.

When asked why they choose to serve as a Board or coalition member, respondents primarily spoke to believing in the mission of ASAP--working to better the health of youth and the community through substance abuse prevention. Three of the nine who answered also expressed confidence in the coalition's/Board's ability to achieve positive change. Two of the nine also noted that they were asked to be a part of the efforts. One person noted that it was important to the place they work.

"I care about our kids futures and want to be proactive in supporting and educating teens and parents on the lasting effects of substance abuse."

Among the seven respondents who shared what they want to contribute as a member in the coming year, most spoke to involvement and ideas in general. Six of the seven addressed involvement in terms of offering their time, participating in coalition activities, and providing support. Three people said they would continue to provide their ideas and viewpoints based on their community knowledge, sector knowledge, experience and expertise. One person specific interest in addressing smoking, vaping and marijuana use, and helping with the HIPS exhibit.

Opportunities and Challenges

Among the eight respondents who listed challenges the coalition will face in the coming year, six people spoke to engagement. Three people discussed youth engagement: getting more youth representatives on the coalition, gathering more information directly from youth, and reaching the highest-need youth. Two mentioned the need for more community engagement and support. One person listed reaching highest-need parents. Two respondents discussed approaches to engagement:

- "Campaigning for substance abuse prevention in a gracious and non threatening way."
- "Staying relevant, and addressing the greatest needs to an extent the community sees our work and knows what we do."

Two people named the challenge of sustainability, and keeping the momentum if/when DFC funding ends. One person listed underage e-Cig and JUUL use as a challenge, and one person cited the challenge of getting away from work to attend coalition meetings.

Finally, members were asked what they would like to see happen in the next year. Echoing the challenges described above, members expressed interest in:

- More exposure/public awareness
- More engagement, with youth and the broader community
- Campaigns that are modern and relevant

One person shared: "Would love to see more involvement from a couple of the sectors and from the larger community. Seems like we "preach to the choir" often. That's part of the challenge of any organization of this type."

MINNESOTA STUDENT SURVEY DATA VALIDITY: FREQUENTLY ASKED QUESTIONS

What is the Minnesota Student Survey (MSS)?

The MSS is a census survey that includes questions about a wide variety of youth behaviors, perceptions, and risk and protective factors related to health, safety, and academics. The survey is a valuable planning and monitoring tool for school districts, county and state agencies. The MSS is a collaboration between Minnesota schools and the Minnesota Departments of Education, Health, Human Services, and Public Safety.

The 2013 MSS was administered in the first half of 2013 to public school students in grades 5, 8, 9 and 11, statewide. All public school districts in Minnesota were invited to participate. Of the 334 public operating districts, 280 agreed to participate (84 percent of public operating school districts). Public school student participation was voluntary and surveys were anonymous. Across the state, approximately 66 percent of fifth graders, 71 percent of eighth graders, 69 percent of ninth graders and 62 percent of eleventh graders participated in the 2013 MSS. Overall participation across the four grades was approximately 67 percent of total enrollment.

More information can be found at:
- http://education.state.mn.us/MDE/StuSuc/SafeSch/MNStudentSurvey/
- http://www.health.state.mn.us/divs/chs/mss/

When is the MSS administered?

The 2013 MSS was administered in the first half of 2013. Schools determine when specifically the survey is administered.

How representative is the MSS?

The MSS has had a historically high response rate—the school district participation rate was: 91% in 2007, 88% in 2010, and 84% in 2013). It is administered to students in the regular public elementary and secondary schools, charter schools, and tribal schools. It is also offered to students in all grade levels in alternative learning centers and to youth in juvenile correction facilities—though these data are reported separately. Even if data is not representative of all youth in the community, it can still provide a meaningful snapshot of what many people in the community are experiencing.

No data source is perfect. Ideally, multiple data sources will be used to paint an overall picture of what's happening in your community. For example, you can compare self-reported drug use among youth in your community to local narcotics arrest data and data on admissions to treatment among youth for drugs as their primary substance of abuse. Look for multiple sources of information that point to the same findings.

Do students tell the truth?

If there is a student conspiracy related to lying on the MSS, it would have to stretch across the state and across years. We see similar patterns of responses in each region, and over time. In addition, Minnesota findings are consistent with findings from national surveys such as the Youth Risk Behavior Survey and the Monitoring the Future survey. Further, surveys are omitted from the final data set if response patterns were frequently inconsistent or highly improbable.

From the 2010 Statewide MSS Trend Report: *Do Students Tell the Truth?*

"One question sometimes raised about student surveys is whether students' responses are honest and accurate. Researchers use a variety of data analysis techniques to examine the likely accuracy of surveys and these were applied to the student survey as well. Surveys with numerous inconsistencies or improbable answers were excluded from data analysis. In 2010, for example, 1.2 percent of all surveys were removed because of a pattern of inconsistent and/or improbable answers. Another 1.6 percent of surveys were not used because the question on gender was not answered.

The majority of students exhibit patterns of responses that are reasonable and consistent across similar questions. In addition, as results have demonstrated, percentages for many answers are consistent over time across the seven Minnesota Student Survey administrations studied for this report. Such similarities are likely to occur only if the survey responses reflect the actual perceptions of Minnesota's youth; it is extremely unlikely that these patterns could be replicated by chance over time. Furthermore, the survey findings are often consistent with findings in similar states and with national trend lines of increasing or decreasing behaviors.

This combination of individual response patterns, plausible relationships among answers, consistency over time within the state, and consistency with other research and with national studies all attest to the overall credibility of student responses."

Do students understand the questions?

The Minnesota Student Survey includes questions from a variety of sources. Major sources include the Minnesota Adolescent Health Survey conducted by the University of Minnesota in the late 1980's, the Youth Risk Behavior Survey conducted every two years by CDC, the Monitoring the Future Survey, and the California Healthy Kids Survey. Questions taken from these surveys have benefitted from the extensive validity and reliability studies that have been conducted on these surveys. Another group of questions were created by the research team or by advisory committees, especially in situations where there were no or few model questions already available. We have not conducted rigorous content validity testing of the entire Minnesota Student Survey. We do periodically ask volunteer groups of youth to try out new versions of the survey and give us feedback on the questions.

Can self-reported data be trusted?

Actual substance use would be nearly impossible to measure. Compliance data varies greatly with enforcement, and under-represents actual cases. For example, school disciplinary incidents involving alcohol are way lower than self-reported rates of use. Further, data on alcohol sales do not tell us who is consuming the alcohol. The advantage of self-reported data is that it gives you the respondents' own views and beliefs directly.

The MSS is anonymous; no names or identifying code numbers were used, therefore answers cannot be traced to individuals, which has been shown to increase respondents' comfort answering honestly, but it also eliminates our ability to cross-check student responses with other sources of information.

How can data on perceptions be used?

Data on perceptions are measuring...perceptions. People are less likely to drink and drive if they perceive they'll get pulled over. From the MSS we know that students perceive that their peers are drinking more than they actually are, and from the research literature we know that youth drinking is influenced by social norms (including the idea that "everybody's doing it.") That's important information to know. However, it is important to distinguish between perceptions and behaviors because your approach to addressing them will likely be different.

How is anonymity guaranteed?

In the paper survey administration instructions provided to schools, survey administrators are reminded that the survey is to be anonymous, confidential, and private. To ensure privacy, administrators are advised:
- "Plan to take measures to space students apart so that individual responses cannot be viewed. The survey is anonymous."
- "At no time is personal information (name, identification number) asked in the survey. It is ESSENTIAL that student responses be confidential."
- "Students need to understand that no one will see their answers to any of the questions. For this reason, survey administrators SHOULD NOT OPEN any completed survey booklets."
- "Booklets should be collected, placed in the return envelope, and the envelope sealed in front of the students. Return envelopes have been included in the survey shipment."

How can we use MSS data to evaluate the effectiveness of our prevention strategies if it's only administered every three years?

The MSS was developed as a monitoring tool for the state. Administration of the survey is resource intensive for schools, and the findings do not change drastically from year to year. The survey is not intended to be used as a pre-post test, nor is it intended to replace evaluation data collection tools.

ASAP Top 7 Local Conditions (DFC Goal 2: Reduce youth substance use)

Local Condition	Potential Strategy	Types	Evidence of Effectiveness	Sectors/Settings
Took alcohol from home	Marketing campaign about locking up and monitoring	Provide information	Low evidence of effectiveness if done as stand-alone strategy	Media, schools, youth, youth-serving organizations, law enforcement
	HIPS display w/ alcohol cabinet	Provide information; build skills; provide support; physical design		Parents, schools
Got alcohol from parents	Parenting curriculum like Strengthening Families or Guiding Good Choices	Provide information; build skills; provide support; change policies if mandated	Strong evidence of effectiveness	Schools, community centers, family service agencies, faith-based settings
	Sticker Shock	Provide information; change physical design	No existing evidence of effectiveness	Businesses, media, youth
	Students present to adults – Advertising and Media Influence (Y2Y Module 3A-2)	Provide information		Parents, youth, youth-serving organizations, businesses
Got alcohol at parties	Enforce SHO in Winona	Change consequences; reduce access; provide information (if tied to marketing campaign)	Effective if enforced, and enforcement is promoted	Law enforcement, justice/courts, media
	Pass and enforce countywide SHO			
	Sticker Shock	Provide information; change physical design	No existing evidence of effectiveness	Businesses, media, youth
	After-prom event	Provide support; enhance access	Evidence for reducing impaired driving	Parents, schools
	ZAP	Change consequences; reduce access	Some evidence of effectiveness	Law enforcement
Perceive low risk from drinking	Brief motivational interviewing	Build skills; provide support; change policy (potentially)	Strong evidence of effectiveness	Schools, clinics, youth-serving organizations
	e-Checkup to Go (e-Chug)	Provide information; build skills; change policy (potentially)	Evidence of effectiveness for college population	Schools
	AlcoholEdu	Provide information; build skills; change policy (potentially)	Evidence of effectiveness for college population	Schools
	LifeSkills Training	Provide information; build skills; provide support	Strong evidence of effectiveness	Schools
	Project Northland	Provide information; build skills; provide support	Some evidence among rural Minnesota communities	Schools
	Marketing campaign on consequences/risks (lost eligibility)	Provide information: PSA w/Screenvision and school news groups	Low evidence of effectiveness if done as stand-alone strategy	Media, law enforcement, schools, youth serving organizations

	Increase + promote enforcement of school policies; increase collaboration between LE + schools	Message on back of Prom, Homecoming, and Winterfest tickets		Schools, students
	Students present to peers – 8 Things the Alcohol Industry Does Not Want You to Know (Y2Y Module 3A-1)	Provide information		Youth, schools
Get marijuana from young adults ages 18-25	Increase and promote enforcement	Change consequences; reduce access; provide information (if enforcement promoted)	Effective if enforced, and enforcement is promoted	Law enforcement, justice/courts, media
	Reduce access at parks (i.e., Garvin Heights lighting, gate, signage)	Change physical design		Local government, law enforcement, WSU
Perceived low risk from marijuana use	Brief motivational interviewing	Build skills; provide support; change policy (potentially)	Strong evidence of effectiveness	Schools, clinics, youth-serving organizations
	e-Checkup to Go (e-Toke)	Provide information; build skills; change policy (potentially)	Evidence of effectiveness for college population	Schools
	LifeSkills Training	Provide information; build skills; provide support	Strong evidence of effectiveness	Schools
	Marketing campaign on consequences/risks (video, lost eligibility)	Provide information	Low evidence of effectiveness if done as stand-alone strategy	Media
	4/20 Alternative events with fact cards and discounts	Provide support		Youth, businesses, youth-serving organizations, media
	Increase enforcement of school policies + promote (better collaboration between LE + schools)	Change consequences		Schools, law enforcement
Easy access to e-Cigs	*May need more data collection			
	Tobacco/nicotine 21 that covers e-Cigs	Change policy		Law enforcement, media, healthcare, treatment, youth
	Congratulate & Educate – Increase compliance checks + include e-Cigs	Change consequences; reduce access	Strong evidence of effectiveness	Businesses, law enforcement, media
	Counter Tobacco – Point-of-sale scavenger hunt	Reduce access		Businesses, youth, youth-serving organizations, media

DFC Goal 1: Build Capacity

- HIPS: Encourage sector reps to bring mini-HIPS (backpack) to sectors; promote ASAP; build prevention capacity; sustainable and can cover any emerging substance. Also plug the "Talk Sooner" app.

- Track and monitor events at community parks (i.e., festivals at parks w/ alcohol such as Levee Park)
- Get more involved in big community events (i.e., "Lubeathon", National Night Out, Middle School Orientation, mandatory sports meeting)
- School policy review (WSHS, WMS, LAHS)
- Create banners, fact card, data displays--could tie to Goal 2 LCs
- Coalition posters and postcards for sector reps--branding coalition; sector rep liaisons
- Businesses offer deals to students for alternative events
- Quarterly meetings for all coalition members to receive info about a substance with action steps, and recruit more help
  - Marijuana
  - Vaping/e-cigs (ANSR or ALA can present)
  - Alcohol (Students can present "Advertising and Media Influence" (Y2Y Module 3A-2))
  - Brief motivational interviewing