



**Winona County Alliance for Substance Abuse Prevention & Crime Prevention Committee**  
**2:30pm February 22 - County Office Building**

**Attendees**

Annamarie Nelson  
Beth Moe  
Darci Roesler  
Don Cratchy  
Gerry Krage  
Helen Bagshaw

Janneke Sobeck  
Joy Griesbach  
Kalene Engel  
Karin Sonneman  
Jeff Apse  
Mary Olson

Missy Thesing  
Ron Ganrude  
Travis Volkman  
Phil Huerta  
Sharna Miller

**Board of Directors Term**

Discussed discrepancy between BOD terms in the bylaws (up to 6 years) and open-ended in the CIAs. Agreed on making terms open-ended with an annual discussion to evaluate commitment and participation.

**Bylaws**

Based on above discussion, it was agreed to amend the bylaws and send an updated copy for review with the minutes from today. An official voting to adopt the bylaws will take place at the next meeting.

**Subcommittees**

Action teams have been meeting to plan a town hall meeting/community conversation, thanks to a \$500 stipend through SAMHSA. Considering hosting two events, one for underage drinking and one for prescription drugs. Tentative timeline is April in order to promote the national Take Back Day at the end of the month. Discussed importance of avoiding the Engage Winona community conversations on April 19<sup>th</sup> when selecting our dates. Suggestion was made to consider hosting one event in Lewiston and one in Winona, and encourage teachers to offer extra credit for attending.

Plans also include a news conference to launch the Parents Who Host campaign. PWH intro kits and various other materials have already been ordered.

Boys and Girls Club of Rochester created a powerful video on drug use that Karin will be receiving. Karin will also see if we can use the new Mobile Teens Room, which is an interactive educational activity for parents to help them learn about what to look for in their teenager's bedroom.

Dateline had an episode set in Woodbury when a young girl died from drug use. Good resource to add to the ASAP website. Discussed the shock from several coalition members to hear LSD is in our schools. Website should be live by Saturday in time for the Wellness Expo.

Brief brainstorm of panelists included WSU Professor Keith (last name?) who has a history of drug abuse, Heather Kimmerle who spoke at a previous town hall meeting, and the desire for a young person's story. Considerations to keep in mind are to do the PR stuff up front before the community discussions, to be clear WHAT we are kicking off, and to discuss alternative activities to using. Suggestion was made to table at parent teacher conferences. Lewiston gets approximately 95% of parents attending the first conference of the year. Also connect with SHRM to reach employees (harder to reach parents working 2<sup>nd</sup> and 3<sup>rd</sup> shift).

WSU student Sharna volunteered to help create content for the social media platforms, including putting together a post planner.

5 students will be assisting at the Wellness Expo on February 27<sup>th</sup> at the Winona Middle School. If you'd like to join an Action Team or receive email updates please contact Phil at [phil.huerta@winonacountyasap.org](mailto:phil.huerta@winonacountyasap.org)

### **Data Collection Events/Focus Groups**

To recruit coalition members and learn what's going on. Conduct Facebook polls, possibly a Survey Monkey for Saturday, or simple pen and paper survey. Try to use WSU student groups for peer to peer focus groups. Should get the 2016 Minnesota Student Survey results by the end of the school year. Charter Schools don't do the MSS – possibly have a conversation with them about the importance of the survey and why it might be valuable for them to do. SUMN.org is a good data site. ECS requested a brief survey from our coalition to determine which data indicators to start with. Biggest problems our group identified were prescription drug sharing, prescription drug theft, and promotion of excess drug use.

### **Open Discussion**

Financial update to be given at each meeting to ensure proper monitoring of our DFC budget. Winona Health (fiscal agent) and Deb McClellan are reconciling all expenses each month and requesting reimbursement. WH will conduct their normal auditing procedures, which will cover our DFC grant. WH is offering a presentation on February 29<sup>th</sup> from 12-1pm in the BA Miller Auditorium. It will include a drug court success story. Targeted toward Healthcare professionals, but if our coalition is interested you can contact Tori Pierce at WH to RSVP.

“Key Events” to be recorded in the Reach evaluation software are defined as:

*“Anything external to the coalition's work that affects substance use outcomes or environment. Things that happen in the community that have the potential to affect the coalition's outcomes that are not in control by the coalition, i.e. a dramatic event such as a drug related death or an entity receiving funding to address similar issues of that of the coalition or a change in community leadership.”*

Phil has an intern lined up through SMU that can put in a few hours before a full summer internship. She is very interested in prevention and event planning.

Paper Tigers documentary on youth substance use will be showing at Frozen River Film Festival this weekend, along with a brief presentation from Ruth Charles on Adverse Childhood Experiences.

Darties (day parties) are becoming an issue among youth. This day drinking takes place during the weekday.

Youth have confided that some liquor stores are consistently not carding. We have a lot of liquor licenses in Winona County!

Large alcohol signs in the community are openly promoting to all ages.

We need to focus on all students (even younger kids). Members in counseling and treatment and seeing first use at very early ages. It takes a village to educate and inform. We need to find unusual places to promote our message.

### **Actions**

Karin to share drug use video with staff and determine appropriateness for community conversation.

Karin to look into Mobile Teens Room to see if we can use it.

Phil to add Dateline episode to ASAP website.

Travis, Beth, and Helen (THM) volunteered to help with event planning. Rebecca Church was also recommended as a potential panelist.

Beth will discuss press conference with Brian Voerding.

Sharna will help create a social media post planner.

Phil to share financial update at each coalition and Board meeting going forward.

Phil will create a summary document of what each coalition member should be cognizant of (track time spent on coalition or prevention efforts, notify staff of key events, share resources, etc).

Phil to update bylaws. Vote to adopt them will take place at March meeting.

**Next Meeting**

Monday, March 21<sup>st</sup>, 2016 at 2:30pm, County office Building Conference Room B