



Kent County Prevention Coalition (KCPC) September 25, 2018 General Assembly Meeting Minutes

Attendance:

Ashley Pattee (Arbor Circle), Brian Hartl (Kent County Health Department), Cathy Racalla (Wedgwood Christian Services), Spencer Shirreffs (Wedgwood Christian Services), Brooke Schmidt (Family Outreach Center), Kim Donner (Arbor Circle), Brenda Mathews (DAB-St. John's), Madison Schaefer (DAB-St. John's), Sharon Briggs (Cherry Health), Charles Brown (Arbor Circle, Network 180), Brianna Vasquez de Perera (Kent School Services Network), Nayaab Sattar (Kent County Health Department), Shanda Vaughn (Pine Rest Christian Mental Health), Dyshea Cartman (Grand Rapids Public Schools), Dia Noble (Friends of GR Parks), DeWanna Lancaster (Community Family Partnership/Networkk180), Carolyn Guyton (CampFire West Michigan 4C), Cassie January (17th Circuit Court), Andrae Ivy (Grand Rapids African American Health Institute), Melissa Ware (Arbor Circle) and Nadia Kimble (Kent County Prevention Coalition).

WELCOME –

Greetings, housekeeping information, and introductions were facilitated to welcome members and guests. Thanks Network 180 for hosting and thanks DAB for taking minutes.

ORDER OF BUSINESS ACTION/DECISION ITEMS

- Approval of September meeting agenda
 - 1st – Shanda Vaughn 2nd – Melissa Ware ALL APPROVED
- Approval of August General Assembly (GA) minutes
 - 1st – Ashley Pattee 2nd – Nadia Kimble ALL APPROVED

Coalition Successes

The following successes were shared with members:

OPERATION IMPACT – Being visible, valuable, and vocal in West MI and BEYOND!

- KCPC 2018 Annual Meeting Pathway to Partnership- October 2nd, 2018 City Flats, 83 Monroe at 9am
- ATI Kent County Fall Programming Kick-Off- youth coalition partnering with middle schoolers and high schoolers
- Social media- 17,622 twitter impressions! Click, post, and share!
- Brenda Mathews will be representing DAB at Art Prize on Wood TV 8

Discussion and Action Items

List out & Describe Discussion Items

- Youth substance youth trends 2017-2018 Kent County MIPHY
 - 2/3 of participants were white which was representative, but Latinos were over represented
 - 10 states and districts have legalized recreational use of marijuana
 - Over the years, there has been an increase in high school students who believe marijuana is of no or low risk to them
 - Kids see it to have less of an impact as they get older
 - The data does NOT show a corresponding increase of use in Kent County
 - Hispanic/Latino indicate highest percentage of marijuana use (same is true for synthetic marijuana)
 - Decrease of alcohol use over time
 - Females utilize binge alcohol more than males

- Decline in use of pain killers (other than use they are intended for) since 2009
- Latino use sticks out across the board in terms of substance use
- Increase in use of vaping product since 2015, while tobacco/cigarette use has continued to decrease
- Significant jump in use of vape in high school
- E-cigarettes are the most commonly used substance (double the use of marijuana)
- Annual Member Survey- link will be sent out so feel free to add any additional comments you may have
- Recap of committee work- How are we going to mobilize the plan? What are the roles and what do we want to accomplish? The group engaged by answering the following questions on sticky notes and posting them on post-it paper around the room. The answers were streamlined and read aloud for group discussion. All responses have been recorded as follows.

1. What does success look like?

Data Committee:

- Seeing noticeable decrease in substance usage in underaged individuals
- KCPC partners with other coalitions/state public health to create messaging around healthy use of marijuana and alcohol
- KCPC will be a partner in more events to promote the message
- Start at the biggest problem which is vaping and inform kids how dangerous it is
- Looking at best practices from other parts of the country
- When the data improves or less students have a higher perceived risk of use of substances
- National support and recognition of current efforts!
- Serve as support for one existing adult heavy drinking reduction effort (don't need to be the lead)
- KCPC messages are disseminated via member organizations social media networks
- A reduction in substance use among youth using MiPHY
- Local funding organizations realize the importance of sustaining the KCPC; efforts to educate the community
- Measuring success in data is clear through statistical evaluation and identification in trends after the use of prevention techniques.

Community Engagement Committee:

- Parents & Youth advocating together to rise above the stigma of "everybody participates" or it's just experimentation
- Target charter schools and home school networks
- Community informational sessions that draw both adults and youth participation
- Youth leave youth summit with their own plan of action or commitment to not use substances
- Helping schools start their own Youth Summit within the school itself
- Expanding ATI to more schools (elementary)
- More outreach to SUD outpatient programs/services
- Increase outreach to inner city
- I'm active on the committee and was a part of goal development, but I am confused about how the committee decided to do a lunch and learn on marijuana legislation. I think it's a great topic but diverges from original goal and objectives of expanding the ATI movement. Also, how does ATI movement work in schools be a part of committee work, rather than just staff
- A community that embraces education and awareness of the impact of alcohol and drug use for underage youth
- Information provided in easy-to-read language in many different languages with eye catching visuals

- More prevention youth focused work which a part of the original goal/area of focus was
- Watching goals and area of focus to MiPHY data 2017-2018

2. How do we measure success?

Data Committee:

- Number of partnerships formed
- Youth surveys and involvement in events
- Peer to peer education
- KCPC becoming a community standard name/organization known for prevention or as a community resource for prevention information
- Using data and stories from KCPC efforts to generate state and national support
- Being open to all perspectives and evaluating the whole. Not allowing scare tactics to drive the work.
- Number of collaborative campaigns to educate public on responsible use
- Local funding is available for county-wide campaigns addressing better drinking culture
- All KCPC member organizations share KCPC posts on marijuana and better drinking culture
- 5 breweries participate in pilot launch of messaging
- Assist in application for grants/partner with other agencies to acquire funding

Community Engagement Committee:

- Local breweries openly promoting and advertising responsible drinking (posters, banners etc.)
- Raise awareness through education events and community forums – call to action
- 3 charter schools agree to participate
- How large our footprint is and are we talking about issues that matter to the community? Community led
- Success can be measured through the amount of involvement seen in and outside the organization such as the breweries and other prevention organizations
- Post-survey or another way for youth to record action/commitment
- Getting as many entities as possible involved in prevention awareness through networking and connectivity

3. Focus area strategies

Data Committee:

- Getting a more complete data system that will include more youth
- Use data that's from research and accurate versus personal beliefs to measure how our community is doing and best strategies
- Research current campaigns / programs
- Access where support is needed
- Align with resources we have to offer
- Responsible drinking
- Alcohol abuse prevention for youth
- Implement / push at state/national campaigns, rather than creating a new one

Community Engagement Committee:

- Working within the schools everyone on the same page with the same goal in mind for the success of the youth as well as the health piece.
- Drugs and health info for youth
- How drug use affects income

- Equip youth with the right harm reduction messages/strategies to decrease youth use. Utilize the many coalition members
- Parent Summit
- Preventative information from a holistic approach for youth and adults (alcohol, drugs and health)
- If the marijuana ballot passes, more education is needed for our youth. Take a deeper dive. Explore natural highs
- Connect with more schools to host an assembly before youth summit about basic ATI curriculum
- Network with other KCPC members to see other potential school partnerships / programming
- Updates on committees
 - Lunch and Learn (community engagement committee)- panel style format to educate community members and prepare them for vote by answering questions and providing necessary information
 - Suggestions were made for committee to have something that can be distributed further by the people who attend
 - Social Media Campaign (data committee)- distributes data every Friday about marijuana use and things like car accidents
 - Members are encouraged to share these posts

Announcements / Information

- **Healthy and productive Michigan talking points**
- **Healthy and productive Michigan responds to official ballot language**
- **HIDTA newsletter on vaping**
- **HIDTA- the legislation of marijuana in Colorado: the impact volume 5**
- **Safe kids worldwide – 10 things principles need to know about JUUL**

Upcoming Events:

- ATI- Kent County Youth Coalition First Meeting: October 1, 2018 (regular meetings held on the 1st and 3rd Monday of each month at Network 180 790 Fuller Ave, 49503 3:45-5:30)
- KCPC “Weed It Out” Social Media Campaign- October 17, 2018-November 3, 2018
- Red Ribbon Week- October 22, 2018- October 26, 2018
- Michigan Recreational Marijuana Vote- November 6, 2018

**Next Meeting Location: KCPC Lunch and Learn: October 23, 2018 at Catholic Diocese
360 Division Ave. NE Grand Rapids, MI 49508**