



Kent County Prevention Coalition (KCPC) August 2017 General Assembly Meeting Minutes

Attendance:

Ashley Pattee (Arbor Circle), Brian Hartl (Kent County Health Department), Sharon Briggs (Cherry Street Health Services), Patti Warmington (Cherry Street Health Services), Shanda Vaughn (Pine Rest Christian Mental Health Services), Melissa Ware (Arbor Circle), Kim Baron (Grand Rapids Public Schools), Harold Mast (network180), Alisha Lauchie (Family Outreach Center), Andrae Ivy (Grand Rapids African American Health Institute), Nayaab Sattar (Kent County Health Department), Adam Russo (Com 616), Elise Pelletier (Com 616), Brenda Mathews (D.A Blodgett/ St. Johns), Rachel Rhodes (Family Outreach Center), Carrie Parlin (Wedgwood Christian Services), Cathy Racalla (Wedgwood Christian Services), Jose Orozco (Kent School Services Network), Brooke VanProoyen (AFSN/D.A.Blodgett/St.Johns), Brian Elve (Guiding Light), Denise Herbert (network180), Michele Stitt (network180) and Nadia Kimble (Kent County Prevention Coalition).

WELCOME –

Greetings and introductions were facilitated to welcome members and guests. Housekeeping information was offered to members. Special recognition was given to DA Blodgett/ St. Johns Home for hosting the meeting and to Network 180 for providing lunch. GRAAHI was thanked for taking the meeting minutes.

Brian facilitated the meeting. The coalition will not meet in September in preparation for the annual meeting on October 3rd. However, committees will still meet during the month of September. There will be a monthly coalition meeting in October.

ORDER OF BUSINESS ACTION/DECISION ITEMS

- Approval of August meeting agenda
 - 1st – Adam Russo 2nd – Ashley Pattee ALL APPROVED
- Approval of June General Assembly (GA) minutes
 - 1st – Carrie Parlin 2nd – Alisha Lauchie ALL APPROVED

Coalition Successes

The following successes were shared with members:

- **Committee Work: Amazing Team Work to Move the Coalition Forward**

Michele discussed the opportunity that was offered to coalition members, during the June monthly meeting, to join the executive leadership team. Two people filled those vacancies within the past month. Brenda Matthews will serve as the co-chair for the Community Engagement Committee, while Andrae Ivy will serve as the co-chair for the Data Committee. These two members will also join KCPC's executive leadership team. Committees will meet during September, as members can learn or remind themselves of their self-assigned committees by reviewing June's meeting minutes. After reviewing the coalition's goals, each committee will determine the activities and methods needed to achieve those goals. There are more members on the Community Engagement Committee compared to the Data Committee. Much data experience is not required to serve on the Data committee, so feel free to join.
- **Annual Meeting 2017 Update**

Nadia provided an update. The annual meeting will be held at City Flats on Oct. 3rd at 9am. KCPC is currently accepting reservations for the meeting, while members are encouraged to bring guests. During the annual meeting, KCPC will highlight coalition successes and campaigns/initiatives, while honoring community and coalition partners. Mail invites were distributed and made available for members to share with their coworkers and peers. It should be an exciting day!
- **PhotoVoice Video Project**

Michele emailed and invited members to participate in a **PhotoVoice Video project** to promote KCPC's work. Michele kindly urged people to lend their faces and voices to this innovative project. This project will occur on Aug. 31st from 10am-3pm at Network 180. A videographer will be present to

capture people's responses to one of three questions provided in Michele's email. The video will make its debut at the annual meeting, while a print-based collage will also be developed based on people's responses. Feel free to email Michele with any additional questions.

- **Family Day 2017**

KCPC has participated in Family Day for the past 8-9 years. This year's experience will look differently from previous ones, which required many efforts from KCPC staff. Last year, KCPC launched a pilot effort with Brann's Restaurants to promote family meals together. **This year, KCPC is officially partnering with Brann's for a family day campaign. On Sept. 25th, KCPC will conduct a big promotion at all 5 Brann's locations in Kent County.** Our theme will be "Family Meals Matter," while the promotion will be "An App for an App." Customers will receive a free appetizer from Brann's by downloading the "Talk Sooner" app. This promotional campaign will last a week. Brann's is utilizing its full marketing team to promote this campaign. Moreover, Brann's will offer this promotion at all its locations, including the ones in Muskegon, Holland and Bay City. KCPC is looking for a family to interview at a Brann's restaurant on Sept. 25th. The news media will be there.

In addition, KCPC will partner with iHeart Radio to promote this effort on Sept. 18th, while Facebook teasers and ads will be placed on Facebook on Sept. 11th to create buzz for the event. In addition, an Instagram promotional campaign will also occur, allowing families to upload photos of themselves at Brann's restaurants. Three families, participating in this campaign, will receive \$75 certificates to Craig's Cruisers. Brann's paid media will be used for this campaign.

KCPC will also partner with Family Promise and local pantries to distribute bags for this event. So how can KCPC members get involved? 1) They provide donations for this family event, including food and any type of toiletry item. 2) They can also volunteer and deliver appetizers to local media. 8-10 volunteers are needed for this event. Delivery time will occur from 11-1 on Sept. 25th. Brian and Denise both encouraged members to promote this campaign to their networks and peers.

Discussion and Action Items

Expanding Coalition Capacity Through Partnerships

Brian discussed the coalition's desire to rejuvenate its committees over the past year. The committees are designed to perform the heavy lifting to achieve the coalition's goals. Denise discussed the purpose of the strategic plan and the charge of creating three committees: youth, data, and community engagement. Four goals were then identified from the coalition (outlined on page 3 of June's meeting minutes). Discussions occurred to determine the feasibility and practical nature of the coalition's goals.

The coalition determined that achieving all four goals was not practical, so the coalition decided to focus on two areas: **1) influencing a better drinking culture (focused on by the Data Committee) and 2) expanding the ATI movement (focused on by the Community Engagement Committee).** The coalition then determined the appropriate strategies necessary to achieve those two focus areas. That discussion is provided on page 4 in June's meeting minutes. For expanding the ATI movement, the group offered the following potential strategy—partnering with schools, camps, member organizations, and other provider agencies. So the meeting task was to vote on this potential strategy and choose another one to achieve the "influencing a better drinking culture" goal.

Brian reminded folks that ATI stands for "Above the Influence," a nationwide campaign geared towards helping youth resist alcohol and drugs. Brian mentioned the Youth Summit that occurred back in May with over 1,000 kids involved. The event is energetic and impactful by empowering youth with opportunities to engage each other in activities and discussions around healthy behaviors. So the coalition was charged with discussing ways to expand the energy of this movement to schools, camps, member organizations, and provider agencies throughout the year. Particularly:

- Which activities can the coalition perform to achieve this goal?
- How can we leverage our organizations to assist this movement?

- What does success look like?
- How can each person get involved to help achieve this goal?

These exact questions were also applied to the “better drinking culture” goal too. Maybe the data folks could envision ways of measuring success from a data aspect. Is it the number of schools reached or number of programs implemented within these organizations? Creating a timeline of short-term and long-term goals would be helpful.

Denise presented the option of pursuing the current strategies for the ATI goal or to create new ones. A member replied by saying that she was satisfied with the current ATI goal and would like to move forward with it. Information of both goals was emailed to the coalition members. Additional discussions of these goals will also be emailed to members. The coalition then split into two groups to discuss both goals with potential activities of achieving these goals within a given timeframe. What does success look like with these goals? What activities are practical with achieving these goals?

The coalition reconvened after 30 minutes. Representatives from both groups then presented the findings of their breakout sessions. Here are the notes from the two breakout groups:

Group A: Influencing a better drinking culture

Change goal to: promoting a more responsible drinking culture

- a) Collaborate with organizations with the same goal
 - a. Become familiar and review current information of these organizations
 - b. Link campaign with local breweries
 - c. Approach Rethink Campaign/KCHD with partnership (revamp and broaden campaign)
 - d. Expand digital outreach efforts

- b) Reach out to local breweries (Experience GR)
 - a. Number of breweries that participate
 - b. Reach out to all in Kent County
 - c. Letters (activity)

Group B: Expanding the ATI movement beyond Summit

Strategy: partnering with schools, camps, organizations and provider agencies
(focus on schools and member organizations of KCPC)

Schools

- Provide campaign information, so schools could conduct their own ATI campaign
- Leverage the ATI curriculum used previously in high schools
- Determine if the curriculum has been updated
- Integrate ATI into schools by gaining access to chaperones, superintendents, health teachers, trainers at GRPS, KISD or other school districts
- Determine a measurement of success: how many districts, schools, classes or students should participate? 10 schools?
- How many KCPC organizations should participate? 80-90%?
- Identify the current school partnerships with KCPC
 - Union, Innovation Central, Godfrey-Lee, City, Godwin Heights Middle, Forest Hills
- Disseminate survey to find other partner schools
- Identify a sustainable process to engage with teachers and students, potentially through a proven toolkit with many options

Additional Thoughts for Member Organizations

- How could member organizations impact school engagement with the ATI movement?

- How can they integrate the ATI movement into existing engagement efforts?

More work will be done on these goals and strategies in future meetings, specifically with the committee meetings. The members will make further decisions on these goals after reviewing these notes and discussing them within their groups. The actual meeting day for committees will vary on each individual committee. The chairs will inform members through email. If members had not joined yet, members were encouraged to join one of the two committees.

Announcements / Information

Ashley asked members to sign up to host next year's meetings and for people to drop all toiletry items at Network 180. Ashley passed out documents and discussed the following information:

- Youth marijuana rates since legalization
- Michiganders could possess the most marijuana in the U.S.
- 5 tips for talking to your teenager about mental health

The youth coalition will start again in October. KCPC will be giving presentations at partner schools during the first and second weeks of September for this coalition. Member organizations can inform KCPC, if they would like to participate. Also, people can still sign up to record PSA messages for KCPC. Brian reminded people that the September general assembly meeting was cancelled due to the annual meeting on October 3rd. Brian then adjourned the meeting.

Next Meeting: Tuesday, October 22, 2017 @ Kent County Health Department
(700 Fuller Ave. NE, Grand Rapids, MI 49503)