

# **Sherburne County Substance Use Prevention Coalition**

## **Meeting Minutes**

**October 17, 2018**

**9:00 a.m.**

**Sherburne County Sheriff's Office Emergency Operations Center**

### **Coalition Members Present:**

Dan Bradley, Sherburne County Community Corrections  
Lisa Fobbe, Sherburne County Commissioner  
Roxanne Schreder, Sherburne County Sheriff's Office  
Amy Halvorson, Sherburne County Community Corrections  
Roger Fellows, Sherburne County Attorney's Office  
Bob Stangler, Sherburne County Sheriff's Office  
Amber Jochem, MN Adult and Teen Challenge  
Jenilee Telander, Regional Prevention Coordinator  
Darrell Skog, Spectrum High School

Amanda Martin, Sherburne County HHS  
Molly Hanson, Elk River YMCA  
Alison Miller, Sherburne County HHS  
Melissa Cribb, CMMHC  
Francine Kosse, Fairview Health Services  
Victoria Holbert, Retired Resident  
Alicia Maxwell, SUP Coalition Coordinator  
2 Rogers Students (McKade & Jared)  
Gail Anderson, Local Nursing Student

Dan Bradley called the meeting to order at approximately 9:04 a.m. Introductions were made.

Dan requested approval of the minutes from the September 19, 2018 meeting. Francine Kosse made a motion to approve the minutes, which was seconded by Lisa Fobbe. All were in favor.

Dan asked for any additions or changes to the proposed agenda, none were made. Roger Fellows made a motion to approve the agenda, which was seconded by Molly Hanson. All were in favor.

### **Consent Agenda**

Financial update was completed by Molly and Roxanne Schreder:

- Of the current budget of \$135,548.22, we have \$17,841.11 remaining in the grant.
- In-kind donations documented for Year 4: \$143,606.96
- Current in-kind donations documented through October 2018 for Year 5: \$1,919.13

Alicia advised that we must submit a formal carryover request if we wish to carryover our balance of \$17,841 into Year 5. The majority of these funds were leftover from our travel budget since we did not attend an out-of-state training. These additional funds would be used to support one-time activities that align with our existing goals and objectives such as our Youth Leadership Advisor positions and our student and parent campaign outreach.

Alicia asked for a motion to move forward with a formal carryover request for the items discussed as well as matching the carryover amount, if approved. Dan made a motion to approve the request, which was seconded by Molly. All were in favor.

### **TETO Campaign**

### **Fall Campaign Update:**

Alicia provided brief updates on our fall campaign:

- Scheduled Facebook posts began October 1 and will continue throughout December. Alicia encouraged members to continue to share these posts on their social media sites, websites, newsletters, emails, etc. to help expand the reach of our messaging.
- TETO Trailer is currently being played at Elk River Cinema throughout early January.

She then asked members to share their feedback on what is working well so far and how we can continue to improve.

- Francine mentioned continuing to expose common myths about marijuana – like jail time associated with minor possession.
- Alicia suggested exploring “Ask a Cop” (or another professional) to weigh in on specific issues like this to provide their expertise. Their responses could be shared on social media. Alicia will ask the greater coalition if they have suggestions on questions.
- Alicia also asked the coalition to consider how we want to approach marijuana moving forward to continue our momentum. She advised that marijuana was mentioned frequently during the SUP Retreat and how we as a community need to be proactive.
  - o She is looking for 3-4 members to join a Marijuana Task Force to review the coalition’s action plan on marijuana. The frequency of meetings will be determined on the need. Updates would then be brought to the greater coalition for feedback. Please let Alicia know if you are interested in this task force.

### **Spring Campaign Plan:**

Alicia advised the spring campaign will run March through May and will have a vaping focus. She contacted social marketing group, Community Blueprint (CBP), to assist with campaign development and outreach. Our goal is to educate parents and students on the dangers of e-cigarettes and other vaping devices.

- **CBP Proposal:** Create 2 short videos – 1 geared towards students and 1 towards parents. Each will come with a discussion guide.
  - o **Videos:** CBP is open to suggestions on video settings
    - Messaging Ideas: chemical concentrations (nicotine and other dangerous chemicals) and the use of other substances in the devices while incorporating local statistics
    - **Student:** Video length will vary dependent on how it will be viewed
    - **Parent:** Video length right around 2-3 minutes
  - o **Guides:**
    - **Student Guide:** Facilitated discussions and activities
    - **Parent Guide:** Contain resources like talking points and conversation starters for parents to talk to their teens

### **Discussion Questions:**

- **CBP Proposal: Student audience – middle and/or high school focus? Where do we see the most need and it being most helpful?**
  - o The coalition believes we should focus our efforts on both middle and high school students since we know it’s problematic for both age groups.

- **Video Messaging: Is the suggested messaging pertinent to both adults and students? Are there additional suggestions?**
  - Members suggested the following messaging:
    - Expose the myths about it being a safe alternative – ads don't tell the truth. Roger mentioned how Star Tribune published a full page ad promoting the JUUL device.
    - Expose the vaping companies and their marketing ploys. Show how they are making money at the expense of others. Teens don't like being deceived (e.g., JUUL gets this → you get this. Who's winning?)
    - Cost of purchasing and using their products over time. McKade suggested a visual that displays how much students would spend during the four years of their school career and what that money could have been used for.
    - After a lengthy conversation, it was decided that the messaging would be similar for both adults and students.
  - **Student Video: Will watching video be passive or required? Max length?**
    - Darrel advised the video could be used during health classes and on the student news. Alicia inquired about other classes in addition to health classes. **She will connect with the schools on their recommendations for making the video passive or required.**
  - **Parent Video: What would entice/motivate you to view?**
    - Suggestions included discussing how big of an issue it is as well as what the devices look like.
  - **Video Settings:**
    - Suggestions included using a bathroom scene, video game animation, or having a student speak to the hardships they experienced after using. Additional suggestions included using vocals and having catchy titles.
- **Guides:**
  - **Student Guide: How will these be used? Would it be facilitated by a health teacher, or other faculty member? In addition to a school setting, how else could the video and guide be used? What avenues should we explore?**
    - **Alicia will connect with the schools on the facilitation of the guides.**
    - **Members are going to brainstorm additional student groups that could also use the video and guide, including church youth groups and youth-serving agencies.**
  - **Parent Guide: What should the guide contain for parents? What is most helpful/useful? How can we get this into the hands of parents? What are some new avenues we could explore that we haven't in the past?**
    - Roger recommended including information on collateral consequences into both guides since many students and parents are unaware of this information.
    - Amanda Martin recommended a condensed version of the HIPS exhibit to parents on tobacco-specific products.
    - **Outreach suggestions:**
      - Lisa recommended presenting to the Sherburne County Board on an annual basis. She advised they will be going live as of January 1, 2019, which will expand their reach.
      - Lisa also recommended presenting to school boards on an annual basis. Student groups could assist with these presentations.

- Gail Anderson recommended connecting with local healthcare facilities. **She will reach out to her connections at Allina.** She also recommended using gas pumps and churches.
- McKade and Jared suggested sharing on parent portals and during parent presentations at the schools on varying topics like college readiness.

**Alicia will share these suggestions with CBP.** Moving forward, Alicia and Dan will form a task force with students to finalize components of the student video and guide. If needed, the same will be done for the parent video and guide.

### **Toolkit Components:**

Alicia advised that we are still working on developing components of our SUP toolkit. The toolkit will be similar to our parent resource bags and will be shared with local champions like judges. **Roger and Jennifer Pim are still exploring this opportunity.**

In the meantime, Alicia asked for volunteers to assist with reviewing the toolkit resources. **Francine, Alison, Amanda, and Melissa will assist with this.**

### **HIPS Exhibit**

**Dan advised that volunteers are still needed to assist with the HIPS exhibit and presentation and SUP booth.** He mentioned that him and Alicia can assist those interested in learning more about the exhibit and/or need a refresher. Alicia advised those assisting with the exhibit should feel comfortable discussing contents of the room. She also shared that she is expecting in January so she will be unavailable to assist for a few months.

Dan inquired again about potential worksite options. **Molly will connect with the YMCA. Dan will connect with the Boys & Girls Club in Elk River and Darrell will connect with the Zimmerman location. Melissa suggested Central Minnesota Mental Health Center. She will look into scheduling this with the therapists and counselors.**

HIPS schedule of events is available on the [Google Drive](#).

### **Information Sharing/Agency Updates**

- Roger examined social host violations to see how often it is charged. This was a continuation of a discussion that occurred during our August meeting. He provided valuable information on the number of cases that were referred to the County Attorney's Office for prosecution, including how each case was handled. See the information [here](#).

The regular meeting was adjourned at 10:33 a.m.

***Next Meeting: Wednesday, November 21 at 9:00 a.m. in the Sheriff's Office Emergency Operations Center.***