

Sherburne County Substance Use Prevention Coalition

Meeting Minutes
December 19, 2018
9:00 a.m.

Sherburne County Sheriff's Office Emergency Operations Center

Coalition Members Present:

Dan Bradley, Sherburne County Community Corrections	Kasey Cable, Feeling Good MN
Roxanne Schreder, Sherburne County Sheriff's Office	Amanda Martin, Sherburne County HHS
Amanda Larson, Sherburne County HHS	Melissa Cribb, CMMHC
Roger Fellows, Sherburne County Attorney's Office	Francine Kosse, Fairview Health Services
Jennifer Pim, Sherburne County Attorney's Office	Alicia Maxwell, SUP Coalition Coordinator
Eric Balabon, Elk River Police Department	Eric Nielsen, Elk River High School
3 Elk River Students (Shelby, Jackson, & Kaleigh)	Victoria Holbert, Retired Resident
Jenilee Telander, Regional Prevention Coordinator	

Dan Bradley called the meeting to order at approximately 9:05 a.m. Introductions were made.

Dan requested approval of the minutes from the November 21, 2018 meeting. Roger Fellows made a motion to approve the minutes, which was seconded by Jennifer Pim. All were in favor.

Dan asked for any additions or changes to the proposed agenda, none were made. Francine Kosse made a motion to approve the agenda, which was seconded by Kasey Cable. All were in favor.

Consent Agenda

Financial update was completed by Roxanne Schreder:

- Of the current budget of \$142,623.37, we have \$121,060.44 remaining in the grant.
- Current in-kind donations documented through December 2018: \$15,058.09

Roxanne reminded everyone to continue to send their monthly output logs to her.

TETO Campaign

Alicia advised that we have received two proposals from Community BluePrint (CBP) for the vaping component of our TETO Campaign. Proposals were discussed.

Proposal 1: \$5,000

- Contains the production of 3 videos and 2 guides
 - o Main Video: "8 Things You Should Know about Vaping" – geared towards parents. Approximately 3:30-5 minutes.
 - o Social Media Teaser Videos: 2 – 30 second videos to showcase 1 – 2 facts and encourage watching main video – one geared towards adults and one towards students.
 - o Parent Guide (child-focused) & Teacher Guide (student-focused): Contain similar content, but different discussion questions. Guides will be up to 4 pages – front and back.

Alicia shared CBP's ideas for the "8 Things You Should Know about Vaping". Members recommended including information on how other drugs like marijuana can be used in these devices. Kasey and Jennifer advised that all facts should be supported by evidentiary support. Alicia also inquired about confiscated vaping devices for use in the videos. **Roxanne and Eric Balabon volunteered to see if they could attain any devices.**

Alicia requested approval of proposal 1. Dan made a motion to approve proposal 1, which was seconded by Roger. All were in favor.

Proposal 2: \$1,835

- Contains the production of a billboard design, social media/newspaper graphics, table tent design and printing, and customized vape posters with school logos.
 - o Table Tent Design
 - **School Table Tents (Q:500):** Be Real messaging – correcting misperceptions and focusing on positive social norms
 - **Business Table Tents (Q:750):** Youth-focused messaging + parent-focused messaging using content from video/guide (2-sided)
 - o Vape Posters: CBP developed 5 vape posters for MDH. Posters will be customized with school logos and distributed to the middle and high schools.

Alicia shared school concerns about the abuse of table tents and asked if members had additional suggestions for other elements we could use. Students shared that table tents would likely be abused on the lunch tables, but agreed with other suggestions of using library tables and bathrooms. In addition to social norm messaging, students suggested including messaging on the financial cost of vaping.

Jennifer suggested looking into window clings for the bathrooms and Amanda Larson recommended coffee cup sleeves. Francine voiced that she thought posters on the back of bathroom stalls would work better than table tents. **She recommended looking into purchasing plastic poster holders for the schools.**

Alicia asked for a volunteer to connect with a local coffee shop on the requirements of advertising on the coffee cup sleeves. **Kaleigh volunteered to connect with her friend that works at Dunn Brothers Coffee.**

Melissa Cribb inquired on using advertising space at gas stations that have video monitors. **She volunteered to connect with Kwik Trip and Holiday. Eric Nielsen volunteered to reach out to Exxon in Elk River and Dan volunteered to reach out to Ralphie's Minnoco in Elk River.**

Alicia advised that with the billboard design, we would also accrue an additional cost of \$6,500 for the billboard space and design fee through Franklin Outdoor Advertising. This cost includes two billboard spaces for one year. Members expressed interest in purchasing billboard space again. Alicia inquired about possible billboard designs. Several members suggested highlighting the health effects of vaping.

Alicia requested approval of proposal 2. Jackson made a motion to approve proposal 2, which was seconded by Jennifer. All were in favor. She also requested approval of the billboard cost of \$6,500. Dan made a motion to approve the billboard cost, which was seconded by Francine. All were in favor.

The Elk River Cinema trailer cost of \$2,660.50 was tabled until we view the teaser videos.

HIPS Exhibit + Vaping Presentation

Dan shared that him, Kasey, and Alicia developed an e-cigarette and vaping presentation based on the need and requests from schools. He advised the presentation is currently intended for adults and is approximately 30 minutes.

Although it has primarily been used in the schools, he shared that they are looking to expand to other areas that are needing this information. **He asked that members reach out to him if they are interested in scheduling a presentation or know of an agency that is.** He also advised that they are offering the HIPS exhibit with this presentation since they are already showcasing different vaping devices during the presentation.

He also asked members if they would be interested in viewing this presentation at an upcoming coalition meeting, potentially the January or February meeting. **Members were very interested in this, so him and Kasey will plan to present likely in January.**

Dan concluded by sharing a volunteer opportunity to assist him with the HIPS exhibit at Big Lake High School during conferences on Thursday, January 31 from 4 – 7:45 pm. The actual event is from 5:00 – 7:30 pm. He asked members to contact him if interested.

Volunteer Opportunities

Roxanne discussed upcoming volunteer opportunities while Alicia is on maternity leave. This list was also sent to all members on December 13. Please review the list sent for further information.

- **Taking meeting minutes (as needed):** Amanda Martin, Melissa Cribb
- **Bring meeting treats**
 - o **January:** Francine; **February:** Dan; **March:** Eric Nielsen
- **Gather content for SUP monthly e-Newsletters:** Jenilee and Roger volunteered to send content to Roxanne
 - o January, February, March
- **Assist with Hidden in Plain Sight exhibit & SUP booth:** Schedule of events available on [Google Drive](#)
 - o Continue to schedule, promote, and volunteer
- **Ivan Sand High School Presentation:** Potentially Dan, Melissa, Francine, and/or Kasey – dependent on content
 - o Friday, January 11
 - o Requested resources on substance abuseMembers inquired about specific content of presentation and what other sessions will be offered. Alicia will connect with event organizer, Sondra Dahlberg.
- **Join SUP's Communications Team:** Roxanne, Jennifer, Shelby, Kaleigh
 - o Assist with marketing and media projects

She also advised that additional opportunities would be coming soon, including adult volunteers for the Youth Leadership Retreat and Sticker Shock.

Information Sharing/Agency Updates

- Jenilee recommended watching a recent 60-Minutes segment on [“The lawsuits that could bankrupt the opioid industry”](#). The attorney behind a multibillion-dollar tobacco settlement in 1998 has turned his attention to the opioid epidemic.
- Alicia advised that the SHO Fact Sheet and SUP Year-End Report 2017-18 have been revised. She will share them electronically.
- Alicia also advised that this will be her last meeting until April and to contact Roxanne in her absence.

The regular meeting was adjourned at 10:25 a.m.

Next Meeting: *Wednesday, January 16 at 9:00 a.m. in the Sheriff's Office Emergency Operations Center.*