



Medical Care Development, Inc.  
48 Free Street, Suite 208, Portland ME 04101  
Email: [21reasons@mcd.org](mailto:21reasons@mcd.org)  
Phone: (207) 773-7737 • Fax (207) 622-3616  
Website [www.21reasons.org](http://www.21reasons.org)

Portland Steering Committee Meeting Minutes  
Wednesday, September 15, 2010, 3:00 -4:30  
\*\*\*PATHS\*\*\*

**Present:**

Chanda Turner, School Health Coordinator, Portland Public Schools  
Abby Hudson, Student, Portland High School  
Caroline Raymond, Program Manager, Day One  
Lieutenant Janine Roberts, Portland Police Department  
Officer Ray Ruby, Portland Police Department  
Officer Tim Farris, Portland Police Department  
Jim Bourque, Vice President, Nappi Distributors  
Jo Morrissey, Project Manager, 21 Reasons  
Jennifer Hodsdon, STOP Grant Coordinator, 21 Reasons  
Kelsie Johnston, Project Assistant, 21 Reasons

**Absent:**

Sister Patricia Pora, Director, Hispanic Ministry, RC Diocese of Portland  
Susan Steele, Coordinator, Safe and Drug-Free Schools, Portland Public School District  
Tom Handel, Executive Director, Community Television Network  
Leslie LaFrance, Education Program Manager, SARSSM  
Amanda Edgar, Community Health Promotion Specialist, City of Portland HHS, Public Health Division  
Kolawole Bankole, Minority Health Promotion Specialist, Minority Health Program, City of Portland  
Lauren Groud, Project Coordinator, Real Life Real Talk  
Leslie Lennig, Director of Juvenile Corrections, LearningWorks  
Mary Greenvall, Program Director, Boys and Girls Clubs of Southern Maine  
Bruce Koharian, Portland Public Schools

**1) Meeting ground rules-** Jo briefly reviewed ground rules we put into place last year: “Step up, step back,” electronics off, and listen objectively, share the floor with everyone, all viewpoints welcome

**2) Opening-** Review and finalize our vision statement for 2015 and think about capacity planning for the 2010-2011 year ahead. We started off by discussing some of the community outreach that took place this summer.

- **Jim Bourque** reports **Julia Clukey**, of Augusta, Maine, luger in the 2010 Winter Olympics, is making appearances across Maine to speak to students about the downfalls of drinking alcohol and doing drugs. *She will be coming to Deering/Portland in the Fall '10.* They are working with principals to get them on board. Sponsored by the Maine Beer and Wine Distributors Association.
- **Officer Ray Ruby** and two **Youth Explorers** spent two hours this summer to put **flyers on pizza boxes**. Ended up being very successful and have materials left over. They plan to use those materials to flyer boxes again this fall/winter. (Side note: one Steering Committee member reported having received a pizza with one of their flyers on it!)

- **Officers Ruby and Farris** report that the **Youth Explorers** conducted a Sticker Shock activity over the summer. Officer Ruby and 2 youth spent 3 hours on this project. Portland Police Department will potentially be putting together another Sticker Shock campaign around the Holiday's.
- **Officer Ruby** reports that ***Life of an Athlete's, John Underwood*** is coming to Portland for a day of planned activities on *November 10<sup>th</sup>*. During the day, Mr. Underwood will be making a presentation to students. At school's close, Mr. Underwood is scheduled to then make a presentation to Athletic Directors, Principals, Coaches, etc. Then, during the evening, there will be an open community oriented presentation will take place, at 6:30. Officer Ruby originally learned of this program at the ***Underage Drinking Enforcement Training Conference in Dallas, TX, August, 2009***. His trip there was sponsored by the ***Cumberland County Underage Drinking Task Force, convened by 21 Reasons***. There were suggestions to have a 21 Reasons and **Day One** set up during this time providing information to parents. Please help us get the word out about this event as we want as many community members and parents to attend as possible.
- **Other Portland PD news: Lt. Roberts** is now our primary contact for 21 Reasons Steering Committee. Welcome back! Lt. Roberts was one of initial contacts back in 2005. Jo is looking forward to reconnect. **Officer Black** is now the Senior Lead Officer for Munjoy Hill. Congratulations!
- **Abby Hudson** reports **Students Against Destructive Decisions** is heading in a new, stronger direction. After a busy summer in Washington, D.C. she has come back full of knowledge and is ready to help make an impact with the student body.
- **Caroline Raymond** reports **Natural Helpers**, a school program provided by Day One, looks to provide assistance and support to teens by fellow teens. There are Natural Helpers Programs in Casco Bay and Deering High Schools, and possibly launching at Portland High soon.

### 3) Governance-

- **Grant Announcement:** 21 Reasons is pleased to announce that we have acquired a DFC grant of \$125,000 per year, for the next 5 years, to further our mission to prevent underage drinking. We also received a New Mentoring Grant which will help us build the capacity for the Gray/New Gloucester region. We also sent a group congratulatory, "yeah!" to our previous mentee, Casco Bay C.A.N. coalition for winning their very own Drug Fee Community grant. Housed with Cumberland County Government, Casco Bay C.A.N. was 21 Reason's previous mentee.
- **Vision Statement:** Jo suggested "Portland Maine, where everyone supports alcohol free youth" There was a feeling from the group that "everyone" was too strong a word, because it is impossible to convince everyone. In the end everyone 100% voted for "Alcohol-free youth."
- **Mission Statement:** 21 Reasons is a coalition of individuals and organizations coming together from all sectors of the community to address a common goal: a healthy environment for the drug-free development of all our youth.
- **Capacity planning Phase III:** We are now at the point where we need to determine who in the community we want to reach out to, and how, here are some ideas that were generated:
  - Bruce Bourque, Jim's brother who could be a great resource
  - Bring a friend to the next meeting
  - Officers of booster clubs
  - Middle School parents organizations
  - Deering Parent Website?
  - Allison Andreasen of the Portland High Parent Connection, will begin posting our Tip of the Month's on their website. (follow-up: I asked if there was a similar group for Deering, and sadly, the answer is no.)

- Lyman Moore Middle School employs the program Life Skills to students, there is a loose connection to parents but might be a good option—might be good to connect with their guidance counselor (Chanda Turner)
- Unum provides many volunteers, could be a good resource for Chalk it Up (Abby or Susan)
- King Middle School guidance and counselors

#### 4) Operations:

- **Chalk it Up to Prevention-** 21 Reasons is putting on an event in Monument Square on October 1<sup>st</sup>, **(UPDATE: Rain delay...postponed to 10/8)** from 11-3. STILL looking for helpers, artists, photographers, and business supporters. More information and a sign up is on our website [www.21reasons.org](http://www.21reasons.org). (Jen)
- **Landlord Initiative:** 21 Reasons sent out a survey to landlords in July and we had roughly a 30% response rate. We want to work with them to prevent alcohol problems on their properties. There was a general consensus that more tools were needed. Jen is currently working on a Tenant Booklet and some lease language. Kelsie and Jen also delivered gift bags to Bayside Student Housing in August that included information about Maine B.A.C. and other materials from a community partners.
  - Suggestion to get in touch with Trish McAllister is a neighborhood prosecutor with Portland Police. She deals with disorderly conduct and individuals and could be a great reference. (Tim Farris)
- **Non-Profit Initiative:** Working to reduce access at community events- Jen will be doing some presentations in the Spring to non-profits and will have a guide available for them
- **Seller-Server Trainings:** Successful and full training took place on August 30<sup>th</sup> at City Hall. Nappi Distributors also has trainings every month (Jim Bourque).
- **Table Talks:** Pushing to get 3 more in before the end of the year. Need parents to want to participate and need facilitators (Jo and Caroline).
- Preliminary **Parent Phone Survey Results:** Had some great results! Next we need to come up with Phase II that includes solid info based on areas where we still need some work. Will begin work with the marketing firm **Ethos Marketing** for future campaign ideas and strategies (Jo). Some highlights:
  - **Good news:** 21 Reasons is more recognized in the Portland area than M.A.D.D. and there was a large jump (76% to 90%) in the response “no” to the question “Is it ever ok for your teen to drink alcohol?”
  - **Needs work:** Only 21% of parents in 2010 **ask their teens if there is going to be alcohol at a party**. This is down from 41% of parents in 2008 and 28% in 2006
  - **Needs work:** Only 5% of parents in 2010 reported **counting or marking** in some way the bottles of alcohol that they keep at home. This number reflects a decrease from 17% of parents in 2008 and a slight decrease from 6% in 2006.
  - **Needs work:** Only 4% of parents in 2010 reported **locking up the alcohol** in their home and making it inaccessible, down from 10% in 2008 and 6% in 2006.
- **School Health Class Curriculum:** Health Classes reorganization is on schedule to be in front of the Board by the end of the year. Trying to bring it back to skill based learning for self care and good decision making on drugs, alcohol, sleep, nutrition, exercise, stress management, etc. (Chanda Turner).

#### 5) Other:

There was an interesting topic of discussion that took place regarding the idea of chem.-free nights at downtown bars. Binga's and The Pearl will put on a chem.-free night for teenagers once a week. Abby filled us in on the details, "it's a better alternative than having kids on the tracks drinking by themselves... they do full body and bag checks, some places won't even let you bring a bag, you come with nothing and you leave with nothing..." While some agreed it might be a better alternative because the teens would be supervised and we would know where to find them, still some felt it was "hypocritical" to support chem.-free nights at, of all places, a bar. We created a [blog post](#) a few weeks ago regarding the issue.

The group did not come to a consensus on the issue of chem. free nights in bars. There was agreement that youth need healthy, safe places to listen to bands and socialize. High security for such events a must. Keeping youth off the tracks and in a place where there is at least some supervision is good. However, bouncers, trained to watch over adults, may not have the training and sensitivity necessary to supervise youth. Holding such places in a bar, even when the liquor is put away, covered, or locked up, sends a mixed message.

Officer Ray Ruby shared his experience with holding a teen night at the library. It has grown so successful he is trying to figure out ways to expand the program. Great venue, and what a great message.

#### 6) Upcoming Events:

- National Take-Back Initiative: On Saturday, **September 25, 2010**, the DEA will make an effort with state and local law enforcement to remove potentially dangerous controlled substances from our personal medicine cabinets across the nation. You can drop off expired and unused substances in Portland at the Westgate Parking Lot, the Northgate Parking Lot, or the Rite Aid at 290 Congress Street, from **10am-2pm**. FMI about the event and accepted substances, [click here](#). (Update: the event was hugely successful and many communities are planning their own.)

**NEXT MEETING: Wednesday, October 20, 2010. Training: Parent Campaign: 2005-2010 Successes, Outcomes, & Lessons Learned.** We will explore efforts to date, what it has earned us, and where we need to go.

#### **FUTURE Meeting Dates for 2010-2011. All meetings held on Wednesdays, 3:00-4:30.**

September 15	February 16
October 20	March 23
November 17	April 27
December 15	May 25
January 26	June 22