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Portland Steering Committee Meeting Minutes  
Wednesday, November 17<sup>th</sup>, 3:00-4:30  
Room 116  
Deering High School\*

**\*Note: ALL FUTURE MEETINGS WILL BE HELD AT DEERING HIGH, ROOM 116 (BRUCE KOHARIAN'S OFFICE)**

**Present:**

Sue Steele, Safe and Drug Free School Coordinator, Portland Public Schools  
Jim Bourque, Vice President, Nappi Distributors  
Leslie LaFrance, Education Program Manager, SARSSM  
Bruce Koharian, Teacher, Deering HS  
Jo Morrissey, Assistant Project Director, 21 Reasons  
Kelsie Johnston, Project Assistant, 21 Reasons

**Absent:**

Officer Ray Ruby, Portland Police Department  
Caroline Raymond, Program Manager, Day One  
Sister Patricia Pora, Director, Hispanic Outreach – Diocese of Portland  
Joanne West, Assistant Program Manager, Day One  
Sergeant Charles Libby, Portland Police Department  
Lauren Groud, Project Coordinator, Real Life Real Talk  
Leslie Lennig, Director of Juvenile Corrections, Learning Works  
Tezita Negussie, Minority Health Promotion Specialist, Minority Health Program  
Christine Thibeault, Assistant District Attorney, Chief, Juvenile Division  
Stephanie Duggan, Coordinator of Diversion and Rehabilitation Programs, District Attorney's Office  
Mary Greenvall, Program Director, Boys and Girls Club Southern ME  
Amanda Edgar, Community Health Promotion Specialist, Portland Health and Human Services  
Simon Thompson, student, Portland High School  
Abby Hudson, student, Portland High School  
Will Nelligan, Community member  
Tom Handel, Executive Director, Community Television Network

**1) Opening –**

- Jim showed us 20 minutes of the (need name) movie, which he also shares with his health class to teach them about the consequences of making bad decisions due to drinking. The true story is about (main character) who killed people in a drunken crash and is imprisoned.

**2) Operations**

- Jo Morrissey handed out the 21 Reasons Assessment of the Portland Needs and Resources for Youth Substance Abuse Prevention, 2009. The 80 page report describes and analyzes the data from 2004-2008 MYDAUS, Portland Police Department violations data, and our 2006 & 2008 Parent phone survey data, as well as several pieces of qualitative data.
- Bruce Koharain mentioned that he surveys his health class every year and results have been consistent– 68% of students think their friends drink
  - This suggests even more that as a social concept, drinking is necessary– need to embed in minds that the norm isn't to drink
  - This question also is different than the question that asks “do you drink” – Portland’s self-reporting rates have dropped since 2004
  - Bruce is willing to rephrase the question this year for students – suggestions on wording will be accepted
- Jo Morrissey gave a 21 Reasons Parent Campaign, 2005-2010 presentation. This was the same presentation she gave at Provider’s Day in Bangor on November 4, 2010
  - From the MYDAUS results in 2006 and 2008 we learned we really needed to educate parents on past 30-day use, and increase youth’s perceptions that they will get caught by both parents and police
  - To do this 21 Reasons created a PSA aimed at educating Parents on the legal consequences of adult furnishing. The results of this initial campaign:
    - It was extremely hard to track – unsure when the PSA would be aired
    - Also couldn’t target the message to a specific group
    - Parents finally had a voice but needed information on what to do
  - In 2006 21 Reasons conducted initial Parent Phone Survey in the Portland community
    - Data from 2006 to 2008 show that things are improving – percentages on those who are monitoring and/or disapprove of their child drinking have increased
  - Also in 2006, 21 Reasons also created ads for Maine Today – brief quotes from teens, which gave parents positive directions
    - Able to track the number of click thru’s online
    - Empowering messages in a format parents could absorb
  - In 2009, 21 Reasons put together a campaign called ‘Wow! Times Have Changed’
    - Social norm campaign informing parents that other parents are taking steps to keep kids alcohol free – they aren’t alone –
    - Educate youth that in fact, most youth don’t drink.
  - In 2010, on advice from Ethos Marketing, 21 Reasons launched part II: ‘Wow, Times Have Changed’
    - Community partners (radio station)
    - Heavily relied on electronic media (easier to track)
    - Lapsed on brain research and how alcohol negatively impacts the maturing adolescent brain (see phone results, below)
  - 2010 Parent Phone survey results:
    - Need to increase # of parents who strongly disagree with the statement, “parents who think their job isn’t to prevent their kids from drinking, but rather to teach them to drink responsibly”
  - Sue Steele is interested in learning about the parents and gender issue
    - What are parents saying to/expecting of their sons versus their daughters?

- What is Mom saying/doing versus Dad?
  - Moving forward, 21 Reasons will be working with Ethos Marketing for our upcoming spring campaign
  - Other public education efforts include:
    - Grand Rounds
    - Promoting awareness of law enforcement's efforts
    - Media earned – media mentions as a substance abuse prevention resource
    - Media Advocacy – letter's to the editor
    - Event Marketing-creating a buzz; more earned media
- Tip of the Month – December
  - Attendee's voted on three Tip of the Month flyers created by Kelsie Johnston. The general consensus was to use the Holiday themed flyer for December, and the Winter Break themed flyer for January. This will be e-mailed out on December, 1<sup>st</sup>.
- Jo Morrissey and members of the Steering Committee would like to host a Legislative Breakfast in January, the date has yet to be set in stone, probably from 7:30-8:30 am.
  - Currently looking for a space to host 50-60 people including Representatives, the District Attorney, Chief of Police, City Council members, the Steering Committee, and School Committees
    - Option 1: Portland City Hall State of Maine room
    - Other ideas?
  - The Policy Committee would need to find a caterer (coffee, fruit, muffins, utensils, cutlery, etc.), create and send out invitations, find a space
  - December Steering Committee meeting will be focused on preparing our talking points for the January breakfast.

**\*REMINDER\***

**If you have not signed up and would like to be on a committee please let Jo know.**

**The following people have signed up for participation in the following Action Teams:**

- Public Education:
  - Ray Ruby
  - Bruce Koharian
  - Jim Bourque
  - Tom Handel
  - Leslie LaFrance
- Policy/Enforcement – Melissa Boyd will be coming in to do a training around educating policy makers
  - Caroline Raymond
  - Chuck Libby
  - Ray Ruby (?)
- Executive Committee – This group will meet to determine meeting agendas and big picture items.
  - Jo Morrissey
  - Caroline Raymond (Chair)
  - Sue Steele (Co-Chair)

- The 21 Reasons Needs and Resource Assessment was distributed to those who attended. If you would like a copy please let Jo Morrissey know and she will bring copies to our next meeting.
- Action Team handouts were distributed.
- A handout on Evidenced-Based Strategies to Prevent Excessive Alcohol Consumption and Related Harms was also distributed.

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

~~September 15~~  
~~October 20~~  
~~November 17~~  
December 15  
January 26

February 16  
March 23  
April 27  
May 25  
June 22