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Portland Steering Committee Meeting Minutes  
Wednesday, December 15, 3:00-4:30  
Sexual Assault Services of Southern Maine

**Present:**

Sergeant Charles Libby, Portland Police Department  
Jim Bourque, Vice President, Nappi Distributors  
Leslie LaFrance, Education Program Manager, SARSSM  
Amanda Edgar, Community Health Promotion Specialist, Portland Health and Human Services  
Tom Handel, Executive Director, Community Television Network  
Soni Waterman, Director, YBA, Learning Works  
Bruce Koharian, Teacher, Deering HS  
Jo Morrissey, Assistant Project Director, 21 Reasons

**Absent:**

Sue Steele, Safe and Drug Free School Coordinator, Portland Public Schools  
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  
Lauren Grousd, Project Coordinator, Real Life Real Talk  
Dr. Bankole Kolawole, Project Director, 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  
Abby Hudson, student, Portland High School

**Mobilizing Action through Planning and Partnership (MAPP)** - 21 Reasons/ Medical Care Development has been a part of this process for the last 2 years, meeting with the City of Portland's Public Health Department representatives reviewing both Portland's and Casco Bay's top 10 strategic public health issues. 21 Reasons has been the only consistent non-government presence at the table. We have been assessing the current state of our regions' public health by analyzing data which describes the identified public health issues. There are 10 issues each with their own vision statement. Our contributions have been to the following vision:

A Cumberland County that is committed to ensuring a patient-centered health system that raises awareness

of health risks associated with tobacco and substance abuse.

- **What does MAPP do?**
  - Is used in strategic planning when dealing with community health improvement.
  - Uses community-driven planning though community wide involvement in the strategic planning process.
  - Presents the opportunity for individuals and organizations within the community to express their ideas on health concerns they identify within their specific community.
  - **Developed in collaboration between The Centers for Disease Control and Prevention (CDC) and the National Association of County and City Health Officers (NACCHO) to aid in the development and implementation of a strategic plan for community health improvement.**
  - The MAPP process consists of six phases. The are:
    - 1.) Organize for success/partnership development
    - 2.) Visioning
    - 3.) The four MAPP assessments
    - 4.) Identify strategic issues
    - **5.) Formulate goals and strategies and**
    - 6.) The action cycle
  - **We are launching into phase 5, Formulate goals and strategies**

Jo asked the group if they would be willing to participate in upcoming 'grasstop' meeting where we will be determining the strategic issues in both Healthy Portland and Healthy Casco Bay. This would be a meeting outside of 21 Reasons Steering Committee normal schedule and is purely optional, with the One Maine One Portland Coalition. 21 Reasons presence at this meeting is important in that this will shape future initiatives on our strategic issue: reducing youth access and use of alcohol.

The meeting will set the stage for the action steps the community should take in order to put itself on the path of achieving the vision. A vote was taken by those present agreeing we should attend a MAPP meeting as a coalition with One Maine/One Portland.

**A MAPP meeting time/date is scheduled for March 2, 2011 from 3:00-4:30, PATHS**

- **Policy Makers Breakfast.** Jo reviewed details of the event, and asked attendees to review the policy makers posted on the walls and make notes of any accomplishments these folks have made in the substance abuse prevention arena, as well as any personal connections they may have. This information would be used to ensure these folks were recognized for their contributions to

our field and to help illustrate for our policy makers just who makes up the 21 Reasons coalition. Jo also requested full participation from our Steering Committee representatives, as well as any heads of your respective organizations.

- Invitation review: Jo brought the printed invitations to the group asking folks to sign invitations to anyone with whom they had a personal connection. Almost half of the invitations were signed by those present. Jo asked that Coalition members forward her email invite to anyone within their organizations who may also have close connections to our policy makers and make personal appeals for them to attend.
- Talking points review. Policy makers want to hear what is working and why. Leslie suggested looking at how underage substance use affects the different populations represented by the Coalition. Some suggested talking points included:
  - Chuck reported success with 21 Reasons sponsoring Seller Server trainings, supporting the department's efforts to send officers to trainings regarding compliance checks, and party patrols, and securing trainers for mandatory department trainings, as well as encouraging the department to adopt the Maine Chief of Police Model Policy addressing underage drinking.
  - Joint effort between the Portland City Council and Representative Charlie Harlow in their efforts to pass legislation on seller/server training and subsequent City Ordinance.
  - Jo has seen an improvement in relationship with PPD and Downtown businesses, largely due to a culture shift that has slowly taken place between PPD and the downtown businesses. A lot of open dialogue between these two entities has paid off. There is now a more trusting relationship resulting in increased public safety.
  - Jo suggested having pictures around the room at the breakfast, with logo and stats, or successes.
  - Jo reported that data presented at the DFC Conference indicates that communities with DFC grants have significantly lower rates of use. In a small state like Maine, we can use our connections effectively.
  - Bruce would like to see the correlation between youth substance use, crime, drop out rates, etc. What risk factors are involved?
  - Chuck provided an update on the webinar for our 3 tiered system of alcohol distribution. To date there is no proposed legislation to dismantle the three tiered system: Distiller/Distributor/Retailer. This system, in place since prohibition was dismantled, is intended to keep alcohol industry safe, competition healthy and prices stable. There is pressure from the liquor industry to go to a two tier system, cutting out the distributor. This would decrease price of alcohol, remove a primary tax collection entity, and threaten quality safety standards. Need to educate our legislators on this issue.
- Logistics:

- Jo asked for volunteers to bring food to the breakfast. **Day One/ Caroline and Joanne** will bring juice; **SARSSM/Leslie** will bring plates and napkins; **Nappi Distributors/Jim** will donate Dunkin Donut gift cards.
- The format of the breakfast will include a short presentation from Jo with welcome, thanks and bullet points, as well as highlighting key policy makers/coalition members in the room. The majority of the time will be for informal conversations and mingling.
- The Coalition decided to issue a press release to garner media coverage for the breakfast.
- **UPDATE:** the Policy Maker's breakfast was postponed. Our legislators were on a bus tour of northern Maine. So, in order to ensure maximum participation, we will reschedule.

**Other Business:**

- Tom mentioned [Parenting: A Community Resource](#) website and show on CTN5, which includes two videos, with six different scenarios and interviews with parenting experts. Working on blogs. 21 Reasons will be featured on CTN soon.

**NOTE UPDATES:**

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

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

February 16  
**March 2: 21 Reasons/OMOP/MAPP (tentative)**  
**March 23 RETREAT 3:00-500**  
 April 27  
 May 25  
 June 22