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Portland Steering Committee Meeting Minutes
Wednesday, February 16, 2011, 3:00-4:30
Portland Arts and Technology High School

Present:

Jim Bourque, Vice President, Nappi Distributors
Leslie LaFrance, Education Program Manager, SARSSM
Caroline Raymond, Program Manager, Day One
Officer Ray Ruby, Portland Police Department
Sue Steele, Safe and Drug Free School Coordinator, Portland Public Schools
Soni Waterman, Director, Youth Building Alternatives, Learning Works
Jeanne Whynot-Vickers, Director of Educational Excellence, Learning Works
Jo Morrissey, Assistant Project Director, 21 Reasons
Carol Swicker, Project Manager, 21 Reasons
Sarah Kinsler, Project Assistant, 21 Reasons

Absent:

Stephanie Duggan, Coordinator of Diversion and Rehabilitation Programs, District Attorney's Office
Amanda Edgar, Community Health Promotion Specialist, Portland Health and Human Services
Mary Greenvall, Program Director, Boys and Girls Club Southern ME
Tom Handel, Executive Director, Community Television Network
Abby Hudson, student, Portland High School
Sergeant Charles Libby, Portland Police Department
Bruce Koharian, Teacher, Deering HS
Dr. Bankole Kolawole, Project Director, Minority Health Program
Sister Patricia Pora, Director, Hispanic Outreach – Diocese of Portland
Christine Thibeault, Assistant District Attorney, Chief, Juvenile Division
Joanne West, Assistant Program Manager, Day One

I. Opening

- a) Jo Morrissey performed introductions and reminded the group that meetings will be at PATHS going forward.

II. Operations:

- a) **Parent Phone Survey**
 - 1. Jo explained that the state's Office of Substance Abuse conducts a Parent Phone Survey which is quite similar to 21 Reasons'. We reviewed the similarities and differences:

- **Timing:** In the past, OSA and 21 Reasons' surveys were both conducted in even years to coincide with MYDAUS. MIYHS is conducted in odd years; OSA will now time their survey to match this.
- **Content:** The survey questions are similar in many ways. Both include actions about which prevention actions parents are taking, parental attitudes about underage drinking, reasons why parents are against their kids drinking, and demographics. 21 Reasons' survey asks more questions about hosting and furnishing, and about parents' sense that they can/cannot impact their teens' decisions to drink or not. The OSA survey covers more specific parental monitoring behaviors and asks questions about parent/child relationships and communication. (See attached document for more thorough comparison.) Caroline wondered whether we could add questions (about hosting and furnishing, for example) – Jo will check on this.
- **Cost:** The OSA survey is still to be determined, but likely at least \$1000 less.

Jo noted that if we decide to switch OSA's survey, we would need to wait until 2013 (no money in the 2011 budget for this).

2. We quickly discussed the benefits/drawbacks of phone surveys. There is some bias inherent in phone surveys (most only catch households with landlines). Jo overviewed the pros and cons of switching to an online survey; respondent honesty is no different than a phone survey. There are also concerns of reach/bias for this method (how would we reach a random sample? Would this leave out households with lower incomes due to no computers? Does this matter since many school systems use PowerSchool portals for parents to track their children's progress? In fact, with fewer and fewer households w/out a land line and the continued lack of acceptance to cold call cell phones, are landlines in fact becoming the biased medium? This is something to consider more closely in 2013 as we gear up for the next survey year).
3. Jo clarified that the Parent Phone Survey is done for the benefit of the Steering Committee and to help plan our parent campaigns. Given the benefits of the OSA survey, the group voted in favor of joining the OSA survey.
4. Jo suggested we revisit the idea of using an online survey in the future. Leslie agreed, and suggested we consider using small incentives to increase our response rate. Jo also reiterated that PanAtlantic also suggested if an on-line survey was used in a market, cost shifts towards promoting the taking of the survey. Discussion ensued whether or not the schools could help take on that role by emailing the link to parents in the community from all Portland MS and HS principals.

b) 2011 Parent Campaign

1. Jo distributed the Logic Model for our 2011 parent campaign; because we had extra funds left over from the 2009 grant year, we prepaid to contract with Ethos Marketing of Westbrook. Jo and Sarah met with Ted Darling and Heidi Love of Ethos on Friday, 2/11. They will present us with concepts for a PSA and collateral on Thursday 3/3. **Update:** campaign story boards and scripts currently in review w/committees and parent reviewers.
2. The message: All kids are at risk for underage drinking and its consequences. Monitoring tips.
3. PSA: We are hoping to engage a local spokesperson to deliver our message. The group brainstormed possibilities: ideally someone who has credibility with parents (is a parent?), non-controversial, charismatic on camera. A few suggestions were:

- A local athlete (Austin Ainge was suggested, however, Officer Ruby pointed out that the NBA has very high rates of alcohol abuse)
- Bob Marley (his comedy is sometimes off-color, but he is a parent and does Project Graduation)
- Steve Roe (former AG, very committed to this cause) (Sue and Caroline)
- Tom Allen (former mayor)
- Bob Crowley (“Survivor” winner, from Maine)
- Shannon Moss (news anchor, parent, married to police officer)
- A legislator (Justin Alford? Has worked with LearningWorks in the past)
- A school administrator (Caroline)
- Police Chief Craig or someone else from PPD

Update: Steve Rowe has agreed to lend his image and record the radio PSA spot. Nelida Burke, Latino community health outreach worker has also agreed. Pending two more—asks out.

c) Presentations to parents/school personnel

1. Jo presented to the Lyman Moore MS PTO (2/8); working with Lee Crocker (Lyman Moore Principal) to arrange presentation for larger audience.
2. Jo is working with our partners to schedule more parent presentations. Jo will write a short email to all district PTOs, which Sue will send out.
3. Bruce Koharian suggested working with Superintendent and HS Principals about adult modeling trainings at school staff meetings; Jo notes that we could also work with other community groups which serve kids and teens.
4. Please let Jo know about any presentation opportunities.

d) Changes to Logic Model

1. On page 4, we’ve removed strategy 7 (informing youth of substance/chem-free activities) – other organizations are doing work in this area, and we will cross-publicize.
 - Sue: alcohol segregates activities by age. We could ask PPH and other community media to highlight all-ages activities in their events pages (Jo will follow up).
 - Jo suggested we look for electronic copies of this information and link to it in our newsletter. This is also a possible Tip of the Month theme for spring/summer.
2. On page 9, we’ve added items about the Portland Music Foundation. This was prompted by the Muskie capstone paper by Will Etheridge, discussed at last month’s meeting.

e) Upcoming Legislation – 125th Legislative Session

1. The Portland City Council has proposed legislation to clarify the rules for Class A Lounges. Ed Suslovic would love our support on this. Jo will send out more information.
2. Jo is researching other proposed legislation with other coalitions in Maine, and will send out updates as there is news. Other proposed legislation would:
 - Prevent retailers from selling alcohol below cost;
 - Reform the process for liquor licensing appeals and reviews;
 - Increase the mandatory sentence for those convicted of repeatedly furnishing alcohol to minors (3+ convictions).

f) Upcoming Law Enforcement Training Opportunity:

Tuesday, April 5
8:30-4:00 p.m.
Portland Police Department Auditorium
FREE

Effects on Adolescents
Common Criminal & Civil Maine Liquor Laws
Maine Administrative Laws (MOU)
Licensee Relations and Enforcing Administrative Laws
Party Dispersal & Multi-Jurisdictional Enforcement
Basic Fraudulent Identification Detection
Review of Compliance Checks-What works

Trainers: Jo Morrissey, Frank Lyons, Sgt. Rob Ullrich, Lewiston PD, Inspector, Liquor Licensing.

Sponsored by Maine Office of Substance Abuse, 21 Reasons, and Portland PD.

RSVP: Sarah @ 773-7737 or skinsler@mcd.org

g) Portland Off Premise Seller Server Training:

Open to all off-premise licensees or any coalition member (space permitting)

Tuesday, March 15th
8:00 a.m. to 12:30 p.m.
Portland City Hall, State of Maine Room
\$5 per attendee

RSVP: Sarah @ 773-7737 or skinsler@mcd.org

III. Governance

- a) Jo noted that we replaced our Healthcare Sector representative: Dr. Ellen Popenoe, a psychologist in Portland who works with youth, has be joined our coalition.
- b) Officer Ray Ruby noted he had conducted Sticker Shock over the Christmas holiday with 4 other Youth Explorers. Reception from store owners was good. Paid close attention to properly placing stickers within program guidelines.

NOTE UPDATES:

FUTURE Meeting Dates for 2011.

All meetings held on Wednesdays, 3:00-4:30 at PATHS unless otherwise marked:

March 23 RETREAT 3:00-500

April 27

May 25

June 22