

Gray & New Gloucester Youth Substance Abuse Prevention Coalition
Presented with support from the 21 Reasons Coalition
Wednesday, May 25th, 8:30-10:15AM— GNG High School, Special Services Conf. Room

MEETING MINUTES

I. Welcome & Introductions

In attendance

Kathleen Potter, School Board member

Sheila Giancola, Middle and High School nurse

Carol Swicker, Project Manager

II. Update on Community Events

a. Materials

Carol shared copies of the half-page promotional piece that was created and which has been distributed as various tabling events and presentations (see below). Carol provided additional copies and encouraged members present to distribute these to folks they come in contact with in an effort to promote the coalition's name and work.

b. Gray Historical Society Annual Meeting

Carol presented to about twelve GHS members, and as a result created a powerpoint presentation which can now be used in other settings and with other groups. The presentation included description, history and efforts of the GNG Coalition, general information about youth substance use (including reasons to be concerned and myths/facts), local statistics (based on 2008 MYDAUS) and ways that community members can be involved.

c. Hooked on Fishing Not Drugs and Patriot 5K

Carol tabled at two events. We now have a presentation board created that can be used at future events, including our mission statement, the op/ed piece from the Independent, and two examples of 21 Reasons Tip of the Month. The half-page promotional piece and 21 reasons parent tips magnets were also available. There wasn't a lot of traffic – it seems hard to compete with the main focus on the event – but hopefully being there provided some good exposure. ***Thanks to Joan for hanging out for most of the Patriot 5K event and congratulations on placing in your age group!!***

d. Parent Presentation/Focus Group

Sharon Vandermay, former school board member, parent of two teens and administrative assistant at the NG Congregational Church, hosted a parent focus group. There were seven parents from the community there, and they talked about their perceptions around youth substance use based on their own conversations with their kids, as well as what they see in the community as far as protective and risk factors. They also talked about the challenges of addressing

this issue and strategies that they use. The information will be incorporated into the assessment. From this meeting, Carol was able to connect with the sons of two parents and will hold one-on-one meetings with them. It seemed like a successful meeting and a comfortable format, and hopefully we can do more of these meetings with other parents.

III. Community Needs and Resources Assessment

a. Update

Carol and Sarah have divided and assigned the sections of the community assessment and will send out a draft to coalition members prior to the June 22nd meeting. Carol also presented information gleaned from a comparison of the community surveys conducted in GNG (2011), Casco Bay (2009) and Portland (2010). In comparing the responses to the question of what messages respondents thought youth received from adults in the community, GNG respondents reported significantly more positive messages being sent to youth. We haven't analyzed possible reasons for this or what it might mean, but it seemed very positive and potentially energizing for the community, since one theme has been that GNG has a negative reputation of accepting youth substance use. This survey contradicts that message,

b. Parent Phone Survey

Sarah sent out the following email on this topic immediately following the meeting. As it led to online discussion, it is included here to summarize the item and the decision of the group.

“Due to staff vacancies and lapsed benefits at the beginning of this grant year, we have unexpected funds that we need to expend. In order to get a better sense of parental attitudes and prevention behaviors in GNG, we would like to contract with an outside vendor to complete a phone survey of parents in the two towns. If we went through with this, we would likely work with the state Office of Substance Abuse, which implements a survey like this every two years. They're conducting one this summer, and we could pay them to call extra folks from GNG (probably around 250). Because OSA conducts this every two years, we will be able to compare the results from this first baseline survey to future year results throughout the DFC grant period to measure success.

Here's a summary of the contents of the survey (a full copy of the 2009 survey is attached to this email):

- Parental attitudes about underage drinking (“is it ever okay?”);
- Under what circumstances underage drinking is acceptable;
- Reasons *why* parents don't want their kids drinking;
- What prevention actions parents are taking:
 - Appropriate ages to begin discussing UD with kids and to begin monitoring their behavior w/ regards to alcohol
 - How parents talk to their kids about drinking

- Whether teens could access alcohol at home without parent's knowledge
 - % of parents who implement specific prevention actions (prompted)
 - Specific parental monitoring behaviors
- Specific questions about parent/child relationship (honesty, would catch them if they drank, parental influence on behavior, clear rules re: UD)
- Parental perception of their child's alcohol use – wording lines up with MIYHS questions and allows comparison between parents' perceptions and students' report.
- Questions about adult alcohol use in that household
- Information on what prevention groups in the community parents know of (this would tell us how well our name is getting out there);
- Demographic questions for cross tabs.

The cost of something like this would probably total around \$5,000. As we have over \$10,000 available to reallocate, we are capable of spending that much, and we both agree that this would be a very worthwhile way to do so. “

We received feedback from several coalition members that this is something they support doing, and are pursuing implementation of the parent survey.

IV. In-Kind Match

Status

Sarah has compiled a summary of all in kind match obtained to date, as well as predictions for match for the rest of the year. We learned recently that we are able to count student time spent taking the MYHIS survey as in kind match (community volunteer time) and that contributed substantially, as well as developing agreements to post and/or send out the Tip of the Month which 21 Reasons creates. As a result of these and many other contributions, we currently have an estimated match of \$53,197 through September 2011. This is great! We still need to come up with ideas for generating the remaining \$22,000 to reach our requirement of \$75,000.

Brainstorming

Because of the small group at today's meeting, we did not brainstorm today, but will in June.

V. Community Involvement Activities – planning for fall event(s)

This topic was not discussed at the meeting

VI. Branding / Identity Development

Carol talked briefly about the idea of developing a “brand” and logo for the GNG Coalition as a way of increasing awareness of our presence and purpose in the greater community. When 21 Reasons mentored the Casco Bay communities, this activity didn't take place until the second half of the second year, and 21 Reasons staff suggested it might be better to do this work earlier. There is money available in the budget to contract with a designer to work with us on developing a logo (with different formats for different purposes), possibly a new name (that is easier to say),

and a tagline, as well as a website. It would be great to have this done before we release the Community Needs and Resources Assessment in September so that we can make a big splash!

VII. Next Steps

There are several things that we will be working on over the summer. Since it is sometimes challenging to get folks together at this time, we might want to consider having discussions and making decisions via email, in addition to as many people as possible attending meetings. Upcoming items that need attention include:

1. Coalition Structure and Recruitment. If the coalition decides to apply for a DFC grant, the submission will likely occur in April 2012. Coalitions are required to demonstrate involvement of all 12 sectors for the preceding six months. This means we need to have all sectors recruited and engaged by September 2011, as well as a chair or co-chair in place.
2. The draft of the Community Needs and Resources Assessment will be distributed to coalition members prior to the June 22nd meeting, and will be finalized by mid to late July. During August, we will need to present this document to various stakeholders, receive their feedback and make revisions to the assessment as appropriate. Once the MYHIS data is released, hopefully by September, and the results of the parent phone survey are available, we can update the data and release the final report to the community.
3. We need to identify ways to reach our match requirement– we are currently about \$22,000 short.
4. We need to begin planning now for how we want to release the assessment and any presentation activities we would like to do in September.

Next meeting date: Wednesday June 22nd, 10:30-noon, Pineland Farms (exact location to be determined)

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