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**Steering Committee Meeting Minutes**  
Wednesday, September 28<sup>th</sup>, 8:00-9:30  
Portland Arts and Technology High School

**Present:**

Sue Steele, Committee Chair, Safe and Drug Free School Coordinator, Portland Public Schools  
Officer Ray Ruby, Committee Vice Chair, Portland Police Department  
Jim Bourque, Vice President, Nappi Distributors  
Ellen Popenoe, Portland Parent, Neuropsychologist  
Sister Patricia Pora, Director, Hispanic Outreach, Diocese of Portland  
Caroline Raymond, Director, Day One  
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  
Andrew Hutchings, Portland Police Department  
Bruce Koharian, Teacher, Deering HS  
Dr. Bankole Kolawole, Project Director, Minority Health Program  
Christine Thibeault, Assistant District Attorney, Chief, Juvenile Division  
Leslie LaFrance, Education Program Manager, SARSSM  
Soni Waterman, Director, Youth Building Alternatives, Learning Works  
Jeanne Whynot-Vickers, Director of Educational Excellence, Learning Works  
Joanne West, Program Manager, Day One

**I. Opening**

- a) Jo Morrissey welcomed members back from our summer break. Committee Chair Sue Steele described our Steering Committee Ground Rules.

**II. Operations**

- a) What's been happening? A lot!
  - Meeting with Superintendent Morse (7/20) (Sue): In July, Sue, Ray, Jo, Sarah, Caroline and two PHS guidance counselors, Katie Small and Sophie Payson, met with Dr. Morse to

advocate for mandatory adult modeling training for adults who work with youth in the school system – particularly coaches and healthy/phys ed teachers. The meeting went well, and Jo will be presenting to the principals in early October to follow up.

- Table Talks in the Latino community (S. Pora): One Table Talk occurred in June – at least one other since January. Sister Pora faces challenges to implementing Table Talks in the community, particularly around scheduling talks and gathering participants. Despite this, she reports community members are hearing our message.
- DHS vs. PHS football game (Caroline): Caroline and youth volunteers from Day One distributed travel mugs (and coffee) to parents at the recent Portland vs. Deering football game. The mugs have our “be up and be ready” message printed on them, along with a link to our parent campaign website, [PortlandPreventionTips.org](http://PortlandPreventionTips.org). The group distributed 454 mugs, out of 500 ordered, and found parents to be very receptive.
- LearningWorks partnership (Jo): Jo conducted THE GAME (21 Reasons’ adult modeling training) for LearningWorks’ Youth Build Alternatives staff. This was a helpful run through, and allowed us to see areas to tweak. 21 Reasons may partner with YBA youth to conduct Sticker Shock or do pizza box flyering in the upcoming months.
- National Prevention Network Conference in Atlanta, GA (Ray): Ray, Jo and Sarah attended the NPN Conference in Atlanta the week before this meeting. Ray and Sarah got to see Jo present on 21 Reasons’ parent campaigns. Also, Elton John was there briefly (see above).
- Exemplary Award (Sarah): At NPN, Jo accepted one of three national 2011 Exemplary Awards for Innovative Programs, Practices and Policies on behalf of 21 Reasons. At our meeting, we presented the plaque commemorating the award to the group. Sarah described this year’s other winners, the Valley Hi project out of northern California and “Be a Jerk,” a social marketing campaign out of Hawaii.
- HomeDad with Chip Edgar (Jo): Jo joined Chip live on air on 9/13 for a great show talking about media influences on kids – soon to be posted on the web. This was her second time on the show.
- Tenant Guide, Landlord Guide and Non-Profit/Events Training (Carol): Carol distributed materials created over the summer as part of our STOP workplan and described the partnerships we’ve used to distribute them (Portland’s public housing, Southern Maine Landlords’ Assoc., Portland Downtown District, Portland Regional Chamber of Commerce, and more!). We also discussed changes to disorderly house ordinances in Portland.
- Mentor Grant update: Day One has agreed to act as the fiscal agent for SHIFT GNG!
- Parent Media Campaign continues (Jo): Our 2011 parent media campaign continues to get play – in fact, Jo put our end-of-year budget surpluses toward airtime for our PSA and slides of our parental monitoring tips at local movie theatres. Looking ahead to next year, Jo would like to create a viral campaign with lots of community involvement – she was inspired by Exemplary Award winning campaign “Be A Jerk” (check out [www.beajerk.org](http://www.beajerk.org)) – possibly starting by brainstorming with local parents.

### **III. Workplan for the upcoming year**

- a) Jo led the group in a review of our workplan for the 2012 grant year.
- b) Ray discussed the process for finding a new Chief of Police.
  - The City hopes to hire a new Chief by January. Interim Chief Mike Sauschuck has been a supporter of our work, and was once a member of our Steering Committee.
  - Jo will be meeting with Chief Sauschuck to discuss a few issues: we’d like PPD to adopt the Maine Chiefs Association’s Model Policy for Enforcing Underage Drinking; in addition, we’d like Portland to host this year’s Cumberland County Underage Drinking Task Force. Looking

ahead, 21 Reasons would like to begin sending letters to officers who go above and beyond in enforcing underage drinking laws, and to work with the chief to sponsor an award at the department's annual award ceremony in January.

- c) We may choose to change our action teams this year to fit the current workplan – with a possible focus on a media campaign or on adult modeling training, which will require resources and many trained individuals to implement if Portland principals are on board.

#### IV. Brainstorms with Sue

- a) **Barriers to advocacy:** Sue led the group in a brainstorm to discuss barriers to advocacy. Attendees identified various issues that prevent them from approaching legislators about issues relevant to our coalition's work:

- Guidelines for non-profits, government agencies and federal grantees: Many coalition members are unable to advocate within their professional roles, or are hesitant to approach the line between advocacy and lobbying (which is prohibited for many). Though we can all advocate as private citizens, many are hesitant to do so because of potential impact on professional life.
- In addition, many attendees expressed a need to be thoughtful about which programs we advocate for in these challenging economic times. As a coalition, we need to specify when it's really important to contact legislators, and in what way the issue is tied to 21 Reasons' mission.
- *Going forward:* Sue will send out the rules on lobbying/advocacy for federal grantees. In addition, we will attempt to create sample letters that coalition members can send to legislators when we call for advocacy or other action.

- b) **Cultural competency:** Sue led the group in a discussion of cultural competency and our needs in this area.

- What does this mean to us? The group agreed that it's important to have dialogue and to network with establish, credible community leaders and groups – we want to engage without tokenizing. It's important to remember that Portland's minority ethnic communities are NOT monolithic – there are many different expectations among and within groups.
- Our goal is to reach parents. The challenge: How do we share our message? Cultural brokers can help, for example, parent outreach specialists from the Multilingual Center.

<b>Homework:</b> Review our 2012 workplan for missing pieces, achievability. Brainstorm action teams necessary to achieve our objectives.
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<b>2012 MEETING DATES:</b> <del>September 28</del> October 26 November 30 NO DECEMBER MEETING January 25: RETREAT February 29 March 28 April 25 May 30 June 27
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