

Gray & New Gloucester Youth Substance Abuse Prevention Coalition

Presented with support from the 21 Reasons Coalition

Wednesday, October 19th, 8:30-10:15 – Gray-New Gloucester High School

MEETING MINUTES

I. Welcome & introductions

a. In attendance:

Kate Genovese, Guidance Counselor, MSAD #15

Alex Hughes, Healthy Casco Bay

Joanne Grant, Day One

Sandy Waltz, Cole Farms

Kathleen Potter, MSAD #15 School Board Member and New Gloucester resident

Carol Swicker, Project Manager, 21 Reasons, Medical Care Development

Sarah Kinsler, Project Assistant, 21 Reasons, Medical Care Development

II. Branding: Logo

- a. Carol presented Round #5 of logo designs created by our graphic designer, Jonathan Gicewicz of J.E.G. Designs. Attendees discussed changes since the last round, as well as identifying aspects of these designs they particularly liked.
- b. Meeting attendees participated in a preliminary vote for their top two choices.
- c. In addition, we discussed ways we could tweak these options to improve them. Suggestions included: match the colors to the exact shades used in the MSAD #15 Patriot logo; and possibly using fonts with a 3D effect to imply upward motion.
- d. Next steps: Carol will create a SurveyMonkey to allow the rest of the Coalition to vote for their top two choices (responses by Friday 10/21). From there, the group will vote for their top choice (the final logo) by Tuesday, October 25th. We will work with Jonathan to make final edits and begin working on our website!
- e. Speaking of website... Carol spoke with Jonathan last week about the process for creating our website, and relayed their conversation: though we want a website with the capacity to expand as our coalition grows, we'll start small to stay within the initial budget for our work with Jonathan. We'll probably have a site with 4-5 pages, including a homepage, "About Us," "How to get involved," and resources/research. The style for the website will be based on whatever we choose for our logo.

III. Organizational Structure

- a. Having a Steering Committee Chair and Co-Chair or Vice-Chair in place will allow us to make a stronger case for our coalition's capacity. Ideally, we will vote on a chair and co-chair at our Retreat in November. If anyone is interested in this role or would like more information, they should contact Carol prior to November 8th. Members can nominate themselves or another member for these positions.
- b. In addition, Carol raised the question of what we want the role of chair or co-chair to look like. She explained the different roles of coalition leadership in the

21 Reasons and Casco Bay CAN coalitions: in 21 Reasons, leadership meets with Coalition Coordinator Jo Morrissey once at the start of each grant year to set the years' agenda, and they review meeting agendas prior to Steering Committee meetings. The Coalition Coordinator does much of the legwork, including facilitating meetings. In Casco Bay CAN, the chair's role is more active, including weighing in on agenda and often leading meetings.

- c. Attendees advocated for a mix of these styles, particularly as our coalition is still in the planning stages. As a new coalition, it's hard to set direction without staff guidance; however, the group imagined this will change as our coalition matures. Initially, our hope was that coalition leadership would meet monthly with Carol to set our agenda and discuss any upcoming events or issues.
- d. Carol emphasized the importance of coalition member input as we choose our strategies and create a workplan: Gray and New Gloucester are very different communities than Portland or Casco Bay, and strategies that work for 21 Reasons and Casco Bay CAN may not be appropriate here. We need coalition members who are parents, workers, business owners, residents or otherwise stakeholders here to help us know what's appropriate and what can work.
- e. Carol also mentioned that she will soon put out a Coalition Capacity Survey to assess the ways in which our coalition and members have grown and to choose priorities for future capacity building activities.

IV. Parent Phone Survey

- a. The group reviewed and discussed the findings of our parent phone survey, as well as limitations of this data. Findings discussed include:
 - The actions most GNG parents are taking to prevent their kids from using are focused in the home (talking with kids about the dangers, locking up and marking bottles, waiting up for curfew); less common are actions taken in the community or with other parents, such as talking with parents about rules and consequences and not allowing teens to attend events with alcohol.
 - In contrast to a similar survey conducted with Portland parents, GNG parents are relatively unconcerned about teens getting in trouble with the law for substance use (only 8%, compared to 47% in Portland). This may reflect the low level of law enforcement activity in the towns.
- b. We also discussed why we must be careful not to infer too much from cross-tabulations which divide up results to show, for example, parents responses split up by the age of their kid or their grade in school. When our original sample of 250 respondents is split up like this, it makes responses less reliable; we can't trust that the 22 parents of 12th graders who responded to our survey are representative of all 12th grade parents in the community.

V. Next Steps for Upcoming Year; Planning for Release of Assessment and Strategic Plan

- a. Our coalition retreat is upcoming; likely, it will be held from 9am-3pm on Thursday, 11/10. Many coalition members representing key stakeholder groups (the school system, parents, etc) are able to attend on that date, and Carol will look for meeting space. The goal of the retreat is to review the DFC model and environmental strategies, and then use data available to brainstorm possible activities to address root causes of youth substance use. Ultimately, the information will be developed into a strategic plan/logic model and one-year work plan. Carol hopes to present drafts of both documents, as well as another draft of our community assessment, at the December meeting.
- b. Releasing our community assessment and strategic plan: January feels like a realistic timeline for both documents. The group brainstormed ways our coalition could “make a splash” as we release these documents to the community. Some of the ideas generated were...
 - Use social networking sites like facebook, as well as the social networks of community residents, to get the word out.
 - Mail postcards directly to residents’ homes.
 - Hold an event or public meeting that draws people to hear about us. The Rec Department was one suggested partner/venue in this. In addition, Cole Farms was suggested as a venue, with the possibility of combining our presentation with a buffet and possibly other speakers, a panel, etc. The group was very excited about this idea, and discussed ways to get the word out and draw people to the event; likely, we would need to sell tickets in order to give Cole Farms a solid number of attendees.

Our next meeting will be a STRATEGIC PLANNING RETREAT on Thursday November 10th from 9am-3pm. Location TBA.

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