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Steering Committee Meeting Minutes
Wednesday, November 30th, 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
Officer Coreena Behnke, Portland Police Department, School Resource Officer, Portland HS
Sgt. Andrew Hutchings, Portland Police Department
Leslie LaFrance, Education Program Manager, SARSSM
Debi Migneault, Principal, Portland HS
Marcie Oeschlie, Sexual Assault Educator, SARSSM
Ellen Popenoe, Portland Parent, Neuropsychologist
Sister Patricia Pora, Director, Hispanic Outreach, Diocese of Portland
Mary Roma, student, Portland HS, member PHS chapter of Students Against Destructive Decisions (SADD)
Sammi Walker, student, Portland HS, member PHS chapter of Students Against Destructive Decisions (SADD)
Jeanne Whynot-Vickers, Director of Educational Excellence, Learning Works
Jo Morrissey, Project Manager, 21 Reasons
Carol Swicker, Project Manager, 21 Reasons
Sarah Kinsler, Project Assistant, 21 Reasons

Absent:

Jim Bourque, Vice President, Nappi Distributors
Stephanie Duggan, Coordinator of Diversion and Rehabilitation Programs, District Attorney's Office
Mary Greenvall, Program Director, Boys and Girls Club Southern ME
Tom Handel, Executive Director, Community Television Network
Bruce Koharian, Teacher, Deering HS
Dr. Bankole Kolawole, Project Director, Minority Health Program
Caroline Raymond, Director, Day One
Christine Thibeault, Assistant District Attorney, Chief, Juvenile Division
Soni Waterman, Director, Youth Building Alternatives, Learning Works
Joanne West, Program Manager, Day One

I. Opening

- a) Jo Morrissey welcomed attendees & introductions were made. Committee Chair Sue Steele described our Steering Committee Ground Rules. We extended a special welcome to Sammi

Walker and Mary Roma, Portland High Students and student leaders of the PHS chapter of Students Against Destructive Decisions – also 21 Reasons new youth representatives!

II. Operations

a) Portland High School World Café Forum for Parents

- Ellen reported out on the 11/9 Parent Forum at Portland High School, held in response to Spirit Week incidents at PHS. Approximately 40 parents attended. The event began with educational presentations by Jo and Officer Behnke highlighting the short- and long-term consequences of youth alcohol use, as well as parents' ability to influence the choices teens make around drugs and alcohol. Many attendees reported finding this information new and helpful, particularly facts about brain development, affect of alcohol consumption on athletics, and parental liability in the event of underage drinking at their home. After the presentation, attendees broke into small groups facilitated by 21 Reasons staff and PHS social workers to discuss the issues and strategies for addressing them at home and within kids' and parents' social networks.
- Jo thanked Officer Behnke for her eloquent, professional presentation to the parents.
- Principal Migneault discussed PHS's follow up to the event: school administration is working to put together a student component, and an adult modeling training with non-faculty coaches is in the works. In addition, parents who were unable to attend the event have asked for information and handouts.

b) THE GAME at Portland High School

- Also on 11/9, Principal Migneault, Officer Ray Ruby, and 21 Reasons' Jo Morrissey presented to PHS faculty on the short- and long-term consequences of youth alcohol use and the impact of adult modeling on kids' behavior. The presentation and interactive activity (THE GAME) which followed were mandatory for PHS faculty – a very engaged audience! Attendees suggested that coaches would be an ideal audience for a similar presentation or workshop, even if the goal was merely to improve team performance. In fact, Sue suggested that many states are moving toward mandatory training for coaches and student athletes.
 - PHS (and the district) are working to be more clear about consequences for use in handbooks, on websites, and in contracts for student athletes. Deering HS rewrote policies in lay language; all Portland Public Schools policies are posted on the district website.
 - Our youth representatives suggested that the recent enforcement efforts at PHS are deterring some students from using, at least during athletic seasons; however, those enforcement incidents also attest to the creativity students use in hiding use, particularly at school.

c) BRAINSTORM: How to reach parents, faculty & coaches, and youth? Jo led the group in a brainstorming exercise.

- **Parents:** We often reach the parents who already agree with our message and who are most involved with their teens' lives. Those who don't attend our events don't think underage drinking is a problem in this community, don't think this applies to their family/their teen, or who are okay with teens drinking.
 - Attendees suggested that PHS parents need to know exactly what happened during the Spirit Week incidents; Principal Migneault

confirmed that parents will be notified. Parents who are less involved need “headlines” to catch their attention.

- Others suggested the best way to reach those who aren’t yet engaged with our message was to use social networks: target parents who did attend, promote Table Talks and other initiatives to branch out.
- Mandatory pre-season coaches meetings are a great time to reach parents and students, at the very least with handouts.
- Natural Helpers or other high school student role models are great tools to reach Middle School parents – what keeps kids drug- and alcohol-free? Taking advantage of the moments when most parents are a captive audience – Freshman Barbeque, parent-teacher conferences, open houses – would broaden our audience.
- **Other adults, especially teachers, coaches and administrators:**
 - Our student representatives suggested that students are willing to talk to teachers who are honest and upfront about drugs and alcohol – this gives teachers the power to steer conversations in an appropriate, constructive direction.
 - Leslie noted that SARSSM’s education work focuses a lot on asking, “Who could you talk to here if you had a problem?” There’s a great deal of research to support this model.
 - Officer Behnke noted that recent enforcement has helped staff to feel more supported; kids are being held accountable for their behavior.
 - Jo asked: Was THE GAME too easy? Too hard? Principal Migneault reported that faculty have given positive feedback; PHS administrators are considering whether they could adapt this model for the classroom so that students could benefit from the information and the format. Sue suggested that interactive online resources are another good way to reach parents, teachers and students.

d) Youth Outreach with SADD at PHS

- Sarah has attended SADD meetings at Portland High School since last spring. She, Sammi and Mary reported on SADD’s upcoming activities, including some follow up to the Spirit Week events. We brainstormed ideas for student-led discussion groups. Leslie suggested Boys to Men and MYAN (Maine Youth Action Network) may have some resources for facilitator training. SARSSM does a student-led bystander training focusing on some of the same issues (refusal skills, speaking out, changing community norms).

e) Parent Campaign

- Jo is forming a focus group. We’ll talk more about the direction for this at our retreat.

f) Recognizing Enforcement Efforts

- 21 Reasons is working to recognize officers who show exemplary commitment to enforcing underage drinking, hosting & furnishing laws. We’ve written letters to the Chief to thank officers who broke up a large party in the Old Port last summer, and have others to be mailed soon.
- In addition, 21 Reasons is working with the Portland Police Dept to create an award to commend officers for exemplary enforcement of underage drinking laws. This would include materials which would end up in officers’ personnel files.

- Other news in enforcement: the department recently conducted 13 compliance checks, and all 13 establishments passed.

g) Fake ID Initiative

- Following up from our October meeting, 21 Reasons recently released a press release regarding enforcement around fake IDs, in concert with a series of Facebook ads targeting underage youth who might use fake IDs with messages that they will be caught. Carol discussed recent segments about Fake ID on WGME and WMTW, in addition to stories in the Press Herald and Sun Journal. Sgt. Hutchings informed us that he would be interviewed by CTN5 after the meeting – the video can be viewed at <http://ctn5.org/content/portland-police-dept-discusses-fake-ids>. Thanks to Sgt. Hutchings for such a great interview!

2011-2012 Dates/Times	
9/28	8:00-9:30
10/26	8:00-9:30
11/30	8:00-9:30
NO DEC	
1/25:	RETREAT 8:00-12:00
2/29	8:00-9:30
3/28	8:00-9:30
4/25	8:00-9:30
5/30	8:00-9:30
6/27	8:00-9:30