



## **11/10/2020: Meeting Agenda**

**Attendees:** Kim Sherony, Jen Schilpzand, Beth Deutsch, Bruce Butler, Zoey Hall, Al Thuet, Heather Craig, Nicolas Sheppard, Camille Matlock, Noah Arnow, Anne Mwaniki, Sydney H, Keira Hosington, Rachel Gasawski, Adrienne Piston, Robyn Weins, Sharon Hales, David Morris, Toni Siering

### **I. Welcome and Introductions:**

#### A. Objectives:

1. Attendees will be updated on member survey results and year 1 DFC financials
2. Members will resume in their workgroups to achieve group objectives

#### B. Introductions/Icebreaker question: Acknowledged Oct/Nov birthdays

#### C. Review Meeting Norms:

### **II. New Business/Prevent+Ed updates:**

#### A. Prevent+Ed - official switch this week from NCADA to Prevent+Ed - new branding

#### B. Love Enough For You - Top Golf fundraiser for youth rehabilitation - Bruce went and did some networking related to the coalition

#### C. Trending - Velo - smokeless nicotine delivery - lozenges & pouches; advertising at the gas stations;

### **III. Coalition Updates:** Motion to approve meeting minutes from Oct. 6, 2020. Meeting Minutes Approved - 11/10/2020 at 1702

#### A. Member survey results - 9 questions and 14 responses

1. Sent to anyone that attended meetings within the last year
2. Positive results related to mission and connection
3. Suggestions for new activities for the coalition to participate in (ex. Partner with other coalitions for mixers, etc)
4. Alcohol was listed as the most problematic substance

#### B. Year 1 DFC Financial Report

1. Annual grant cycle from Oct to Oct
2. \$125,000 federal grant for 5 years
3. Many in-person activities were cancelled
4. Approximately \$35K in carryover
5. Looking into ideas for matching hours and contributions

Common Acronyms: DFC (Drug Free Communities), CADCA (Community Anti-Drug Coalitions of America), ONDCP (Office of National Drug Control Policy), NCA (National Coalition Academy), MSS (Missouri Student Survey)

- C. "Don't Wait" from Addiction is Real distributed to district parents & staff. Debrief planned for December.
  - 1. Purchased video for school district and can share with Clayton parents
- D. Volunteers help with district Grab n' Go meal service
- E. Medical marijuana forum--more to come after work groups.

#### IV. Community Sector Spotlight:

- A. Student reps share Red Ribbon week at Wydown
  - 1. Created a short video about history of Red Ribbon Week
  - 2. Offered different daily activities and a raffle
  - 3. Advocated for students to live a healthy drug free lifestyle

#### V. Collaborative Work Group Session:

##### A. Organization/Data Collection Group

- 1. **Followup from last session:** Share options for vision statement;
  - a) Narrowed down to 2 choices that needed minor tweaks
- 2. **Background:** All In collected data from 100 parents in the School District of Clayton during August/September. Share results with group.
  - a) Most parents somewhat or very concern about substance misuse
  - b) Alcohol voted biggest concern
  - c) Education - mental health and substance use
  - d) Notice prevalence vs risk with the substances
- 3. **Objective:** Based on results, identify opportunities for parent education/skill building. Also, discuss the idea of doing parent focus groups. What would be some additional data that we would want to gather with focus groups?
- 4. **Action Steps:**
  - a) What parts of your objective still need to be completed.
  - b) Is there any work you can do b/w now and the next meeting to help accomplish your group's objective?

##### B. Community Outreach Group

- 1. **Follow Up from last group session:**
  - a) Screen share with group final product for business menu
- 2. **Background:** In light of medical marijuana dispensaries beginning to open in our area, the Coalition is planning to do a virtual medical marijuana forum for the community in January. Lyndall Fraker, Chief of Missouri's medical marijuana program, is confirmed to participate as a panelist.
- 3. **Objective:** Begin to create a strategic plan for the event. Discuss the following questions:

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- a) Who should be on the panel (i.e. do we want to have representatives from the med. Marijuana industry on the panel?)
  - (1) Expert on drug trends
  - (2) Prevention experts
- b) Who is our target audience? What is our goal?
  - (1) Parents
  - (2) Students
  - (3) Community Members
- c) How should this be advertised to the community/where should it be advertised?
- d) Considering this will be virtual, what should the format look like? How will panelists be asked questions (give example of the KC forum)?
  - (1) Should be interactive
  - (2) Address the trends

**4. Action Steps:**

- a) What parts of your objective still need to be completed?
- b) Is there any work you can do b/w now and the next meeting to help accomplish your group's objective?

**C. Youth Engagement Group**

- 1. **Follow up from last session:** Share social media posts on marijuana
- 2. **Background:** All In Coalition will be showing ads through a digital billboard program sponsored by the Clayton Chamber of Commerce. The ads will be shown continuously throughout a three month period (one ad per month). The target audience will be adults/parents. Even though the ads are targeting adults, we want a youth perspective.
- 3. **Objective:** Provide feedback on ad examples from Laura on alcohol. What do we like? Do we need to change anything? We may want to do a billboard ad on marijuana too. What do parents need to know about teen marijuana use or tips on how they can prevent it?
  - a) "Not everyone is doing it" Perception vs reality
  - b) Edibles - need to know facts about the dangers
  - c) In Globe, Instagram, Facebook
  - d) Digital Billboard - discussed content for future ads
- 4. **Action Steps:**
  - a) What parts of your objective still need to be completed?
  - b) Is there any work you can do b/w now and the next meeting to help accomplish your group's objective?

**Next Meeting: Dec. 1 4:00-5:00 via Zoom**

We meet the 1st Tues. of the month.

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Dec. 1, Jan. 12 (\* 2nd Tuesday), Feb. 2

**The mission of the All In Clayton Coalition is to keep Clayton youth safe from the effects of substance misuse. Our key objectives are:**

- **Prevent** substance use among Clayton youth.
- **Reduce** the prevalence of substance use disorders in Clayton.
- **Educate** the Clayton community on key issues related to alcohol and drugs.
- **Advocate** for policies and practices that prevent substance use among Clayton youth.

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