



2.9.2021: Meeting Agenda

Attendees: Kim Sherony, Beth Deutsch, Al Thuet, Rafael Rodrigues, Nicholas Shepard, Sharon Hales, Steven Bruce, Heather Craig, Rachel Gasawski, Robyn Wiens, Noah Arnow, Bridget McAndrew, Toni Siering, David Morris, Jen Schilpzand, Bruce Butler

I. Welcome and Introductions/New Business:

A. Objectives:

1. Plan for sticker shock campaign and define members' roles in the initiative.

B. Introductions/Icebreaker Question - What was your favorite childhood book?

C. New Business/Prevent+Ed Updates - Legislative Forum on 2/19/21 10am-12pm, 15 elected officials in a meeting format; virtual and free to join, Email Heather Craig if you have questions to be submitted; Youth Mental Health Aid (4-5 hour virtual training) - Heather will send details to Kim to share

D. Assign time-keeper - Robyn agreed to help

II. Approve meeting minutes from 1/12/2021; approved at 1611.

III. Updates:

A. Medical Marijuana Forum Update - Tuesday 2/23/21 from 6-7pm; Register through the Clayton Chamber of Commerce; We would love to see support from coalition members.

B. Social Media Intern Position - in the process of hiring

C. New Evaluator - Cindy Pharis. She uses community toolbox software to track accomplishments. She will attend the April meeting to present her findings.

D. Bruce-Announcement - Bruce will be stepping down as co-chair as his kids have graduated from Clayton schools. This will be his last school year, but will continue to be involved. Many compliments for Bruce in the chat. Thank you for everything, Bruce!

IV. Community Sector Spotlight: Student Reps and Oasis

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)

Student representatives partnered with Oasis and had educational discussions related to substance use prevention with the adults with intellectual disabilities. We are proud of our student reps and their contribution to meaningful community work.

V: Sticker Shock Campaign 4:20-4:45

- What we need to move forward:
 - Identify members' connections to local retailers - a list of local business will be sent out and see if you know anyone that could help
 - Members make contact with connections to ask for participation
 - Committee Members - adult volunteers - Beth, Bruce, Robyn

- **Data Collection/Organization:**
 - Educational campaign
 - How do we evaluate effectiveness? - What is the overarching goal of this campaign? How does it relate to the mission statement?
 - How many students participated?
 - How many stores participated?
 - How many tags/stickers were passed out?
 - Qualitative data from the store owners
 - Measure community engagement vs survey data
 - Can we link a survey or QR code to the stickers to get more data from the community? If so, what data do we want?
 - Will shoppers participate?
 - Likelihood that results will be skewed, as those that participate will likely be engaged and knowledgeable.

Community Outreach:

- What information do we need to include on the one-pager to businesses?
 - All-In Coalition
 - Contact person
 - Timeframe
 - QR Code to google form to apply
 - Elevator pitch ready to go
 - Take to the decision maker
 - Have the design of tag/sticker ready to show

- How do we make this enticing for businesses to participate?
 - Publish list of the stores that are participating to encourage support
 - Featuring businesses on social media

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- **Youth Engagement:**

- Review data on alcohol from listening sessions.
 - Keep message simple
 - Use data from Clayton schools
 - Catchy slogans
 - Door hangs, clings, napkins, stickers, coasters
- Generate a few ideas for slogans for our sticker shock campaign that address the data/local conditions regarding alcohol & availability.

VI. Large Group Discussion:

- Each group shared with the large group what they discussed (see above).
 - Group support to include stores around the Clayton School District in Richmond Heights, Ladue, and Brentwood.

VII. Action Items:

- One-pager for businesses
- Slogan for campaign
- Solidify committee
- “Script” for contacting businesses - Kim will be emailing a list of potential retailers.

Next Meeting: March 2 4:00-5:00 via Zoom

We meet the 1st Tues. of the month.

April 6, May 4 & June 1

The mission of the All In Clayton Coalition is to keep Clayton youth safe from the effects of substance misuse. Our vision is to be a community that prioritizes substance use prevention as a vital part of developing healthy, thriving young people. Our key objectives

- 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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