



### **3.2.2021: Meeting**

**Attendees:** Kim Sherony, Bruce Butler, Nicholas Sheppard, Toni Siering, Bridget McAndrew, Rafael Rodriques, Robyn Wiens, Beth Deutsch, Al Thuet, Ali Langer, Jen Schilpzand, Rachel Gasawski

#### **I. Welcome and Introductions/New Business:**

A. Objective:

1. Finalize Sticker Shock Messaging

B. Introductions/Icebreaker Question: Where do you want to travel to after the pandemic?

C. New Business Updates - City of Clayton's police department prescription drug box is open for drop-offs again.

**II. Approved meeting minutes** from 2/9/2021 at 4:12 p.m.

#### **III. Updates:**

A. Medical Marijuana Recap - 54 people attended, 90 people signed up; assessment - 96% thought the session was worthwhile and had engaging speakers and the attendees learned something new. Positive comments related to the cohesive feel, multi-sector collaboration, and interactive nature of the event. A big thank you for everyone's support!

B. Student Reps recognition - Board of Education meeting recognition. Our reps have done an excellent job and we are proud of them. Rafael won a special award related to his poster submission for MLK "I have a dream" contest.

C. Substance Use Disorder Unit/CHS - addiction unit for freshman high school students in collaboration with the health and PE teachers at CHS. Objectives include: breaking down stigma, explaining signs and symptoms, and offering resources.

D. Call to action: [form](#) CADCA - advocate to secure additional funding for drug-free communities

E. April 6 meeting-DEA Presentation on local drug trends - Jodi

F. April 7-Teens During COVID Town Hall 6:00-7:00 via Zoom. Social workers and teachers will be presenting what they are seeing along with providing resources for parents.

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)

**IV. Community Sector Spotlight:** Ali Lenger, social media intern. Previously worked at SDC as a marketing specialist. She is excited to jump right in and has some ideas to implement.

#### **V: Sticker Shock Campaign**

- **What we discussed in our sub-committee meeting**
  - Messaging-call to action for adults
  - Two most commonly identified ways that students get alcohol:
    - Parents not securing alcohol and unknowingly providing access for their kids
    - Parents actively providing alcohol for their kids.
  - Contacting businesses-in person or phone call is best
  
- **Breakout rooms:** Discuss sticker messaging. Which messaging do we like the best and why?
- **Large group discussion:**
  - Vote on messaging. Feedback on the options: provide facts/statistics, less type, inclusive messaging. “Help us make it harder” was the overall winner.
  - Discuss the process.
  - Materials needed to make contact:
    - One-page flier
    - Letter
    - Script (if you need it)
    - Brochure
  
- Google sheets document- If you have a personal contact and would like to contact that person, please fill in your name next to the contact, the date you contacted the business, and if they are participating.

#### **Action Items:**

- Timeline for contacting businesses - would like to be completed by the end of March.
- If you do not have personal contacts but would like to still help making calls or visits, email Kim.
- Kim will make copies of materials this week so they will be ready to go next Monday.

**Next Meeting: April 6 4:00-5:00 via Zoom**

We meet the 1st Tues. of the month.

May 4, June 1 & July 6

**The mission of the All In Clayton Coalition is to keep Clayton youth safe**

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**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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