



10/03/2023 All In Clayton Coalition Meeting Minutes

Attendees: Kim Rodriguez, Rachel Nicholson, Lori Rice, Jenny Schwartz, Sheryl Lyss, Pamela Lyss-Lerman, Dana Silverblatt, Lili Schliesser

Minutes:

September meeting minutes were approved.

Coalition Updates:

On Friday, September 15, seven upperclassmen were trained in PreventEd's "It's Complicated" cannabis education program to teach to freshman PE classes this semester and the next semester.

All In Wydown attended Red Ribbon Week training on Friday, September 29 to learn about drug use issues important to teens and strategize for the upcoming Red Ribbon Week at Wydown the last full week of October.

All In was asked to include a prevention message on the e-tickets for Homecoming on October 14. All In CHS worked on an ad with a social norming message.

The Clayton Parent Pledge campaign kicked off ahead of Homecoming with social media ads, a mailing, yard signs, a blog post, and an email to parents. Parents are encouraged to pledge not to provide alcohol to minors.

Action Plan Workgroup Follow-Up:

Parent Education with 10th Grade Curriculum Update:

The group reviewed the take-home assignment that students in 10th grade health classes are to take home and work on with their parents during the substance use education unit.

Seller/Server Training Requirement Update:

Bridget McAndrew is waiting to further this conversation with the city. Jenny reported that the prosecuting attorney is looking to hold management responsible for underage sales.

Meeting Norms: *1. Assume goodwill 2. Come ready to engage to the fullest of your ability 3. Challenge ideas not people 4. Start & end on time 5. Everyone's opinion matters & should be heard 6. Give others opportunities to speak 7. Utilize & share resources 8. Look for opportunities to collaborate*

Locking Containers to Dispensaries:

Lili ordered some locking bags and will bring them to the next meeting to review and decide what to order.

Collaborate on THC Potency Information Campaign:

The group recapped their work from the previous month and finished planning this campaign.

The group determined channels for distribution: Head & Heart, SM Posts (shared with CPD), Charter Spectrum Ads, Greyhound Insider, reach out to Brentwood about sharing the messages in that community, City Views newsletter, and Clayton Connection

The group determines success indicators: QR Code that leads to a form with questions about conversations, Social Media Analytics, Charter Spectrum Analytics, and website traffic.

The group agreed on several messages and calls to action:

- Educating on the current language youth use for cannabis
- Discuss the dangers of overdosing on edibles and how eating cannabis can impact people differently
- How to have a conversation with your kids about THC potency and cannabis use
- Infosheet with 10th grade curriculum
- Encourage peer-to-peer conversations among adults
- Info on THC vs CBD vs Delta 8
- Potency chart
- Vapes may or not include THC

The group agreed to have this campaign ready to roll out in the weeks leading up to winter break.

Announcements & Upcoming Events:

Lili shared about the next Head & Heart event: Brain Awareness: Potential and Pitfalls, Tuesday, November 28, 6-7pm on Zoom

Jenny shared about the DEA Prescription Drug Take-Back Day on Saturday, October 28, 10-2pm at CPD

Next Meeting: November 7, 4:00-5:00, Admin Center