***Rockdale Partners in Prevention***

***August 4, 2022***

***11:00 Zoom***

***1. Introductions-***

Brenda Earnest**,** Mary-Lou Snow, Jim Morton, Terrie Moore, Carol Treible, Tiffany Cuthbert, April Fallon

***2. Looking at Partners Calendars-*** *1st Thursday?*

* *Restoration Storehouse and DPI- DPI is trying to confirm approval of a proposal for space and to utilize the conference rooms for Prime For Life.*
  + *Jim Morton offered his space as an option for the upcoming PRL for about six months. The venue is not wheelchair accessible but does have an option for about 5 in a wheelchair-accessible area if needed. The team will consider this option as a backup*

***3. Purpose of Workgroup & MOU's-Quick review***

* ***Epidemiology-Data needs(GSHS, Hospitalizations, DUIs, Local conditions)***
* ***Implementation***
* ***Evaluation***

***3. Approved Goals and Strategies****-*

* ***Reduce NMUPD 9-20 (PreVenture and Safe Storage/Disposal)***
* ***Reduce Access to Alcohol 9-20 (PreVenture and Parents Who Host)***
* ***Reduce Binge Drinking 18-25 (Prime for Life-Environmental)***
* ***2A's and an R for nicotine use at all public events*** 
  + *(Back to School Bask-106 screened) RCPS requests support for vaping efforts*

***5. Strategic Prevention Framework-***

* ***Assessment: What does Underage Drinking look like in Rockdale?*** *Carol would like to conduct a listening group with the DFC UAT members soon.*
* ***Fourth of July: Fentanyl and Overdoses on the rise- Revisit:*** 
  + *CDC 30 second video in social media- Snapchat report- Campaign – 114,534 impressions. It also breaks down the lifestyle categories for the target audience*
* ***Graduation Season: social media targeting parents: Analytic for BI #2 FB/Instagram report***
* ***Rockdale Theatres-PSA Biggest Influence #2 During Graduation Season***
  + *The DPI campaign ran for four weeks, played on all 16 screens, and the ad ran 1,361 times in the four weeks. The estimated impressions based on the projected admissions for this campaign are 14,186.*

***6. Today's Focus: Planning and What Stakeholders Need?!***

***A1. Goal One***

* ***PreVenture Update- Status by RCS-Working with April -August Start Date***
* ***Back to School Bash-***
  + *Counted approximately 850 people in attendance*
  + *Deterra Bags (86) distributed at the Back to School Bash*
  + *During this event, DPI learned more about the large Hispanic community in the area (40%). The team is revisiting our campaigns and materials. DPI is committed to being accessible and culturally appropriate.*
* ***More for an upcoming event for IOAD?*** 
  + *Brenda- IOAD- August 31 from 4 pm-8 pm-Missy Owens will come to share her story. Missy is the Executive Director of The Zone in Cobb County. The event will have the DEA, Rise, City of Conyers, Georgia Council of Substance Abuse, and other outstanding partners at Conyers First United Methodist. This event will kick off September National Recovery Month.* 
    - *Mary Lou-September-* 
      * *Peer-based events. Friday, September 16- Listening session at Grit and Grace-will email additional details.*
      * *Year of the Peer- Monday, September 26, is an elegant red-carpet event for those who support recovery and are in recovery.*
      * *Sounds of Support- September 17.*
  + *Latrenda shared that Rockdale DFC Youth Action Team is planning a project to distribute bags with local Hospice workers. DPI will provide support materials and some bags and assess where gaps are in safe disposal. DPI has a membership with Prevention Action Alliance for their safe RX program (the same organization that produces Parents Who Host). Jim is also considering how it would work for distribution to his client population.*

***A2. Goal Two***

* ***PreVenture (RCPS)***
  + *April-**Offering online consent to parents. The team is planning on working at Alpha Academy. Alpha currently only has 29 students, but staff anticipates the numbers will increase as the year progresses. Those involved are considering if there are enough students to offer all four types of groups. DPI has checked with the developer about the efficacy of including all those desiring to participate. The team is also looking at Open Campus, but there are challenges navigating the block scheduling.*
  + *DPI will place free vaping information in all middle and high schools for students that want to quit vaping. DPI will also provide rack cards for parents.*
* ***"Parents Who Host, Lose the Most" -Parks and Schools- Next Steps*** 
  + *Thanks to Jim Morton for connecting DPI with Tahira Wilson with Parks and Rec. Terrie dropped off banners and yard signs for placement. Jim is going to see if he can spot an. The team gave banners and yard signs to RCPS at Bash and encouraged them to be used on sports fields and car-rider lines.*

***A3. Goal Three***

* ***Prime for Life 420-Launched July- Third Saturdays-*** *Prime for Life instructors held the July offering at the Accountability Courts space. DPI is applying for more permanent space at Restoration Storehouse. During July's session, two participants went through the PRL 420 program. Upcoming training 3rd Saturday in August.* 
  + *Tiffany will report the evaluation data to Carol.*
  + *Jim would like to refer his agency's clients. They may be pretrial or pre-adjudication in the court system. PFL leaders would potentially add the group members at separate times to eliminate the pre- familiarity group dynamics.*
  + *Brenda-Sherry Arnold has been promoted. There is an opportunity with Jim to possibly help with sustainability and increase participation.*
  + *PRL will capture the evaluation report data and report out at a future date to the courts and CPAW.*

1. ***Next steps to build awareness-community events, sponsorship, schools?*** DPI is invited to host a table at the Sounds of Support in Covington in September and to support DFC at their overdose awareness event on August 31 at Conyers First United Methodist Church from 4-7. DPI needs more materials in Spanish.

***8. Opportunities for Collaboration***

***9. Next Steps: Reach out to new members***

* Tiffany will send out a doodle for the next meeting

***10. Next Meeting- September 21 @10:30 virtual***