***Rockdale Partners in Prevention***

***Agenda & Notes***

***March 8, 2023***

***10:30 Zoom***

1. ***Introductions****-*

April Fallon (schools), Latrenda George (DFC coalition), Mary-Lou Snow (Court Services and NAMI), Sergeant Franklin (law enforcement), Jennifer Wilds (CSB), Carol Treible (Evaluator), Tiffany Cuthbert (PC), Terrie Moore(PD/PC)

***2. Purpose of Workgroup & MOU’s-Quick review***

***DBHDD 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***

***Check out our newly approved billboard.***

* + Tiffany shared that the upcoming billboards in English and Spanish will run right after the previous one.

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***Superbowl Ads in two languages-Analytics (112,000+ impressions)***

* Shared campaign for Superbowl ad. It can be found on the [justnotworthitdpi.org](file:///C:\Users\tiffa\Downloads\justnotworthitdpi.org) website and here- <https://vimeo.com/648788681>
* Analytics- English overview- 85,800 impressions, 146 swipe-ups, and 0.17% CTR
* Popular amongst 13-17 women with the lifestyle categories- Shoppers- 94% and Sports Fans- 93%
* Analytics- Spanish overview- 26,700 impressions, 31 swipe-ups, and 0.11% CTR
  + - Popular amongst 21-24 men with the lifestyle categories- Sports Fans- 92% and Shoppers- 92%

***3. Strategic Prevention Framework-***

* ***Assessment: What does Underage Drinking look like in Rockdale?*** 
  + Terrie- The listening session went well with Latrenda’s youth, but we want to get an even better grasp and understanding of underage drinking and substance use in the community.
* *March 18 Parent Academy-* [*https://forms.gle/EYWLrRaQkhfUWbbr9*](https://forms.gle/EYWLrRaQkhfUWbbr9)
  + DPI will pilot a parent survey- it has been shortened a lot. The survey link and QR code were shared with the CPAW.
    - The form asked for a Gmail account, and DPI will troubleshoot to prepare for those without Gmail accounts. (Resolved by using paper survey)
* April Fallon- Audience varies, but it is the first one they have had since the pandemic.
* *March 22 & 23-Roll Calling meetings with Conyers PD- T.Moore*
  + DPI will participate in two Roll call meetings on the 22nd and 23rd. This meeting is intended to identify local conditions better, as seen by police officers in the community.
* *Community Readiness Survey-Most of the same interviewees Due 4/28*
  + DPI has been asked to complete CRAs again.
    - Looking for a few more options in the faith-based and parent area
  + Looking to get a running list of parents that may be interested in being a part of a small listening group of parents (primarily high schoolers)
* ***Capacity Building Training needed?***
* ***What do you see underage drinking looking like in Rockdale?***
  + April Fallon- Could use a better grasp but mostly hear about vaping.
  + Mary-Lou Snow- Not visible currently
  + Terrie Moore- Looking at Georgia Student Health survey- The schools get many completed surveys with around 8k out of a 15k population.
    - Middle Schoolers- 4% stated alcohol use in the last 30 days. 3% of vaping and marijuana 2% reported usage.
    - High schoolers- 8% stated alcohol use in the last 30 days. 7.5% vaping and 8% marijuana reported usage.
      * Terrie examined other substance misuse statistics s and found that 5% of high schoolers reported meth usage. Not sure if it was an accurate number.
        + Peggy Franklin- Law enforcement hasn’t seen a resurgence of meth during police searches.
        + Mary-Lou Snow- Juvenile drug court numbers could be accurate as the drug of choice ranges from harder drug usage. Meth is also cheap.
        + Carol Treible- Meth use seems to be on the rise in rural communities.
        + Terrie- will reach out to Brenda Ernest to check the accuracy of the numbers.

***4. Today’s Focus-What’s Happening with Our Partners? How Can We Help?***

***Health Dept:***

***Courts:***

***Schools:*** April- It would be great to get things going at Alpha. The staff is collecting active permission forms from parents. GNR Health reached out to Dennis Richardson because they want the schools to participate in looking at tobacco policy and possibly push it out to middle schools. Alpha currently has 89 kids total (38 middle and 51 high school students),

Terrie- Working on a Positive Norm Campaign that we will share with the schools. Also, the DPI team will share materials with the school’s Intervention Specialist at the Parent Academy.

***DFC:***

***Viewpoint:*** Jennifer- Suicide Prevention is March 23, and Mental Health First Aid training is for the community.

***NAMI and Stepping Up:*** Mary- Lou- Save the Date- May 19, 2nd annual Peace Under the Pavilion (mental health awareness month) & August 31, International Overdose Awareness Day at the church from 6-8 pm

***Law Enforcement:*** Officer Franklin will conduct a drug takeback event at the Parent Academy. DPI will give Deterra bags to those who participate in the takeback event. Even if the agency tables are not next to each other, there will be enough team members there that she could come over.

Starting Citizens Police Academy on April 18, it is posted on the website. Explorers are doing Camp cards for $10 and the annual Dash into Spring 5k run on Saturday, April 8.

***Status Update***

***RCPS requests support for vaping efforts-Any desire to host a community ed event?***

***A1. Goal One***

* ***PreVenture Update- Progress-Permission Forms out***
* ***Safe Storage and Disposal- Billboard, Superbowl Social Media Ad***
* ***Deterra Bags-Proposing to distribute at Parent Academy***
* ***Community events? DEA Takeback-***

***A2. Goal Two***

* ***PreVenture (RCPS)-Permission Forms Out***
* ***Social Availability Parents Who Host and Building Awareness…Check Out Our newest billboards in two languages.***

***A3. Goal Three***

* ***Prime for Life-Training Continues-Third Saturday***
  + Thanks to Jim Morton and Grit and Grace for the generous use of space.
  + Five participants for February, and we will try out Grit and Grace space just in case.

***Qr code

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