***Rockdale Partners in Prevention***

***June 6, 2022***

***10:30 Zoom***

***1. Introductions-***

Jennifer Wilds, Mary-Lou Snow, LaTrenda Green, Terrie Moore, Carol Treible, Tiffany Cuthbert, Terrie Moore

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

* ***Epidemiology-Data needs (GSHS, Hospitalizations, DUI’s, Local conditions) (Tom)***
* ***Implementation (Brenda)***
* ***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***

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

* ***Assessment: What does Underage Drinking look like in Rockdale?*** *Discussion about pasture parties and the impact of the Lost Children of Rockdale. Will schedule a listening group with the DFC’s Youth to provide a clearer picture.*
* ***Fentanyl and Overdoses on the Rise-Revisit:*** 
  + CDC 60-second video for potential theatre use and social media?) Use as a social media ad.
* ***Awaiting Numbers for Billboard (Tiffany and LaTrenda)***
  + Latrenda is awaiting those numbers and will send those over when she receives from Nate
* ***Social media targeting parents: Analytics for BI #2-***
  + Facebook-Instagram behavioral targeting reached 90,547 impressions with a .28% CTR
* ***Rockdale Theatres-PSA Biggest Influence #2 During Graduation Season***
  + Awaiting the PSA numbers and will update everyone as we receive those.

***6. Today’s Focus: Planning and Who do We Need?!***

***A1. Goal One***

* ***PreVenture Update- Status by RCS-Active Permission -August Start Date***
* ***Drug Take Event for the Summer?***
  + Looking to start PreVenture at the first of the school year. We will have to obtain active parent consent, which may slow us down a little. However, it is the best way to confirm identifiable data*.* If a child does not screen in, but the school feels they should be in the class we have received permission from PRL to still allow them in the class.

***A2. Goal Two***

* ***PreVenture (RCPS)***
* ***Parents Who Host, Lose the Most-A quick view of materials, etc. (Tiffany)***
* ***Launch with yard signs and banners (Parks) –*** 
  + Park efforts are in the works.

***A3. Goal Three***

* ***Prime for Life 420-Next steps (Brenda Ernest) July start date-*** 
  + PC completed the virtual courses and passed the training test. The next step will be to record a session and submit it for final certification.
  + Project Staff is awaiting to secure a location to begin conducting PRL in the community. Considering Restoration Storehouse.

***5. Next steps to build awareness-community events, sponsorship, schools?***

***6. Opportunities for Collaboration***

* The Suicide Prevention Coalition which also covers Rockdale is having an event in September in Covington
* National Recovery Month is in September and Stepping Up may be planning something
* Looking into an opportunity for drug take-back. Will require a police officer and a box for collection. Something to keep in mind for upcoming events.
* Opioid overdose awareness day? Stepping up is new but could potentially discuss annual events at the next executive meeting.

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

* Will need to send out a doodle for the next meeting

***8. Next Meeting- ??Will need to consider 4th of July***