



## DPI May Coalition Meeting Agenda

### COALITION MEETING

May 10, 2022

1:00 P.M.-2:30 P.M.

### AGENDA

Please put your name and your affiliation in Chat

- **WELCOME WITH VISION AND MISSION**
  - Vision-Promote a healthy Decatur, free of the negative effects of alcohol and other drugs on youth and families.*
  - Mission- Systematically implement evidence-based strategies to promote the behavioral health of youth and families.*
- **Introductions-Name, Agency Affiliation, Sector**
  - Duane Sprull, Decatur Career Academy Director (Schools)
  - Stacey Stevens, Decatur Family YMCA & Decatur Rotary (Civic Org)
  - Susan Morley, Parent Coach (Parents)
  - Carol Treible, DPI Evaluator
  - Devon Johnson, Emory's Center for Maternal Substance Abuse and Child Development (Health)
  - Dee Anderson - DPI Parent Coordinator/DPI Outreach Coordinator
  - Camila Gomez, Health Program Coordinator, Center for Pan Asian Community Services (Youth-Serving Organization)
  - Shonda Moore City Schools of Decatur School Health Coordinator (Schools)
  - Lartasha Chaney- DHA Resident Services (Youth Serving Org)
  - Eve Helms, STARS After School Program (Youth Serving Org)
- **New Agency Member**
- **Data Presentation: Carol Treible**
  - DFC Provided highlights
    - Our coalition started with 25 members, and the most recent reports have DPI at 54 members. The national average is 38 people. Carol commended the DPI coalition for its growth.
    - Another area mentioned was the extensive social media activity (under providing information strategy). DPI uses social media to promote our strategies. Carol shared some of the analytics to highlight the responsiveness via social media.



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DECATUR PREVENTION INITIATIVE

- The report also highlighted DPI's efforts to enhance skills through youth education and training.
- DPI has not done much work around changing physical designs, but the team identified some activities to address this strategy. The DPI team will discuss further with coalition members on opportunities for signage, etc.
- Middle school survey-
  - 11,031 responded to the supplemental survey given at the middle school (6<sup>th</sup>-8<sup>th</sup> grade students)
    - Specific core measures that gather data on peer and parental disapproval parental and students' perception of risk (as viewed by peers)
      - **Question 1:** (Not exact question but similar to the following) How concerned would your parents feel if you had several drinks? 90% responded that their parents would feel it was wrong or very wrong
      - **Question 1:** (Not exact question but similar to the following) How concerned would your peers be if you have several drinks? 85% responded that their parents would feel it was wrong or very wrong
      - **Question 2:** (Question dealt with) How wrong would your parents think it would be for you to use any form of nicotine, including vaping? 95% responded that their parents would feel it was wrong or very wrong
      - **Question 2:** (Questions dealt with) How wrong would your peers think it would be for you to use any form of nicotine, including vaping? 82% responded that their parents would feel it was wrong or very wrong
      - **Question 3:** (Questions dealt with) How wrong would your parents think it would be if you used marijuana? 96% responded that their parents would feel it was wrong or very wrong
      - **Question 3:** (Questions dealt with) How wrong would your peers think it would be if you used marijuana? 85% responded that their peers would feel it was wrong or very wrong
      - **Question 4:** (Questions dealt with) How wrong would your parents think it would be you to use prescription drugs that were not prescribed to you? 89% responded that their parents would feel it was wrong or very wrong (**The only area where it fell below the 90% for parents**)
      - **Question 4:** (Questions dealt with) How wrong would your peers think it would be for you to use prescription drugs

- that were not prescribed to you? 80% responded that their peers would feel it was wrong or very wrong
- **Question 5:** (Questions dealt with) How harmful do you think it is for someone to vape or use nicotine? 87% felt that it would be harmful to do it themselves or friend
  - **Question 6:** (Questions dealt with) How harmful do you think it would be for someone to use any form of marijuana? 86% felt that it would be harmful to do it themselves or friend
  - **Question 7:** 51 students have identified that they had ridden in a car with someone who had driven after consuming alcohol.
- The survey allowed students to provide reasons why they chose not to drink or do drugs. Responses are as follows:
    - Setting good examples for their siblings.
    - For their future.
    - Not to get addicted.
    - Following the law.
    - Parents.
    - Health.
    - Friends.
    - Not to disappoint teachers.
    - Interferes with my goals.
  - Delighted that there was such a rich number of respondents, the statistics showed that students very much to please their parents and realize that their parents are concerned, but peers greatly influence them. The team will report these measures in the DFS semi-annual program report as core measures in August. Marijuana and Vaping are the two areas that Carol suggests keeping as a focus as rates are creeping up to equal alcohol use.
    - Susan- Students are saying that parents are hugely influential. If parents greenlight a behavior, they will do it. We did the right thing by bringing prevention to the middle schools (Carol stated that there was not much difference between the percentages in the grade levels)
    - Terrie- One of the things we have seen consistently is that if the child perceives that their parents' disapproval goes up, the youth drug use rates go down. The more messaging there is out about parents being concerned, it will filter down to the kids (One of the reasons why local leaders (DPI) started the Parent Network.) Presentation with Dr. Nortonl with recent speakers' series is now on the Parents Network site. DPI currently also has PSAs and social media running to share messages. Parents are geo-targeted through Facebook and YouTube,



and young adults- Instagram, youth (14-18) through Snapchat. DPI is also in Decatur FOCUS this month on drug use and fentanyl. Ms. Dee also distributed flyers with DPI's messaging, bringing awareness to parents during the Mother's Day luncheon (35 in attendance). The Truth App is an excellent app for helpful messages for students and parents. DEA confiscated enough fentanyl to kill every American we have more work to do in the community about multiple things. We will collaborate very soon on more messaging.

○ ***Partner Updates & Opportunities for Collaboration-***

- Nurse Moore- Schools and DeKalb Public Health is partnering with DPI, the City of Decatur, for a Covid Vaccine event on May 19. This event will include boosters and vaccines, giving away 300 gift cards for \$100.
    - This group is also working on a free back-to-school bash on July 21 from 4p-7p. All Parents are invited to this event (Terrie highlighted that parents are feeling isolated- would like to share with the Parent Network). Nurse Moore will share the event flyer.
  - Trinity Walk- Afterschool programing. The need is for kindergarten up to 5-6<sup>th</sup> grade. Marijuana is an issue within the population, and we may look for some literature on awareness. DHS is starting the Leadership in Training programs that will require a weeklong orientation training. DPI volunteered to assist with an information session around helping the youth with messaging to go against peer pressure of substance abuse and conduct a focus group.
    - Indiana survey that we could potentially put in the community. If there is a pool of young adults, DPI could provide the survey to gather more data.
  - Emory- Finishing up opioid during pregnancy campaign. Also, MCACD wants to create some education groups and resources around Fetal Alcohol Spectrum disorder. One challenge is having the conversations and setting up groups around what the agency can do for them.
  - Center for Pan Asian Community Services- PIPP in Stewart but would like to gauge the parents' perception in the community. Perhaps through a template-survey or best questions to ask? Carols and Camila will discuss off-line.
  - DPI- Trying to pull some kids for a focus group ages 14-18 in the Decatur community for 45 mins of a Zoom meeting with Terrie. It would include a gift card for participation and questions about what the youth see on social media regarding marijuana and what they feel would be effective messages.
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- ***Speaker Series Events-Results: Matt Myers 4/12 & Dr. Merrill Norton 5/3***
  - ***Sustainability & Opioid Events: UniverSoul and upcoming Vaccine date***
  - ***Partnership for Success 14-24***



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**DECATUR PREVENTION INITIATIVE**

- **Results "CDC Fentanyl PSA in Madison Yards and North Dekalb AMC-30 sec with April 1-May 1 (Morbis and Dumbledore) 122,000 people viewed the campaign**
- The Biggest Influence#2 ad will be in movie theatres on the 13<sup>th</sup> for three weeks.
- **Targeted Social Media Ads for both spring break sessions**
- **Congrats to Lauren Harris on her recent recognition**
- **Future ASC plans**
- **Drug-Free Communities Grant 9-18**
  - **YAT-Drug Facts Day, the upcoming Egg Hunt, and April is Alcohol Awareness**
  - **As Month proclamation & recognition by Mayor**
  - **CMAT Upcoming Events**
  - **Biggest Influence-older teens to be launched on May 19 in both theatres**
  - **Completed: Parent Chats-Monthly for five months**
- **Current Evidence-Based Programs-**
  - **Safe Homes (Decatur Parents Network-Back to School Bas with Nurse Moore)**
  - **All-Stars (7<sup>th</sup> Grade last cycle for year 80+)**
    - 120 youth served a year
  - **Prevention Plus Wellness (DHS Health Classes-completed 13 classes)**
    - Serving anyone that is in the health classes also 100+
  - **PreVenture (DHS-111 .250+ screened-115 invited-over 50+ participated YTD)**
  - **"This Is Not About Drugs" (Began at RMS first with YAT participation)**
    - 8th grade Coach Coleman's Wellness classes (40 kids)
    - The program teaches them that it is not about drugs but choice.
    - TINAD focuses on how much power each young adult has in making a choice. The trainers shared a video that consisted of young people sharing their own experiences. Terrie will send over the video.
- **Next Meeting June 14@ 1:00 (Second Tuesday)**