



## COALITION MEETING

October 12, 2021

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

• *Community Spotlight-Devon Johnson-Emory Maternal Substance Abuse and Child Development*

• *Training Opportunity- <https://www.tallcopsaysstop.com/webinars>*

*Who wants to attend? DPI can reimburse. November 2 Vaping: Nicotine and Cannabis Trends Want to bring him virtually to Decatur. When to get staff and parents available?*

*Next Speaker Series: October 27 The 5 W's of Decatur's Youth Substance Use: You Decide*

• *Decatur Focus Inclusion (Any volunteers for December edition?)*

*<https://www.decaturga.com/cd/page/decatgur-focus-newsletter>*

• *Got Outcomes-Phase II*

• *Partner Updates & Opportunities for Collaboration- (Fall, Take-Back Day? Red Ribbon, etc.)*

• *CMAT Dee Anderson Decatur Parent Network*

• *Evaluation Report Out: ASAPP EOY & Summary of Speaker Series- Carol Treible*

• *Biggest Influence PSA Analytics and Part 2-Tiffany Cuthbert*

• *SAMHSA Partnership for Success Grant-2024 (14-24 y.o./ underage drinking, opioids, stimulants+, illegal drugs)*

*-Idea Engineering-Illegal Drug Campaign-Snap Chat and YouTube (Adderall, Cocaine, Alcohol and Opioids for next 12 months-Fentanyl?)*

*-Input for surveying 18-24 in community-virtual*

*-Liaison with Colleges*

• *CDC DFC Grant-2024- (18 & under/ alcohol, nicotine, and marijuana)*

• *Rx for Athletes and Supporters-almost ready*

• *-Positive Social Norms, Access, Policy (Ads for Carpe Diem)*

• *-Prevention Plus Wellness starting October 15. Susan and Terrie*

• *-Network Growing Membership-50 in 2021/450 members +200 friends!*

• *-PreVenture Training-Kick off October 26*

*- Training for Coalition Members-Needs*

• *DBHDD ASAPP-SUSTAINABILITY-All Stars Core -Currently in 2 RMS classes. Will move under DFC after ASAPP for 2021 (on-hold)*

*-Partners In Prevention Project-Starting October 1.*

• *NEXT MEETING: November 9 (2nd Tuesdays @ 1:00)*



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## MINUTES

Attendance (11): A total of 11 participants in the virtual zoom meeting and conference call. Attendees were: Gary Menard (City Decatur Fire and Rescue-Health), Devon Johnson (Emory Center- MSAACD-Health), Susan Morley (Atlanta Parent recovery Coach-Parent), Corey Bivens (Decatur Housing Authority-Youth-Serving), Camila Gomez (CPACS-SA Prevention Agency), Janelle Allen (Decatur CSB- State Agency), Kaitlin Banfill (CPACS-SA Prevention Agency), Tiffany Cuthbert (DPI-Support), Carol Treible (DPI-Evaluator), Dee Anderson (Outreach/Parent Coordinator), Terrie Moore (DPI Executive Director).

Start: 1:00pm

End: 2:16 pm

Notes provided by Tiffany Cuthbert

Welcome/Introductions: DPI Coalition will continue to meet virtually due to the Coronavirus pandemic. Terrie Moore welcomed coalition members, who then introduced themselves. Kaitlin Banfill is a new representative with CPACS. Terrie mentioned that Marnie Gomez is taking a little break and hope to return when she can.

Community Spotlight-Devon Johnson-Program coordinator/health educator -Emory Maternal Substance Abuse and Child Development- EMSACD began in 1980 originally as the Fetal Alcohol Syndrome Screening Project. They now house for different components- Emory Neurodevelopment Exposures Clinic (ENEC), MotherToBaby Georgia, Prevention Program, and Research Program. Their current statewide goals and strategies include 1. Reduce harm to women of reproductive age and pregnant persons at risk for using substances. 2. Reduce drug/alcohol use during pregnancy and breastfeeding. 3. Reduce negative consequences of maternal substance use for infants and children. Some of the challenges highlighted by key informants (women who may have faced substance use and pregnancy) include stigma, lack of treatment resources, the need for prevention activities with young families and children, variability in drug use both across regions and over time, the attitudes of healthcare professions, legal risks, and prevention efforts must be ongoing. MSAD's newest campaign- "Keep your provider in the know about drug use during pregnancy" was a four-part campaign- rack cards, Marta ad, radio ads, and YouTube short series.

### Partner Updates and Opportunities for Collaboration:

Training Opportunity- <https://www.tallcopsaysstop.com/webinars>

Who wants to attend? DPI can reimburse. November 2 Vaping: Nicotine and Cannabis Trends

Corey- Would prefer a webinar for parents midday because evenings are getting busy. Want to bring him virtually to Decatur. Gary- If there is a webinar option, a fire station shift could attend the webinar.

Next Speaker Series: October 27 The 5 W's of Decatur's Youth Substance Use: You Decide



Janelle Allen (Decatur CSB- Youth-

the CRAFT screening tool for children and adolescents in addition to their current substance use assessment. Staff believes these changes will result in a more accurate report since these surveys are designed explicitly for the target population.

Serving) shared that the CSB is now using

Decatur Focus- The October Decatur Focus issue features the Parent Network and the YAT. Gary Menard volunteered to write a short article for December about the Youth Burn project. He will submit it to DPI before final submission.

DPI Got Outcomes- DPI moved into phase II of the National Coalition of Drug-Free Communities. DPI applied and was selected in the top 25% to submit the Phase II application. We have successfully uploaded our application and will look forward to hearing more details soon. Terrie also shared the ASAPP project highlight 5-year infographic. Staff shared this infographic will all of the Georgia ASAPP providers and DBHDD.

CPACS asked for assistance to push out Health fairs

EMORY will let us know about the new deliverables and how DPI can serve

Dee Anderson (DPI Parent/Outreach Coordinator) – Dee shared that CMAT is currently regrouping. Due to pandemic safety precautions, Dee rescheduled the July Oliver House event. The August CMAT follow-up about 'Securing your Legacy' provided the seniors with an overview of budgeting, stocks/bonds, money management, and financial resources. The purpose of the CMAT parent meeting is to continue to check in with the parents and be a community resource for them. DPI and Ms. Dee have been working with the CMAT parents since 2006 and will continue to host Zoom calls until they receive a go-ahead from DHA to meet in person.

Resource offering from DPI to Coalition Members- *The NeuroWhereAbouts Guide: A Neurodevelopmental Guide for Parents and Families Who Want to Prevent Youth High-Risk Behavior*

Carol Treible (DPI-Evaluator) – shared several points with the Coalition. During COVID, DPI provided 16 hand sanitizers to key partners/stakeholders in the community, with some of the stands used on a rotating basis by the PSA. Sustainability plans are in place, with all of the CPAW members 100% committed to actively sustaining the outcomes impacting the DPI community. Parent Network remains strong, with a very active network engaged in continuing the speaker series. Susan Morley's presentation during Recovery Month received very positive feedback. Carol submitted the end-of-year evaluation report. The team includes the coalition minutes are on [www.decaturpi.org](http://www.decaturpi.org). The Leadership team uploads a recording of the Speaker Series Youtube for your convenience.

Tiffany Cuthbert (DPI-Support Services)- BG advertising Geotargeted the Biggest Influence Campaign to Decatur parents of middle and high schools students (adults ages 30-60) on Facebook and Instagram. The purpose of the campaign is to encourage parents to have conversations with their youth about the dangers of underage drinking. The PSA was from the youth's perspective where they acknowledged their parents for talking with them and thanked them for keeping them safe. Through Facebook, Totaled **31,818** ads served! Clicks on the ads- **201** in total! Click through rate of **.63%** Facebook- 19k ads served- Instagram- 12k ads served Will do another Biggest Influence campaign for emerging adults.



Terrie- Next Speaker series is October 27 during Red Ribbon Week about the parent's perceptions on the root causes, local conditions, and what we should be doing to prevent youth substance use.

We are looking at additional campaigns for JNWI, one explicitly related to Fentanyl DFC grant-

Susan and Terrie start a four-session program Prevention Plus Wellness (PPW), with seven 9<sup>th</sup> grade health classes this month. Terrie and Marnie will explore what is next for the Middle school EBP.

PFS grant- Susan will use this opportunity to screen students for the PreVenture four-session small group program with administrative support from the Student Center. Susan and Sara Melito will kick off the PreVEnture program on October 26. DPI has purchased rights to a GUIDE campaign targeting opioid and prescription medicine use for athletes and parents.

Other Business-DPI is meeting Thursday to kick-off the Rockdale PIPP. DBHDD Sustainability funding did come through for a community event.

In closing, Terrie thanked the DPI team and everyone for their support and commitment to the DPI coalition.

Meeting adjourned at 2:16 pm

Next Meeting: November 9, 2021 (2<sup>nd</sup> Tuesdays @ 1:00 pm) Virtual meeting