***Rockdale Partners in Prevention***

***Agenda***

***July 12, 2023***

***10:30 Zoom***

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

Delicia Idlett (SA Organization), LaTrenda George (DFC Coalition), Brenda Ernest (Court Services), Tom Branch (Health), Sabrina Holmes (Sheriff's Office), Carol Treible (DPI), Tiffany Cuthbert (DPI), Terrie Moore (DPI)

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

* DPI will be reaching out soon to get MOU signed by everyone on the CPAW. Thank you for supporting DPI in this MOU process for the End of Year Report.
* Carol Treible, Local Evaluator, is compiling local data and preparing it for the upcoming programmatic audit and year-end reports. She will share this with the CPAW and Schools before submitting the information.

***Recent Ads:***

* Biggest Influence #2 Billboards-English and Spanish-Tiffany (analytics and pdf) (Late May-Late June)
  + Play Time Total:
    - English - 223 hours 18 minutes 20 seconds, Spanish - 109 hours 10 minutes 15 seconds
  + Total Impressions:
    - English - 1,355,953 impressions
    - Spanish - 667,859 impressions
* The Biggest Influence #2 Facebook/Instagram-English and Spanish analytics (Late May)
  + Impressions- 39.2K, Link Clicks-113, Click-Thru Rates- 0.28%
* AMC-Begins this week- Biggest Influence 1
* What's Next? Alcohol?
  + DPI has a few campaigns but will like to collaborate with partners to determine what the next campaign may look like

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

* ***Capacity:*** *Community Readiness is increasing. What can we do? (next page)*
* ***The team distributed the CPAW member survey link via email.*** Please complete <https://www.surveymonkey.com/r/RockdaleCPAWSurvey>

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

* ***July 22 Back to School Bash***
  + DPI ordered materials in Spanish for this event and looking forward to hosting a table at the event.
  + Back to School Bash July 22 w/ new materials and Deterra bags and fans

***RCPS received support for vaping efforts: PSA posters-Will bring to BTSB in English and Spanish!***

***Other partners? Health Dept, Courts, Schools. DFC, Viewpoint, Unidos Latinos***

* ***GNR Health-***
  + Rockdale County ODMAP Data – June 2023
    - Total Suspected Overdoses: 8
    - Suspected Fatal Overdoses: 0
    - Naloxone Used: 5
  + Rockdale County Year to date: 2023
    - Total Suspected Overdoses: 73
    - Suspected Fatal Overdoses: 9
    - Naloxone Used: 55
  + Public Health is collaborating to distribute Narcan within the community's hotels. Tom is looking to collaborate with community partners to get the kits within the community. The health department has funding to place these kits in critical locations.
* **Rockdale County Superior Court**
  + National Overdose Awareness Day-Currently in the planning process. The event activities will include those who have recently lost someone in the community.
  + Brenda will seek permission to place Narcan Kits at the Court House.
* **Unidos Latinos**
  + Covington Festival on September 9- asking for communication in both languages.
    - Partnering with community members to encourage participants to come out.
  + Unidos Latino will host the Conyers Latin Festival on October 1st- 12-6 in Olde Town Conyers

***5. Proposing possible community events with schools and courts:***

***"Tall Cop Says Stop" Environmental Scan and Presentation-***

[***https://www.tallcopsaysstop.com/***](about:blank)

***A1. Goal One: Reduce NMUPD 9-20 (PreVenture and Safe Storage/Disposal)***

* ***PreVenture Update- PROGRESS REPORT!***
* The DPI implementation team completed the first round of PreVenture in May, screening 54 Students and inviting 47 students. During the program, 37 students participated, and 34 post-tested.

***A2. Goal Two: Reduce Access to Alcohol 9-20 (PreVenture and Parents Who Host)***

* PreVenture (RCPS)-Screening Ongoing-Present to Board
  + Getting ready to start with the subsequent Alternative School sessions. DPI is currently looking to pull together information for the Board.
* Social Availability Parents Who Host and Build Awareness-Billboard and social media

***A.3. Goal Three: Reduce Binge Drinking 18-25 (Prime for Life-Environmental)***

* ***Prime for Life-Training Continues-Third Saturday-***
  + - No referrals- How else can we reach this population? RCA tabling (as well as three high schools
* ***Parent Teen Partnership:*** [***https://bit.ly/ParentHandbookYoungAdults***](about:blank)
  + Evidence-based program in Spanish and English- meant o be shared with parents of graduating Seniors or those transitioning into their next stage (College, military, vocational, workforce, etc.)
  + DPI would have to obtain approval from DBHDD but can change statics, resources, and cover to represent the community.
  + DPI can table at the Career Academy and high schools during lunch to access some youth. The schools have also extended this invitation to youth events.

**A.4 Assigned Deliverable Four-*2A's and an R for nicotine use at all public events.***

***Next Meeting: Second Wednesdays-Any time better?***

* Hiccup meeting for August- Third with or Second Week on a different date. Look out for notices.

***Next Steps Based on Community Readiness***

***Alcohol from Level 4 (Preplanning) to 5 (Preparation)***

1. ***Conduct school drug and alcohol surveys.***
2. ***Conduct community surveys.***
3. ***Sponsor a community event to kick off the effort.***
4. ***Conduct public forums to develop strategies from the grassroots level.***
5. ***Utilize key leaders and influential people to speak to groups and participate in local radio and television shows.***
6. ***Plan how to evaluate the success of your efforts.***

***Prescription Drugs from Level 3 (Vague Awareness) to 4 (Preplanning)***

1. ***Introduce information about the issue through presentations and***
2. ***media.***
3. ***Visit and invest community leaders in the cause.***
4. ***Review existing efforts in the community (curriculum, programs, activities, etc.) to determine who the target populations are and***
5. ***consider the degree of success of the efforts.***
6. ***Conduct local focus groups to discuss issues and develop strategies.***
7. ***Increase media exposure through radio and television public service***

***announcements.***

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•Sponsor a community picnic to kick off the effort.

•Conduct public forums to develop strategies from the grassroots level.

•Utilize key leaders and influential people to speak to groups and

participate in local radio and television shows.

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