

Rockdale Partners in Prevention

Agenda

September 12, 2023

10:30 Zoom

Next Meeting: Tuesday, October 10- DPI+R will continue to host meetings on the Second Tuesday at 10:30

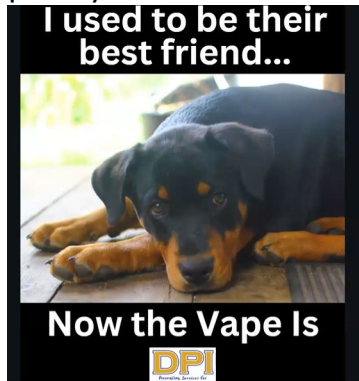
Introductions-

LaTrenda George (DFC Coalition), Tom Branch (Health), Sabrina Holmes (Sheriff's Office), Carol Treible (DPI-Eval), Tiffany Cuthbert (DPI), Terrie Moore (DPI)

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

Recent Events:

- Snapchat Ad- Vaping Poster 32, 017 Impressions with 1.15% CTR (Highest Ever!)
Developed by DPI YAT



- Shoutout to Partners on IOAD Event & Proclamation-
 - Amazing Job! Over 175 people, which is double last year's event. Additionally, the stories from the families left no eyes dry in the building.

3. Strategic Prevention Framework-

- **Capacity:** Community Readiness is increasing. Next steps (Revisit next page)

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

- **Piedmont Women's Wellness Sept 23, 10 AM to 2 PM**
- **Sounds of Support-Sept 23, 4 PM to 7 PM**
- **Unidos Latinos Support**
- **Sheriff's Dept-Faith in Blue Craft Fair- October 7 from 10 AM - 6 PM**
- **Red Ribbon Week-October 23-31**
 - DPI sets up a Red Ribbon opportunity at the Truck or Treat
- **RCSO - National Prescription Drug Take Back Day - October 28, 2023, 10 AM to 2 PM**
 - Considering having at two different locations- Conyers Police Dept (Walgreens@138?) and Sheriff's office
- **DPI will host another Screenagers-October 29, "Next Chapter" (Mental Health Focus)**
THE DATE HAS CHANGED to November 5.
- **GNR-**
 - Looking to get the 'Don't Run- Call 911' information into the community.
 - Would like to get Operation Prevention curriculum in the schools-
<https://www.operationprevention.com/opioid-and-prescription-drugs>
 - Comparing the County versus the State-
 - Rockdale County-August- 8 overdoses, six reversals, and three deaths.
 - Georgia-August- 1180 overdoses, 715 reversals, and 45 deaths

5. Potential Events:

- ***DPI is assessing interest in a vaping presentation by Kenny Haney of Northside Hospital***
- Cinema Drive-Safer driving (DWI, Distracted, Tired?) 3-D Movie Experience
<https://www.youtube.com/watch?v=7r1W6C xvDNQ>
 - Opportunity to host for free. There is an option to place it in the community after school hours and potentially in the schools.

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

- PreVenture: Permission and Screenings
- DEA Takeback Day-October 28, 2023-
- Trunk or Treat for Red Ribbon October 27, 2023 RCSO

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

- PreVenture (RCPS)- April Fallon would like to present to the Board of Education
- Social Availability Parents Who Host and Build Awareness-Next steps. PTSA/tabling?

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

- *Prime for Life-Training Continues-Third Saturdays from 10 AM – 4 PM-No referrals-*
 - *Judge Aten- is interested in PFL. Youths have to be 17+ to participate. Terrie will meet with her later this month.*
 - *DPI is seeking more participants for the classes. Referrals have decreased since May.*
- *How else can we reach this population? RCA tabling (as well as three high schools)*
- *Parent Teen Partnership: <https://bit.ly/ParentHandbookYoungAdults>*

A.4 Assigned Deliverable Four-2A's and an R for nicotine use at all public events-Referrals September 26

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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.***