

Rockdale Partners in Prevention

April 11, 2022

10:30 Zoom

1. Introductions-

Sergeant Franklin, Tiffany Cuthbert, Terrie Moore, Carol Treible, James Morton, April Fallon, LaTrenda George

2. Purpose of Workgroup & need for an MOU

Discussion about the MOUs: Tiffany sent MOUs to those who may not have yet received a copy. The general breakdown of the CPAW and the idea of the workgroup- Data, Planning, and Evaluation, is detailed.

3. Approved Goals and Strategies-

- **Reduce NMUPD 9-20 (PreVenture and Safe Storage/Disposal)**
- **Reduce Access to Alcohol 9-20 (PreVenture and Social Access)**
- **Reduce Binge Drinking 18-25 (Prime for Life-Environmental)**

4. Branding Project-

Coming into Rockdale but having a name that includes Decatur can be confusing. DPI wants to maintain the DPI brand and references the project DPI+R internally. This reference does raise questions externally. The project team and key stakeholders are looking for ways to brand this project without losing the DPI brand.

- **Need to engage parents: Reveal of new billboard (Tiffany) & social media**

Billboard- Community Awareness was not where we expected. The community indicates that they are vaguely aware of a problem or took some ownership. One of the local billboard (Mashburn) companies is giving us a free billboard space, which we are looking to spread awareness to parents. Tiffany shared the proposed new billboard design. The team emphasized the addition of the 'Now serving Rockdale County' to the initial logo.

The team is unsure of the timing and placement of the billboard launch but is excited about the opportunity. It is a great start and our first introduction into the community with visibility.

5. Strategic Prevention Framework-

- **Assessment: Fentanyl and Overdoses on the Rise-**
 - Assessment- 100 overdoses tracked in the Rockdale Community since last June, with seventy-five Naloxone reversals. GNR DOPD reported three overdose fatalities. Two fatalities were initially thought to be cannabis overdoses (later reporting indicates multiple drugs involved. We are not sure of the other 25 overdoses. Fentanyl may be playing a big part in what they are seeing but Narcan will not reverse if there is no opioids present.
 - There was a recent case of edibles found in the middle school.
 - The team proposes to put out something in the local theatres to bring awareness to the issues- Tiffany shared the CDC PSA.
- **Build community awareness: CDC 30-second video for potential theatre use and social media? Downside-Lack of Branding - https://www.youtube.com/watch?v=zu_WtBrmScs**
 - DPI proposes to use social media- Snapchat (18-under) and Instagram (18-25) to get out some of the messaging. Our ad agency has the capacity to geofence to phones only within Rockdale county. Ads will lead to a website geared closer to their demographic- <https://www.justnotworthitdpi.org/>
 - April mentioned the idea of pushing through local influencers in the school. We will visit that closer to our push in the communities.

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

A1. Goal One

- ***PreVenture Update- Status by RCS-Next Steps***
 - April – thank you for sending the edits and the permission link. Terrie and April are trying to figure out if staff can utilize Google forms. April has contacted the principal over at EPIC to see if we will be pushing this out before the end of the school year. May is a hectic time for schools and includes milestone testing.
 - PreVenture instructors are available to start before the school year ends, but understand program implementation may be delayed until the beginning of the school year based on the availability of sessions before the end of the year. The team discussed possibly screening before milestones and completing students are finished with testing. The downside to this option is that most youth will be returning to their regular school. So we will keep trying.
 - The PreVenture team initially plans to work with the Alpha population to determine group make-up and size. The Open Campus is also an option for offering PreVenture. These students are there for a shorter amount of time due to mini-semesters.
 - Upon screening, the youth can go into one of four groups based on how they cope with things or approach life:
 - Negative thinkers
 - Anxiety sensitive
 - Sensation seekers
 - Impulsive
 - Depending on which type depends on the group, either two 90 minutes or four 45 mins to work through a workbook.
 - Electronically parent permission forms have yielded better results, but we can do a paper version if needed.
 - We were able to get an MOU with the superintendent.
- ***Drug Take Back Day (Officer Franklin?)***
 - What is the chance of us being apart? Sergeant Franklin- We partner with the DEA unit to set up a table at a CVS or Walgreens. DPI could be present or bring some materials to the event. The police have a drop box at the police department and are open to partnering at any time to set up a drop-off event. Sgt. Franklin will keep us posted on the potential Take Back event.

A2. Goal Two

- ***PreVenture included***
- ***Parents Who Host, Lose the Most-A quick view of the program***
- ***Launch with yard signs and banners (Parks?) Pledge cards gathered at events***
 - DPI is arranging to place our logo and QR codes on the PWH yard signs and to guide parents to our website, where they can obtain additional information. We will then start looking at getting them to sign a pledge to not safely secure and not provide to youth. The goal is to limit social access to alcohol and prescription drugs among Rockdale youth.
 - The team plans to place messaging materials early in the summer months- parks and recs, newsletters, yard signs, courtroom lobbies, and additional recommended locations.
 - The CPAW members discussed the need to have Parks and Recs around the table.
 - Is there a social host law?
 - When a party where underage drinking is reported, there is an ordinance that the City of Conyers can use. This ordinance has been enforced depending on a few factors. A law says that you cannot provide alcohol to minors. Law enforcement has issued citations. Sergeant Franklin will send the ordinance to DPI.
 - Our goal is to encourage parents to supervise these events and increase awareness.

A3. Goal Three

- ***Prime for Life 420-Next steps (Brenda Ernest)***

- Tiffany is currently training for Prime For Life (PFL) and will complete it next month.
- James- We have some Alpha kids using it in drug court. Jim recommended using the APP, and our goal is to focus on PFL 420 for young adults. Terrie is working with Brenda to get the details ironed out but looking for a live session on a Saturday.

5. Next steps to build awareness-community events, sponsorship, schools? Opportunities for Collaboration

- September and March for the Parent academy. All are hoping to be in person in September.
- April 23- Annual Health Fair at the Conyers- Rockdale library
- April 30- Community safety and awareness day
- April 30 – DEA Take back? Nationally on the 30th, but not sure of local detail.
- The Town Hall meeting tonight for the youth-DPI will have a table

6. Opportunities for Collaboration

- Upcoming speaker series- If you Feel Different, You Drive Different for parents and teens
- DPI and their partners at the Decatur Parent Network will host the upcoming speaker series about how marijuana impacts the developing brains- more appropriate for parents and older teens. Members will send the details when available.

7. Next Steps: Reach out to new members/current data

- Jim-Parks and Recs
- April- Boys and Girls Club
- Faith-based organizations?

8. Next Meeting-May 2, 2022, at 10:30 zoom