***Rockdale Partners in Prevention***

***Agenda and Notes***

***November 9, 2022***

***10:30 Zoom***

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

LaTrenda George, Brenda Earnest, May Lou Snow, Terrie Moore, Tiffany Cuthbert, Carol Treible, Jennifer Wilds

1. ***Restoration Storehouse and DPI Status?***
   * Storehouse is still trying to determine its community's current needs before expanding, and current plans are on hold.

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

***4. Approved Goals and Strategies****-*

* ***Reduce NMUPD 9-20 (PreVenture and Safe Storage/Disposal)***
* ***Reduce Access to Alcohol 9-20 (PreVenture and Parents Who Host)***
* ***Reduce Binge Drinking 18-25 (Prime for Life-Environmental)***
* ***2A's and an R for nicotine use at all public events- (IOAD-22 screened, SOS 42)***

***RCPS requests support for vaping efforts-materials ordered-Free program links shared***

***5. Strategic Prevention Framework-***

* ***Assessment: What does Underage Drinking look like in Rockdale?*** *Met with youth and will conduct a doodle to set a time.* 
  + LaTrenda George-Planning to do the youth listening session. Looking for the last week in November or sometime in December. Ashley has sent a doodle to solidify the date and collect parental permission (where required).
* ***Campaigns: "Parties Too Hard" Tiffany will share analytics for English and Spanish***
  + The team launched the alcohol-focused campaign over social media during Halloween. The English version had 90,342 impressions with 559 swipe-ups and a 0.63% click-through rate. One of the highest-numbered campaigns, and through this campaign, DPI captured the attention of females ages 13-17.-years-old. The lifestyle category was a massive highlight as impressions came from a lot of shoppers, gamers, and sports fans which can help to identify more individuals to target,
  + Spanish campaign reached 10,124 impressions, 34 swipe-ups, and a 0.53% click-through rate. This campaign was also engaging as DPI's ad had many 21–24-year-olds engage with the top three lifestyles categories: shoppers, Sports fans, and film and tv fans.
  + All of the Just Not Worth It videos are on the website <http://www.JustNotWorthItDPI.org>. Website visitors can access resources, including the option to receive Narcan if needed.
* ***Next?***
  + The rate of underage drinking for 9-12 graders in Rockdale County is relatively low, with Rockdale numbers at 8% for the past 30 days, compared to Georgia's rate of 14.5%. Rockdale is below the state average for marijuana use and binge drinking and above the average in no-lifetime use. These are numbers from the Georgia Student Health Survey.
    - The Coalition welcomes more people around the table to help understand the issue and get a better eye on the numbers and ways to sustain any reductions/results.

***6. Today's Focus***

***A1. Goal One***

* ***PreVenture Update- Alternative Proposal***
* ***Deterra Bags-Proposing to work with Rockdale DFC***
  + Safe Storage and disposal goal- Youth are interested in doing a Deterra bag activity, and DPI is willing to support it. The youth are committed to it and will schedule offline meetings to discuss it further.
* ***Community events-RCSD Trunk or Treat "Red Ribbon Style."***
  + At least 1000 participants attended the Sheriff's Department Trunk or Treat event. DPI distributed information to the parents but chose not to distribute Deterra bags due to limited time and excessive crowds. Past events have shown the team that this product requires some explanation. Terrie and Mona did have an opportunity to meet with the sheriff and address some concerns about safe storage and disposal and compliance checks.
* ***More on any upcoming events***

***A2. Goal Two***

* ***PreVenture (RCPS)***
* ***Parents Who Host, Lose the Most and Building Awareness--Suggestions (Another billboard?)***
  + DPI needs to do another billboard in the community. What are the chances of receiving a Billboard donation? DPI will explore options on the call with Mona. Would DPI highlight the use of previously approved campaigns such as "Parents: The Biggest Influence" influence or Parents Who Host?
    - Mary-Lou- prefers the positive approach.
    - Tiffany- possible Parents Who Host due to the holiday season
    - Brenda- What would that look like, and how can DPI get this information to people in other communities, such as drug court? [Campaign images](https://preventionactionalliance.org/about/programs/parents-who-host-lose-the-most/) <https://preventionactionalliance.org/about/programs/parents-who-host-lose-the-most/>
    - Terrie- DPI can develop a more positive message and discuss bringing Dewayne King under the table (Brenda will discuss this further with Terrie).
    - Tiffany will develop something around our goals using the PIE chart- [Checklist](C://Users/tiffa/Downloads/Tuesday_Action_Hero_Handout_%20PIE%20Checklist%20vP.pdf)

***A3. Goal Three***

* ***Prime for Life-Training with Judge Nation and Probation Officers***
  + Met with Captain Arnold, Judge Nation, and the probation offices for a Brunch and Learn. Tiffany shared the presentation from the meeting. The focus was to see if they had more youth that aligned further with the program. Tiffany went through the beginning of Prime For Life 420 to highlight the importance of values and priorities. The feedback was positive, and participants expressed an increased knowledge of how to best use the program for their clients. This presentation led to over 30 referrals.
    - Brenda- Continue to brainstorm around other potential participants and even locations to hold larger groups.
    - Terrie- Jim has graciously provided space for the class, but DPI is limited with the number of people who can attend.
* ***Resulting referrals!***
* *Thanks to Jim Morton for the generous use of space-May move up the December class.*

***7. Next steps to build awareness-community events, sponsorship, and schools?*** *The team has ordered Spanish materials, and additional materials are under development.*

***8. Opportunities for Collaboration***

* The Steering Committee will discuss 2023 invites soon, but the plan is to let people enjoy the holidays for the rest of the year.

***9. Next Steps: Reach out to new members-Faith-based (***

* DPI gave contact info to a few churches at the Halloween event and will hopefully hear back from someone.

***10. Next Meeting- Live Dinner together?***

* Everyone is on board.
* Community centers may be an option, but there may be a concern with availability. The reservations are free but require setup, breakdown, etc.
  + Rockdale Career Academy has a great culinary arts program. DPI Will follow up with April Fallon on if catering is available.