***Rockdale Partners in Prevention***

***Agenda***

***January 09, 2024***

***10:30 Zoom***

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

***New Partner @ GNR Health****-Welcome Tiffany Tai-Chronic Disease Coordinator*

Mary-Lou now, Ashley Watson, Jennifer Wilds, Sabrina Holmes, Officer Cadena, Tiffany Tai, Tom Branch, Jackie McKie, Tiffany Cuthbert, Terrie Moore

***2. Recent Events:***

* Annual Appreciation Event-Thanks to All
  + BG Advertising and Carol Treible provided lunch. Thanks so much!
* DPI recognized by "Stepping Up Initiative"-Believers Award
  + Thanks, Mary-Lou, for presenting DPI+R with our first Rockdale awards.
* Community Cares Foundation Health Fair
  + DPI was able to attend and pass out some information to those who attended.
* Holiday Billboards and Social Media
  + Keep Alcohol Away from Minors, Safe Storage and Disposal, and Designated Driver billboards were up, including Spanish-Keep Alcohol Away from Minors. Ads also went on social media.
    - Billboards-
      * Total plays for Campaign - 102,591 total plays
      * Total play time for Campaign - 284 hours 56 minutes 23 seconds
      * Total impressions per Campaign - 1,073,663 total impressions
    - Social Media
      * English Campaign-17,800 impressions, 85 total clicks, and .47% Click-Through Rates
      * Spanish Campaign- 7,800 impressions, 32 link clicks, and 0.40% Click-Through Rates

***. Strategic Prevention Framework-***

* ***Planning and Implementation Stage-***
* ***Community Readiness-Due March***

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

* ***Human Trafficking Awareness Month (Sgt Cadena)*** 
  + Dept. of Homeland Security Initiative schedule- DHS has designated January 10 as "HT Awareness Outreach Project with Blue Campaign materials" and January 11 as "HT Awareness Day/Wear Blue Day and Social Media PSA."
  + On January 10, 2024, CPD will partner with several local, state, and federal law enforcement agencies to ensure that at-risk locations in the city limits have a Blue Campaign poster visibly posted. Blue Campaign posters will also be provided to commercial establishments while Officers and volunteers assist in passing out literature and awareness flyers while conducting directed patrols within their assigned beats. School Resource officers will aid in passing out awareness flyers to teachers and students and posting Blue Campaign Posters in common areas.
  + On January 11, 2024, The Conyers Police Department will share social media posts regarding the Blue Campaign so that it reaches our community with human traffic awareness messages.
  + Blue is the international color for human trafficking awareness, and this campaign promotes the idea that anyone can make a difference on #WearBlueDay.
  + DPI could not pay for a billboard (state restrictions), but Tiffany was able to reformat the current campaign for billboards. Sgt. Cadena shared more campaign resources [https://www.dhs.gov/blue-campaign/library](https://www.dhs.gov/blue-campaign/library%20).
  + DPI can also contribute with posters for school bathroom stalls. If interested, let Terrie know, and DPI can purchase the plastic acrylic holders.
* ***Other partners? Health Dept, Courts, Schools. DFC, Viewpoint, Unidos Latinos***
  + Mary Lou- Mental Health Awareness Month in May. 3rd annual Peace under the Pavilion on Saturday, May 18, in the Conyers Pavilion.
  + Tom Branch- December numbers- 12 overdoses, no fatal, and seven naloxone uses.
* ***Plans for Opioid Settlement Activities?***
  + The Rockdale task force will meet soon and await additional information from Brenda Ernest.
* ***Schools-Supplemental Survey?***

DPI is looking for the schools to complete the Supplemental Survey. However, schools just went back, so there may be a delay.

***5. Potential Events:***

* ***RCPS Parent Academy February 10***
  + Parent Academy is happening on February 10. They are still looking for presenters, and DPI has applied to present.
* ***Are any organizations interested in a vaping presentation by Kenneth Haney of Northside Hospital?***
* ***Cinema Drive-Safer driving (DWI, Distracted, Tired?) 259***

***(***[***https://www.youtube.com/watch?v=7r1W6CxvDNQ***](https://www.youtube.com/watch?v=7r1W6CxvDNQ)

* ***New PSAs?***

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

* ***PreVenture:*** Screened 39- 28 invited youth; 23 participated in the curriculum, with three high school groups completed.

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

* ***PreVenture (RCPS)-***
* ***Social Availability Parents Who Host and Build Awareness-Next steps. Parent Academy***

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

* ***Prime for Life-***Training Continues-Third Saturday-Seeking new referrals-Health Fair and DUI Court Coordinator
* ***Parent Teen Partnership:*** [***https://bit.ly/ParentHandbookYoungAdults***](https://bit.ly/ParentHandbookYoungAdults) ***-***What is the best photo for a cover?
  + The coalition settled on looking for a picture of a cherry blossom for the handbook's cover.

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

* DPI provided the DUI Court Diversion program (Shawanna Gaither) with information for 20+ participants***.***

***Next Meeting: Second Tuesday 10:30 (February 13)***

***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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Conduct school drug and alc.