



LiveWise Regional Meeting
Wednesday, December 16th, 2009
Ralston Administrative Central Office 9:00-11:00 a.m.

1. Call to Order by Brad Conner at 9:04 a.m.
2. Introductions/ Sign in- In attendance: Sharon Weaver (Heartland Family Service), Crystal Fuller (Region VI), Dianne Harrop (NE DHHS), Melissa Tibbits (UNMC), Jenna Lichter (GO HCHY), Jona Beck (Region VI), Jarell Roach (Christ Cathedral), Marilee Cloonan (Ralston Public Schools), Susie Dugan (PRIDE), Kim Kaszuba (PRIDE), Paul Carter (PRIDE), Cristina Lamas (MOTAC/ Creighton), Christy Hagen (PMP/ Trailblazers), Taira Baker (Papillion-LV), Pam Ashley (LiveWise40), Russ Zeeb (Sarpy County Sheriff), Rick Lenarduzzi (Boystown), Tony Brown (NOVA), Sandy Sippel (NOVA), Nate Bock (UNO), Mark Frillman (UNO), Megan Franklin (UNL), Toni Hernandez (Omaha Public Schools), Jenni VanderPol (Nebraska Counterdrug), Laura Larsen (LiveWise-DFC), Lorelle Muetting (LiveWise-SIG), Brad Conner (Papillion-LV), Dawnna Hill (LiveWise), Ted Dondlinger (Westside Community Schools), Joan Friedman (TFS/TFCC), Melanie Ogomo (MOTAC), and Ron Michael (DC West Community Schools).
3. Additions to Agenda- None noted
4. Approval of October 21st, 2009 Meeting Minutes for the record- Paul Carter made a motion to approve, seconded by Jenna Lichter. Minutes approved for the formal record.
5. Asset/ Sparks Presentation- Pam Ashley, LiveWise 40- Pam shared resources that she brought back from the Search Institute Conference- please contact her as interested. Pam also shared a new evidence based program from SI, called BARR that LiveWise 40 will be helping schools implement in the near future. Pam had members do Spark activity with members. LiveWise 40 will be exploring sparks in school and faith-based settings, and reinforce youth serving organizations that are serving youth and their sparks.
6. Drug Free Communities (DFC) Grant- Opportunities for Involvement (SAMHSA)
 - a. Laura Larsen, DFC Coordinator Update on Workplan (**Implementation**):
 - a) Youth Centered Focus Groups (**Assessment**) and Town Hall Planning

Laura reported that she has been conducting staff and youth focus groups within the school settings for the Communities of Focus (CoF's) to identify effective strategies within each community area. She reported some of the feedback she's received thus far, which will be integrated into her assessment report findings, as well as planning for media/ prevention interventions. She also reported that she has been successful in creating partnerships with all local pharmacies (Kohl's, Target, Walgreen's, and Hy-Vee) to get them on board with the LiveWise double-sided flier (one side on tips for securing, disposing, stats, other for inventorying medications). Pharmacies are willing to staple these to prescriptions in order to educate patients. This is going to print soon.

Laura also reported the youth planning update in that on Sunday at 2 p.m. youth are getting together at Christ Cathedral to discuss the February youth town hall on Rx drug issues. If anyone needs a flier for promoting to additional youth, she will send out. Lastly Laura provided some feedback and resources from the DFC training that was last week to be integrated into our planning and implementation.

- b. National Coalition Academy Opportunities- Camp Dodge, Iowa
 - a) Dates eligible for Coalition Members: 02/22-02/26; 04/26-04/30; 08/02-08/06

Laura shared training opportunity to be held in Camp Dodge. Each Coalition member that attends will be provided room and board for that week, including an individual hotel room. The first training week will be focused on community assessments, and the end product will be an assessment product for LiveWise while there. The second week in April will be talking about environmental policy strategies and approaches, and the third week in August will be centered on sustainability. Laura shared that webinars will be available in between those training weeks, so that those interested but unable to attend can take part in those. If anyone is interested in being the 2nd Coalition member during any of those weeks, let

Dawnna know and arrangements can be made. After completion of the academy, LiveWise will be recognized nationally at CADCA's forum.

Dawnna reiterated that these training workshops are critical to Coalition understanding and movement and volunteers should benefit personally and professionally from attending, in bringing back material related to the Coalition and their individual agencies. For more information, be in touch.

c. Continuation Application Due February 22nd, 2010 (Planning)-

Dawnna provided the update that LiveWise's continuation grant application is due on February 22nd, 2010 and that additional notices will be sent out to those interested in grant writing, the DFC process, or on these two specific drug focus areas. Dawnna will also be setting up an appointment with Linda at PRIDE, fiscal agent, for due dates and updates provided at the DFC meeting in DC.

Other conversations related to these prevention areas:

Paul and Susie have continued to keep watchful daily eye on medical marijuana issues in Iowa area. Susie reminded folks to check out the recent Monitoring the Future survey data results on marijuana use rate increases, related to perception of harm decreases with all the legalizing discussions across the nation.

Jarell asked for feedback for Counterdrug tailoring their messaging on marijuana to youth presentations, discussing the desire to have something tangible for youth to take with them on the facts related to Marijuana use. Lorelle shared the perspective about youth being motivated by the Truth about Tobacco Campaign and suggested that we take messaging that way in letting youth know how they are being manipulated with these distortions and myths.

Other members discussed needing a variety of messaging based on where people are on the prevention/ treatment spectrum, being mindful of youth dynamics (more you push, more they push), joining with youth versus authoritative approaches, and emotional messaging (development stops when you're using and teens usually want to be more adult and perceived as mature.). Invited folks to be involved with Marketing/ Promotions meeting as we create a variety of messaging to address these strategies- tomorrow 9 a.m. at HFS West- 11212 Davenport St.

7. State Incentive Grant Updates / Opportunities for Involvement (DHHS)
 - a. Lorelle Muetting, LiveWise SIG Prevention Coordinator Update (**Implementation**)
 - a) Responsible Beverage Server Training
 - b. UNO Updates (Department of Counseling, Evaluation Team)
 - a) Survey Updates? (**Assessment**)

Lorelle reported that she has been working on the RBST trainings and yesterday passed her test to be a certified trainer. She will be hosting the first training mid January with T-Henry's downtown. She reported her history of working successfully with the Upstream thus far and encouraged Coalition members to give them positive feedback when establishing their restaurants for their responsible hosting. She reported as a result of their strategies, they have made individual differences for servers as well (environmental and individual positive outcomes). Lorelle stated that she will be following up with law enforcement as she wishes to collaborate with them for the trainings, as possible.

Lorelle reported that the advertising campaign on binge drinking related issues will be addressed at tomorrow's Marketing and Promotions meeting and anyone with business connections or resources are invited to let Lorelle know of contacts in order to follow up. Lorelle has nearly finalized a brochure that she will have prepared for January in order for Coalition members to share the word about the RBST resource.

Nate reported that Midnight Mojo (Healthy Alternatives Program) has been a huge success. 375 students showed up last time and had to be kicked out when it was over. He stated that folks on campus are starting to inquire how they are getting the young students at the alternative events, which is exciting. Midnight Mojo does have a Facebook page, which will be linked with the Peer Education class that will start in January (1 hour class). UNO also sent out 1300 holiday

cards referencing alcohol policies to students and related the messaging to future career planning (motivational interviewing framing). Nate stated that the internal marketing on social norms is done and will start in January and soon they will be doing ads on Facebook. He stated that they are hoping to still do a media placement at the Qwest and show pictures of the healthy alternatives with messaging. Brad reminded Nate to let the Coalition know if volunteers or additional resources are needed to help supplement and sustain activities. Nate shared some of the sustainable resources that have already been acquired for the grant.

8. Substance Abuse Block Grant Updates/ Opportunities for Involvement (Region 6)
 - a. LiveWise 40, a Washington County Coalition (**Implementation**): Pam reported Washington county attending Search Institute training, GO HCHY training and Region VI Youth Training and that they have been participating in local community events. They completed the PTA parental survey again - results which were disseminated in the last LiveWise newsletter. LiveWise 40 is also moving with their Stipend program- wanting to support community programs- and have funded a couple opportunities thus far (Donuts with Dads program in school -750 people came, Cookie Cook Off with Ft. Calhoun POPP's kiddos- sold to sustain efforts. And Blair library put together a community service program with teens- made blankets to donate to Project Linus.) Pam stated that in this last period they have also been working with JJI program- embracing 40DA to address risk factors. The Next Coalition meeting is in January- tomorrow's has been canceled.
 - b. PRIDE-Omaha, Inc. (**Implementation**): Susie reviewed some highlights from the MIP Patrols meeting with law enforcement and prosecutors and stated that they have been working on the MIP Patrols in the community as well as follow up procurement court action. Susie stated that once the final report is prepared that she will have Dawnna disseminate to the Coalition the findings and recommendations for future planning. Susie stated that the hotel/ motel letters are almost ready to go out as well, and will go out in January so that there is a contact person available at PRIDE if folks have questions. They will also be including the state/recreational park areas in the survey to assess access points in the community.
 - c. UNO JJI Feedback (Evaluation): JJI Has provided feedback for our QI and implementation – Dawnna is reviewing with subgrantees and will have UNO present findings at the table for next time, if they are available.

9. Standing Committees Updates & Coalition Decisions (**Sustainability & Cultural Competency**)

- a. Data/Information (Marilee Cloonan, Chair)
 - a) Bylaws Ad Hoc Recommendations –to be formally accepted January 20th, 2010

Marilee reported annual review of bylaws proposed revisions and gave official 30-day notice for these revisions to be accepted in January. If anyone has any additional thoughts or proposed changes, please notify Dawnna in between meetings- Dawnna will resend electronic bylaws, for those that were unable to attend in person today.

- b. Marketing/Promotions (Jennifer Talarico, Chair)
 - a) Membership Highlight for 2010 Year- Please sign up for your interested month in order to feature yourself or agency in the e-newsletter.- Dawnna is still looking for additional members to sign up to be featured in the Membership highlight section of the Newsletter. Be in touch today to sign up for a month in 2010 to feature your prevention efforts/ programming/ staff/ events, etc.

Sharon reported the M/P updates on behalf of Jennifer: Radio spots and theatre ads for SABG media campaign “ Be the Difference” have been running. Coalition members reported positive feedback on hearing/ seeing them. Billboards have been approved for future placement, and the website has been updated for the campaign branding. Again, the next meeting is tomorrow at 9 a.m. at HFS West office.

- c. Outreach (Ted Dondlinger, Chair)
 - a) Identify on index card at least 1 contact for 2010 Outreach efforts for LiveWise (**Capacity Building**)

Ted reported that SAMHSA has offered LiveWise stipend funds for another town hall in the spring, in observance of April as Alcohol Awareness Month. We have to notify our interest by 12/28/09. Joan stated that she would follow up with LiveWise Cass, Angie to see if they'd want to do another Cass County town hall in March. Discussed the other options of having another underage town hall as historically LiveWise has done, or creating a different venue to address underage drinking and binge drinking together. Outreach is interested in guidance for planning events.

Ted also reported feedback from the committee on the next year's Red Ribbon planning. Rick added that Heartland of America is now going to be a \$500 fee instead of free or just a deposit. For planning purposes, financial considerations are to be given to that concern. Russ added that a prevention friend, Arturo Vega from Castelar is in poor health- please be thinking of him, in support.

Ted lastly asked each member to contribute one contact for Coalition Capacity building sending around contact cards so that Outreach can follow up in the New Year. Next Outreach meeting is Monday, January 11th, 2010 at 3 p.m. at Hillside Elementary.

d. Executive Report:

Brad shared that the Violence/Prevention Summit final report was submitted to the NDE and the NDE has in turn offered monies for LiveWise to take actionable steps towards the recommendations. Those on Exec can have a conference call in January with NDE (Mike Kissler and Charlene G.) to discuss plan and processes. Brad thanked to all those that participated in the summit and providing recommendations for our Omaha areas.

10. Old Business

- a. Reminder on Lunch Learns for 2010: 02/17/10 first training- discussed times/ topics – Dawanna will coordinate with Jenni about topic...will be 12-1 at Ralston. Mark your calendars and additional information will be forthcoming.

11. New Business

- a. Synar Increases (Tobacco) Discussions- (Jeff Helaney): not present. No tobacco Coalition discussion.
- b. Nomination Considerations for Calendar Year 2010 Chairpersons/ Officers

Dawanna has received three nominations to date. Please continue to forward nominations to Dawanna before the next Regional meeting for officer and open at large positions. Currently nominated: Jennifer Talarico and Lorelle Mueting for At Large Positions (if by laws are changed in January) and Sharon Weaver for Secretary.

- c. Membership Forms – Please add your three sectors of representation at bottom of form.
- d. Outreach Event – Parochial Parental Awareness Network- Creighton Prep 01/20/09 7 p.m.- Passed around flyer if anyone is interested in facilitating the LiveWise booth that evening, let Dawanna know.

12. Announcements / Community Updates / Networking Time- Questions for Discussion:

Joan reported that there is a TFS Meeting tomorrow meeting at Midlands hospital for multi family media campaign. Went with Ayers Media for their campaign and she invited people to come to work on the campaign if interested. Also shared that TFCC with LiveWise Cass- Activism events with Youth/ Prevention have been ongoing through the No Limits process. TFCC awarded No Limits grant – and will be doing events 1x a month in Louisville, Plattsmouth, and Conestoga schools in Cass County.

Paul reported that PRIDE-co sponsoring with Regency Lodge – has been doing Gingerbread houses. Delivered to schools in 7 district- 28 of them. Available for silent auction bid. Check them out for centerpieces.

13. Next Meeting – January 20th, 2010 9:00 a.m. Ralston VMAC

14. Adjourned at 10:55 a.m.- **Happy Holidays, and Blessed Celebrations!**