



LiveWise Regional Meeting Minutes
Wednesday, January 20th, 2010
Ralston VMAC 9:00-11:00 a.m.

1. Called to Order by Dr. Conner at 9:00 a.m.
2. Introductions/ Sign in- In attendance: Taira Baker (Papillion-LV), Jona Beck (Region VI), Nathan Bock (UNO), Anthony Brown (NOVA), Paul Carter (PRIDE), Marilee Cloonan (Ralston), Dr. Brad Conner (Papillion-LV), Deb Finnicum (DC West), Megan Franklin (UNL), Crystal Fuller (Region VI), Jeff Helaney (Region VI), Toni Hernandez (OPS), Dawnna Hill (LiveWise), Cristina Lamas (Creighton Cardiac/ MOTAC), Laura Larsen (LiveWise), Mandy Leamon (Heartland Family Service), Lorelle Mueting (LiveWise/ PMP), Jarell Roach (Christ Cathedral), Sandy Sippel (NOVA), Dr. Melissa Tibbits (UNMC), Jenni VanDerPol (National Guard), Sharon Weaver (Heartland Family Service), Jennifer Talarico (HFS), Russ Zeeb (Sarpy Sheriff's Office), Suzanne Forkner (LiveWell Omaha), Jessica and Erin Baum (PEM).
3. Additions to Agenda-None added.
4. Approval of December 16th, 2009 Meeting Minutes for the record- Russ Zeeb made a motion to approve; seconded by Paul Carter. Minutes approved for the record.
5. Drug Free Communities (DFC) Grant- Opportunities for Involvement (SAMHSA)
 - a. Laura Larsen, DFC Coordinator Update on Workplan (**Implementation**)
 - a) Rx Town Hall Updates- Marketing for Chat it Up
 1. Laura provided a recap of the agenda / format for the upcoming town hall meeting and encouraged those working with youth to promote their attendance and involvement at the town hall. Please contact her at livewisecoalition@gmail.com or 397-3309 if you want more information on how you can be involved. Mike Donahue from R5 will be closing the town hall with his sparks message and encouraging people to keep their personal motivations to make positive choices. **PRIDE wanted it reflected in the minutes that they are in opposition to using Recovering Youth for this event. OPS also wanted it reflected that they don't recommend using Recovering Youth.** Support was reflected by other Coalition members and discussion was added.
 - b) Marijuana Assessment Teams (**Assessment**)
 1. Laura shared that we would like Coalition membership involved in helping to do the assessment of marijuana/ paraphernalia. She shared a CA assessment form that will be modified and updated for our purposes and stated that more information would be forthcoming on ways to assist in assessing our 4 Communities of Focus.
6. State Incentive Grant Updates / Opportunities for Involvement (DHHS)
 - a. Lorelle Mueting, LiveWise SIG Prevention Coordinator Update (**Implementation**)
 - a) Lorelle shared the RBST brochure post consultation with our graphic designer consultant. She reminded the Coalition that she is certified for ServSafe RBST now and is finalizing her instructor tutorial in order to be approved by the Liquor Control Commission. She has her first business training this month. She also reported meeting with the College of St. Mary's and discussing healthy alternatives for their campus, and will be working with Student Senate on campus. She is working on electronic flyers to share with young workforce employment sites such as Google, PayPal, etc. If anyone has contacts for these types of employer sites, let Lorelle know at preventioncoordinator@gmail.com. Lorelle

shared the binge drinking media advertisements that she and the M/P committee has been finalizing and passed copies around. Additional points of discussion were added for consideration for media: STD's, friendship impact (drama), friends and dating priorities (Erikson's stages of Development). LiveWise will continue to work on growing this campaign to explore positive messaging as well for educating on binge drinking.

- b. UNO Updates (Department of Counseling, Evaluation Team)
 - a) Survey Updates (**Assessment**)
 1. Dawnna shared UNO's synopsis of data collected thus far in the agenda packet. We are continuing to explore ways to gather information on perceptions, use, etc with UNO students. Nate shared that BASICS assessment is ongoing before students enter programming and then will be offered a follow up online as an attempt to examine effectiveness of the intervention. There are 3 pending Midnight MOJO events, the first of which upcoming on 2/12. Nate stated that tomorrow there is a marketing meeting for the social norms messaging and that they are ready to place an ad for Facebook users 18-25. The Peer education class started last week and they will look to grow participation. One of the groups of these enrolled will be able to help Lorelle with RSBT feedback on where to focus efforts.

7. Substance Abuse Block Grant Updates/ Opportunities for Involvement (Region 6)
 - a. LiveWise 40, a Washington County Coalition (**Implementation**) - Dawnna shared meeting time and location for tomorrow. No report submitted to be shared.
 - b. PRIDE-Omaha, Inc. (**Implementation**)- Paul reported that the hotel/motel survey materials were mailed out a few days ago and that they are eager to see feedback on the alcohol policies, signage and findings soon. He stated that they have a final report completed from their MIP meeting, but will be doing an Executive Summary of the recommendations/ findings and then send to Dawnna to disseminate to the Coalition. Russ added his feedback on the value from the resources/ partnerships reflected that day.
 - c. FY11 Applications – RFP Pending (**Planning**)- Coalition Direction/Input- Jeff Helaney shared that he will be finding out more on the FY11 RFP after meeting with state level officials. He stated that he knows they will be looking for deliverables- tangible products provided. He also stated that he will be looking at another 2 year application process and provided a tentative timeline of the process. Dawnna asked the Coalition for input / ideas to be reflected for this year's application. The following strategies/ input were provided: countering pro-medical marijuana efforts in our community, CC LiveWise initiatives, continuing MIP party patrols, tobacco compliance checks, TRACE program expansion, evaluation, strategic planning, parenting – procurement campaigns, neighborhood associations, youth training/ development, 501 c3 status- capacity building; cultural competency efforts.

8. Standing Committees Updates & Coalition Decisions (**Sustainability & Cultural Competency**)
 - a. Data/Information (Marilee Cloonan, 2009 Chair/ Taira Baker, 2010 Chair)
 - a) Bylaws For Formal Adoption
 1. Marilee and LiveWise welcome Taira as the new Chairperson. Project Director had received no additions, revisions, or dissents during notice period. President Conner initiated Motion to approve bylaws as recommended by Committee motion, seconded by Paul Carter. Adopted – passed. Dawnna will send out edited version to Coalition membership.
 - b. Marketing/Promotions (Jennifer Talarico, 2009 Chair/ Mandy Leamon 2010 Chair)
 1. Jennifer welcomed Mandy as the new Chairperson.
 - b) Membership Highlight for 2010 Year- Please sign up for your interested month in order to feature yourself or agency in the e-newsletter August-December.-
 1. There are open opportunities left for August, September, November and December. Please let this committee knows if you're interested in signing up your agency and submitting a piece for the newsletter.
 - c) Marketing Initiatives Pending- most strategies were previously reviewed in staff report outs. Jennifer added that another media placement would be with the

Omaha Royals program for 2010 year with it being the last Rosenblatt program. Next M/P meeting is February 16th at 9 am at HFS West.

- c. Outreach (Ted Dondlinger, 2010 Chair)
 - a) Identify on index card at least 1 contact for 2010 Outreach efforts for LiveWise (**Capacity Building**)
 - 1. Dawnna asked members to turn in/ fill out ideas for the coordinated outreach campaign in order to follow up with additional community members. Continue to share information, as you are able.
 - 2. Next Outreach meeting is February 22nd, 2010 at Hillside Elementary at 3 p.m.
 - d. Executive Committee Report/ Update
 - a) 2010 Elections of Officers (President, Vice President)& 3 at large Positions Available. Nominations thus far: Sharon Weaver-Secretary; Lorelle Mueting-At Large.
 - 1. Dr. Conner opened up nomination process. Marilee Cloonan was nominated for President. Jarrell Roach self nominated for Vice President, Sharon Weaver had been previously nominated for Secretary, and Lorelle Mueting expressed interest in an At Large Position. Russ made a motion to accept these nominations and vote. It was seconded by Paul Carter. There are 3 remaining at large positions available to Coalition membership. Marilee resumed facilitation of the meeting.
 - 2. Thanks to 2009 Leadership and Congratulations to 2010 Leadership.

9. Legislative Updates and Pending Bills – Project Extra Mile

Erin passed around annual Youth Legislative Day fliers and stated that folks can contact Rachel for coordinating arrangements if interested. Dawnna will send out that flier to the list serve, once it's forwarded from Erin.

Erin will also send Dawnna the legislative tracking bill sheet for the Coalition list serve, which she referenced today. Erin shared status updates on the following bills: LB258, LB261, LB783, LB786, LB834, LB861, LB868, LB867, LB906, LB478 and LB576.

Erin shared that LB261 could shut down compliance check operations so, if other prevention folks are concerned about this they should share those concerns with your senators.

Russ added his concerns about pending bills on alcohol access and sales on parks and recreational areas. He stated that they have become the hot spots for partying and that everyone will be affected if this is opened up and changed.

Paul shared his updates/ concerns about LB886 for tobacco compliance checks. He also discussed the recent Walgreen's alcohol licensure issue. Omaha City Council approved 6/20 licenses for alcohol. LCC will be hearing licenses issue 2/25 and 2/26. Scottsbluff denied their Walgreens's applications. There is any additional Omaha license coming up this Tuesday, if anyone's interested.

10. Old Business

- a. Reminder on Lunch & Learn for 2010: 02/17/10 12-1 p.m. Ralston – Drug Trends
Dawnna will send out notice- RSVP for lunch.

11. New Business

- a. 2010 Membership Forms – Please add your three sectors of representation at bottom

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

- 1. PRIDE- New TFN personnel- Mary Crosby. Paul also added information about GO HCHY and encouraged folks to get familiar with their organization.
- 2. Jeff- reported that Region VI has a tentative agreement for Nebraska to have an Assets (Assets in Action) training on March 29th-March 30th at the Hilton

Garden, West Omaha. This will be a FREE training workshop and will be focused on taking assets to strategies for prevention. He stated that the Region is also looking at other trainings in the future to be based off of their leadership survey that was completed in December, and also an additional training to be guided by the Cultural Competency planning efforts. That next CC meeting is February 4th from 11:30-1 p.m. at Region VI.

3. Lorelle – shared that the PMP 5th Annual Kick Off for Meth Prevention Month will be on 5/6/10 this year, in Iowa. The Theme this year is Celebration of Collaboration: Assets for Everyone. This is a partnership with BBF, GO HCHY and more details and location are TBD.
4. Russ- The Rx drop off campaign for Council Bluffs is looking like it will be scheduled the 17th or 25th of April. He also shared that he has recently been appointed to a DWI Task Force through Offutt. He shared recent data on binge and underage drinking issues, which are tied to these DWI initiatives. He asked for folks to be open to partnering if he calls for this initiative.
5. Crystal- shared the logic model that she has been working on for LiveWise which breaks down the three funding streams that we have workplans on. She will be continuing to break these down to tangible tasks for the subcommittees so that members understand opportunities for involvement, as well as what the Coalition is working on overall. Thanks Crystal!

13. Next Meeting – March 17th, 2010 9:00 a.m. Ralston VMAC

14. Adjourned at 10:35 a.m.