



HEALTHY CATTARAUGUS COUNTY: A DRUG FREE COALITION  
COALITION MEETING  
1/3/2019 12:30 P.M.  
The Inn at Holiday Valley

**ATTENDEES:** Tara Estright, *Community Coalition Coordination*; Liz Threehouse (Co-Chair), *Media and Marketing*; Michelle Waterman (Secretary), *Youth Serving Organization*; Ashley Hawley, *Youth Serving Organization*; Erica Sebastian, *Other Organization w/ Expertise in Substance Abuse*; Tara Leonard, *Healthcare Professional*; Justin Chernogorec, *Other Organization w/ Expertise in Substance Abuse*; Robyn Stanley, *School*; Megan Parisi, *Youth Serving Organization*; Nate Farnum, *School*; Ken Dahlgren, *Other Organization w/Expertise in Substance Abuse*; Jon Chaffee, *Other Organization w/Expertise in Substance Abuse*; Evonne Phillips, *State, Local, or Tribal Governmental Agency*; Eric Perry, *Other Organization w/Expertise in Substance Abuse*; Melanie Churakos, *Law Enforcement*; Katie Mendell, *Schools*

#### WELCOME AND INTRODUCTIONS

- Tara Estright, Coordinator, welcomed the group at 12:38 pm.

#### REVIEW OF AGENDA AND PREVIOUS MEETING MINUTES

- Approval of the December minutes was moved by Justin and seconded by Erica.

#### MEMBER NEWS AND UPDATES

- #HCCBeDrugFree Video contest has no submissions as of today. Suggestions were made to focus on BOCES or change the due date until after February break, as well as to promote to church youth groups and afterschool programs. We will see if we get anything on the 15<sup>th</sup> and decide from there if an extension will be given.
- The Strategic Planning Committee met again in December. They have completed brainstorming and will be wrapping up by breaking down the planned actions into the seven strategies and which sectors we want to carry out which initiatives.
- Tara E. reported posters with vaping information have been distributed to approximately 10 schools throughout the county. She can have more printed if necessary.
- The next Trauma-Informed Care meeting is scheduled for 1/28/19 at 10:30am in Salamanca. They are looking for new attendees. Allegany County is now a “trauma-informed community.” At the next meeting, Vicki Grant, Commissioner of Social Services in Allegany County has been invited to share insight into Cattaraugus County becoming a trauma-informed community.
- January Member Recognition goes out to Ashley Hawley. Ashley is always willing to volunteer and assist with new projects and initiatives. Thank you for all you do, Ashley!
- Mock Bedroom—Tara E. suggested hosting the Mock Bedroom at our February meeting and inviting guests to come to the next meeting. Tara Leonard suggested promoting it at the next HLC meeting and setting one up there, as well.
- Ashley Hawley and Liz Threehouse both will be representing HCC at the CADCA National Leadership Forum February 4-7, 2019.

## 2019 Marketing Plan

- Marketing Goals for 2019
  - Tara E. and Liz recapped what we decided at the last meeting. Other ideas are as follows:
    - **January:** Liz announced that she has already scheduled social media posts for the January 24<sup>th</sup> National Drug and Alcohol Facts Week Chat Day.
    - **February:** Ken stated he has done events or advertising in the past for Hearth Month (February) but his program is at budget. He also has participated in (and founded) the International Week of Action to try to get an R rating for movies with smoking depicted.
    - **Prom:** Jon gave more information on the Prom Promise campaign held in Allegany County. Last year about 48 businesses participated.
    - **April:** Mel announced she is bringing in a distracted driving presentation and will let us know if she needs help getting schools involved. It includes a replica of a wreck, as well as a speaker who lost her parents to drunk driving. Tara E. will call pizza places to ask for participation and numbers of pizza boxes used in order to plan to support the sticker shock campaign for Alcohol Awareness Month.
    - **May:** During National Prevention week, Jon and Ken will be at an event and are looking to do a live chat or video and partnering with SAMHSA.
      - Robyn and Ashley will both do articles for May, and Rachel L. or Erica will have something as well.
  - The group continued to brainstorm ideas for various awareness campaigns for 2019.

### June

- For National Safety Month, it was suggested Tara E. expand the reach of the newsletter on workplace safety to include the food service industry.
- The month is broken down into four categories:
  - Week 1—Emergency Preparedness
  - Week 2—Wellness
  - Week 3—Falls
  - Week 4—Driving
- The traffic grant is also utilized at this time for additional patrols by the Sheriff's Department.
- Provide informational flyers to hand out during any community events that others are hosting.
- For National Men's Health Week, Ken will revise last year's article to resubmit.

### July

- Tara E. reminded us that there will be no meeting in July, so campaigns for the months of July and August would have to be decided and ready ahead of time.
- Summer Safety ideas include safe swimming or boating posters or stickers, maybe with a focus at the State Park.
- For National Minority Mental Health Awareness Month, it was suggested to do a sticker/button campaign with the Cure Stigma slogan.

### FAIR Ideas

- Tara L. reported that the concerts at the fair are full of underage drinking. She suggested we approach the fair committee, tell them we are aware of the problem, and ask for a two-drink rule. She suggested purchasing wristbands, checking ID's and tagging all who purchase alcohol, and making it known that people are looking for drinkers without wristbands.

Another idea was to put stickers on the cups reminding people not to share with those under 21.

- Liz suggested advertising on the cows themselves.
- Evonne suggested that we approach the 4H clubs and ask them to make their decoration themed around prevention.
- Jon suggested approaching the fair committee and having them require all vendors to complete Responsible Server Training. This will reduce the costs of insurance and liquor licenses, as well.
- Using underage decoys was suggested, but that has to be implemented by the State Troopers.
- Due to the time, Marketing Planning ended there and will be continued at the February meeting.
- Tara E. asked the group about trying an online meeting. Jon said CASAC in Chautauqua County does this for their youth advisory board. Ken suggested doing an informational portion of the meeting as a webinar. Tara E. stated we could use Zoom to do this.

#### **ADJOURNMENT**

- The meeting was adjourned at 1:53 pm.