

*Hall County Commission for Children and Families*

**DRUG FREE COALITION OF HALL COUNTY**

United Way of Hall County, Lower Conference Room

**Minutes of the April 20, 2009 meeting**

Coalition Members Attending: : (=PRESENT, =ABSENT)

<input checked="" type="checkbox"/> JP Banks	<input checked="" type="checkbox"/> Bekki Benton	<input checked="" type="checkbox"/> Stacy Benton	<input type="checkbox"/> Bill Brownell
<input type="checkbox"/> Judy Brownell	<input type="checkbox"/> Kristie Burchett	<input type="checkbox"/> Sargeant Cliff Cagle	<input checked="" type="checkbox"/> Jody Cooley
<input type="checkbox"/> Lora Cooley	<input type="checkbox"/> Anita Deraney	<input type="checkbox"/> Stephen Deraney	<input checked="" type="checkbox"/> Orisa Durggin
<input type="checkbox"/> Ava Goble	<input type="checkbox"/> Tess Guilfoile	<input checked="" type="checkbox"/> Betty Guilfoile	<input type="checkbox"/> Taylor Harrison
<input checked="" type="checkbox"/> Candy Hicks	<input type="checkbox"/> Brianna Holcomb	<input type="checkbox"/> Elaine Hortman	<input type="checkbox"/> Judge Cliff Jolliff
<input type="checkbox"/> Karla Jordan	<input checked="" type="checkbox"/> Hall Co. Sheriff office	<input checked="" type="checkbox"/> Caro Landers	<input type="checkbox"/> Sarah Beth Little
<input checked="" type="checkbox"/> Karen Neff	<input type="checkbox"/> Emily Norton	<input type="checkbox"/> Kathy Norton	<input type="checkbox"/> Rodney Osborne
<input checked="" type="checkbox"/> Mary Parks	<input checked="" type="checkbox"/> Angel Randolph	<input type="checkbox"/> Sylvia Rodriguez	<input type="checkbox"/> Jennifer Rudeseal
<input checked="" type="checkbox"/> Jeff Shepherd	<input type="checkbox"/> John Sisk	<input checked="" type="checkbox"/> David Smith	<input type="checkbox"/> Darby Thompson
<input checked="" type="checkbox"/> Jonathan Vinson	<input type="checkbox"/> Pat Ware	<input checked="" type="checkbox"/> Emily Webster	<input type="checkbox"/> Lizzie Webster
<input type="checkbox"/> Rebecca Webster	<input type="checkbox"/> Dr. David Westfall	<input type="checkbox"/> Bryan Williams	<input checked="" type="checkbox"/> Carol Williams
<input type="checkbox"/> Stephanie Woodard			

Guests Present: Kim McKinney, Ann Price

6:15 - 6:30 PM (15 minutes)

- A. Eat and Greet (pizza and salad provided)
- o Networking

6:30 – 6:45 PM (15 minutes)

- B. Call to order / Business, JP Banks
- o Welcome guests: Ann Price and Kim McKinney. Ron Dobbins, Hall County Sheriff's Officer was the Sheriff's representative.
  - o Review / approve agenda; Jeff Sheppard moved; Emily Webster 2nd and all approved with no changes made.
  - o Review / approve minutes from last meeting: Stacy Benton moved and Mary Parks 2nd and all approved.

6:45 – 7:00 PM (15 minutes)

- C. Workgroup Reports
- o **Parent/Adult Messaging**, Jody Cooley, Chair: In Jody's absence, JP chaired the March 30<sup>th</sup> meeting in his place. The following work of the parent messaging work group was reported:

The committee reviewed video messaging portion of website.

Discussion of billboard phrases and narrowed from 10 to top 6. Karen Neff (Hall County Public Health) has \$2500 to contribute toward billboard cost. Suggestions made that some of the billboards have Spanish translations.

Business cards with parenting messages are planned to be given to coalition members to hand out in the future.

The Youth Summit scheduled for 8/8/09 was discussed as a potential for DFC to partner with The B. T. Rucker Foundation. It is hoped to bring in a parent/child component to the summit. J. Tom Morgan was discussed as a potential speaker. Caro Landers is contact person for J. Tom Morgan. Another suggestion was to have a school supply drive to bring in families. Also, it was suggested a parent educational element be included. However, space was a main concern. The Hunt Tower was mentioned as a potential facility. Whether wireless internet access is available was questioned. Another suggestion was made to possibly have the Georgia Mtn. Center in 2010 for the summit, where there would be room for us. An August summit could be promoted through news media. A summit would be a great venue to help relay DFC mission. In 2010 we could get the entire Mountain Center.

There are 25,000 brochures "Talk to Me" we can use for education to hand out at various places. We have to print a label to go over the current labeling information, so we can identify the DFC on the brochure.

- **Steering Committee**, Betty Guilfoile, Chair: There was no meeting in March. JP was attending the CADCA first-year grantee training in San Diego.. Next meeting for 4/23/09 will be to work on logic model. This model is used as the basis to evaluate what DFC does and as an assessment tool. To date there is no news on the 2nd year proposal. There are 200 new DFC groups that have the 2nd year extension for review and another 600 older Coalition also needing review. No news is good news at this time according to JP.

- 7:00 – 7:15 PM (15 minutes)

D. **Coordinator Report, JP Banks**

- Activities update: JP gave a report on his activities – below is a summary. JP reported he has spent much time with paper work, online seminars, attending training.

The COMET report, an online SAMHSA reporting tool, is due every six months. The hosting agency for this report has recently changes and it was problematic generating complaints from Coalition users and JP ran into problems with it. That report is due 5/11/09 and takes 40-60 hours to complete. It documents what the coalition has been working on. The logic model is up loadable portion of this report.

JP met with Gwinnett DFC (14 years in operation) which has been a member of SAMSHA for two years and is a very active group.

He has continued to meet with Ashley Bell about alcohol sales to minors code changes for the Hall County Commission.

JP attended two of J. Tom Morgan's presentations at Lakeview academy. The presentation was "Ignorance is No Defense: A Teenager's Guide to Georgia Law." He thought the message was excellent.

Report of 2<sup>nd</sup> Mandatory, First Year Grantee Training – April 14-17, 2009: JP reports our coalition is in better shape than others he heard about at the San Diego training. His third and final training meeting is July 27-30, 2009 in Louisville, Kentucky. JP is permitted an additional coalition member and possibly a student member to attend; those details to be worked out later.

First 6-Month Financial Report (October 1, 2008 through March 2009): The Financial report as of 3/30/09 was presented. A request for carryover funds is usually not made until year's end (9/30/09). We will have carryover. JP wants to move dollars from some categories to printing; this request can be made after July 1<sup>st</sup>.

7:15 – 8:00 PM (45 minutes)

E. Hall County Substance Abuse Data

Introduction – Kim McKinney: Ms. McKinney is Director of Ninth district Head. She is working on her Masters and this data collection project is part of her tasks for her program.

A power point presentation was made. It included the following components:

- ❖ Georgia Student Health Survey – Mary Parks
- ❖ Georgia Department of Labor Under Age Vendor Sales – JP Banks
- ❖ Hall County Sheriff's Juvenile Arrest- Kim McKinney

There was discussion of the presentation. Questions were asked about whether the survey was a true reflection of Hall County. The number of students who take the survey needs to be increased – as Gainesville High School did not participate in the October 2008 Georgia Student Health Survey. Hall County Schools had a good number of participants. The survey takers are very representative of the ethnicity and gender in Hall County. David reported the current talk at the Christian Ed Center among students is the marijuana use is increasing. Law enforcement personnel believe prescription drug abuse is bigger than the survey shows. The question was asked if we should compare our data to state wide data and/or national data. Stacy and Mary are going to do a cross comparison of data from a school to compare to state and national data. JP recommended a review of all data so that we can see the bigger picture. Mary suggested possibly some cross tabulation between groups could be done. JP said the data will be reviewed and repackaged for future analysis. Ms. McKinney is trying to get statistics from small communities.

D. Smith said the last GHS newspaper had an article debating legalizing the sale of marijuana. Landers commented that the GHS newspaper was timely due to the anniversary date (yearly) when proponents of legalizing marijuana make a big media blitz for legalization of same.

A certificate of appreciation was given to Kim McKinney for her report.

8:00 PM

F. Adjournment

## Addendum to Minutes of April 20, 2009 DFC Meeting

The information below was free flowing from coalition members. The information was random but on subject.

- Many brain stormed about ways to get out message out. Some of the ideas were:

Football season (D. Smith) is a great opportunity due to large crowds; use messaging banners at all sports that draw large crowds (E. Webster). JP asked Jody to take the banner idea to the Parent Work Group. Jody then asked where the money was coming from for the billboards, and he was reminded it comes from Public Health Department. Jeff Sheppard suggested we use our small business card idea for a drawing for some enticing item at a ball game such as a big screen TV or iPod. No date had been set for the next Parent Messaging Work Group, so JP said that would be sent to the members. Jonathan inquired as to the date for launching of billboard messages. We were told two to three weeks. D. Smith suggested we use caution with the pacing of our messaging so everything does not launch too close together. E. Webster asked if there was a timeline for launching of our various messages. D. Smith used the Free Chapel Worship Center as an excellent example of strategically messaging. Orisa Durggin asked is we had any planned themes by month. Her example: October has Red Ribbon week, April is alcohol awareness month; March is “kick butt” (cigarette quitting) month. D. Smith reported smoking increases in high school, and it would be good if we piggy-back on the national campaigns. Jody Cooley mentioned the Parent Messaging work group has no budget. If it did, they could think nine months out. Jeff Sheppard cautioned the group to be realistic with ideas and at the same time not limit ourselves. D. Smith suggested more dollars emphasis goes to elementary kids for education. He thinks our coalition should put more emphasis on high school age messages. Mary Parks suggested again we seriously consider messages at major athletic events in the fall.

- Caro Landers