



# Alliance for Healthy Communities

## October 1, 2013 Meeting Minutes

### AHC 1st Tuesdays

12657 Fee Fee Rd. Rm A  
St. Louis, MO 63146



**Alliance Vision:** To create a community empowered to make positive choices through knowledge, skills and resources.

**Alliance Mission:** Engage the community to reduce youth substance abuse and risks of suicide by raising awareness and changing community norms.

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**3:30 Attendance:** Sgt. Anica Jankowski (MOARNG), Sgt. Ashley Johnson (MOARNG), Lt. P. Milligan (Manchester P.D.), Mike Weiland (Crossroads), Charles Milano (Des Peres P.D.), Skip Eder (Crossroads), Jeni Koenigsfeld (West County YMCA), Bryan McGinnis (S.T.A.R.), Capt. Chuck Boschert (St. Louis County P.D.), Vici Manning (P.A.C.C.D.), Earl Barge (C.A.P.Y.), Lori Krueger (N.C.A.D.A.), Theresa Henry (Crossroads), Dr. David McVey (Mercy Clinic), Stephanie Ehmke (Crossroads), Bill Rebholz (Crossroads), Monyee Wright (PSMS), Sgt. Francis Gomez (St. Louis County P.D.), Sgt. Mark Whitson (St. Louis County P.D.), Ken Eigenberg (Parkway parent), Jean Sokora (Preferred Family Healthcare), Kevin Scott (Ballwin P.D.), David Will, (Crossroads), Kim Dressel (Wren Hollow Elementary-PSD), Julie Hermann (Henry/Mason Ridge Elementary-PSD), Pat McWhinney (Crossroads), Jim Grothen (St. Louis County P.D.), Annette Polzin (Green Trails Elementary-PSD), Dr. Keith Marty (Parkway School District), Peggy Welker (P.A.C.C.D.), Amanda Lehman (Parkway Students in Transition)

### 3:35 AHC Looks to Contribute to Regional Marijuana Awareness Campaign

Mike Weiland, Crossroads Program

Mike Weiland facilitated a presentation and discussion regarding important trends and considerations in responding to the growing momentum for legalization of, and community complacency about, marijuana use. Weiland shared a number of marijuana facts, including:

- ◆ THC– the active ingredient in marijuana stays in the brain for a minimum of 3 weeks
- ◆ Teen use of marijuana creates artificial self-worth which increases with use
- ◆ Regular pot use stunts development of “emotional memory” and essential emotional management skills
- ◆ Interferes with development of relationship skills essential to long term relationships.

Weiland then presented ideas for AHC’S participation in the upcoming regional marijuana awareness campaigns:

- ◆ Arrange recognized speaker, e.g. Dr. Thurstone, as potential “kick-off” to series of “relentless” activities designed to spread accurate information and challenge community complacency.
- ◆ Initiate the S.T.A.R. (<http://starforteens.org>) program in are high schools as a means of better engaging youth in accurate messaging about marijuana.
- ◆ Establish the Second Chances program for first offenders of marijuana use/possession in area schools as a means of facilitating early interventions.
- ◆ Advocate for policies that raise the importance of treatment and education in balance with consequences.

Discussion than opened with several comments made about the increasing messaging from pro-marijuana organizations, including two that have advanced to the second round of competition for ad placement during the Super Bowl.

- ◆ It was suggested that one means of challenging complacency or issue fatigue would be to assure that messages clearly indicate the effects marijuana has on kids.
- ◆ Messaging needs to be relentless and consistent and should appeal to “common sense”

**4:15 Coalition Kaizen** Sgts. Jankowski and Johnson of the MO Army National Guard administered the 45 question Kaizen. The Kaizen is a process evaluation tool designed to assess coalition effectiveness in engaging stakeholders and integrating the Strategic Prevention Framework. Results from this assessment, to be shared in our November meeting, will provide a baseline for AHC operations and future assessments.

**5:00 Adjourn– THANK YOU** for your attendance and support!

*Next Meeting: November 5, 2013*