



Alliance for Healthy Communities

December 2, 2014 Meeting Minutes

3:30–5 PM, Parkway ISC

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.

Attendance: Owen Eigenberg (Parkway area youth), Ken Eigneberg (Parkway parent), Ivy Cleveland (Saint Louis University), David McVey (Mercy Health), Megan Schacht (St. Louis County Family Court), Earl Barge (CAPY), Jim Meyer (Clarkson Valley City Council), Lori Krueger (NCADA), Pstr. Marvin Foltz (St. Timothy's Episcopal Church), Mimi Holder (Parkway Southwest Middle School), Jean Sokora (Preferred Family Healthcare), Will Winter (UMSL PPRC), Sgt. Anica Jankowski (MOARNG), Ken McManus (AHC Director)

Announcements

- **Stand Up 9!** AHC, in collaboration with NACDA and Parkway's Safe and Drug Free team, is implementing a student training targeting 9th grade student teams from area high schools January 16-17, 2015. The training will introduce participants to social norms prevention models and equip them to return to their schools and implement a social norms project over the course of second semester.
- **Community Champion** nomination and award process. Ken McManus shared the AHC Executive Board's approved plan for nominations and presentations of community champion awards.
 - ⇒ Nominations of deserving community members, affiliated with AHC or not, can be submitted to Ken McManus, AHC Director, throughout the year. He will present nominations received to the AHC Executive Board for review and confirmation.
 - ⇒ Community Champion awards will be presented during February, May and November AHC meetings.
 - ⇒ Nomination forms are available on the AHC website (ahc-stl.org)

AHC's Investing in Social Media Mr. Luke Layden was introduced to AHC partners as AHC's new, part-time social media specialist. Provided a grant funded stipend, Luke is an undergraduate English major at Maryville University with a background in social media campaign development as well as considerable knowledge of youth substance abuse and behavioral health. Luke presented an overview of envisioned social media campaigns primarily targeting the youth demographic. With an early emphasis on facebook utilization, AHC's social media strategies will reflect the data gathered from the 2014 community assessment as well as relevant resources gathered through research. Once AHC's facebook audience reaches 200+ followers, expansion into Twitter and Instagram media will be considered. Input from AHC partners is greatly desired. Comments offered during the meeting included cautions about using language that too strongly reflected AHC topic bias as means of reducing "troll" exposure. Ideas or feedback can be sent to Luke at luke-layden1@live.maryville.edu or to AHC director Ken McManus at kmcmamus@parkwayschools.net.

Diminished Youth Empowerment: Strategic Planning (cont.) AHC partners added their ideas to the list of potential strategies for addressing the 6th (of 6) community condition identified as a significant causal factor in youth substance abuse and risk for suicide: Diminished Youth Empowerment. The following were strategic suggestions gathered in this discussion: (a) Assure community awareness of resources/opportunities for meaningful youth involvement, (b) Identify and address gaps in opportunities for meaningful youth involvement, (c) Advocate for increased understanding of the importance of "meaningful" involvement (as opposed to involvement as resume' filler) as basis for improved health, (d) Raise skills that are needed for successful involvements, and (e) Develop an ongoing program designed to expose youth to wider variety of activities/interests.

Adjourn– THANK YOU for your attendance, participation and support!

Next Meeting: January 6, 2015

Meeting topic:

Parent - Family Experience of Youth Substance Abuse

For More Information Contact
Ken McManus, AHC Director
kmcmamus@parkwayschools.net
314-415-7015