



# Alliance for Healthy Communities

## December 3, 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.

3:30 Attendance: Amy Weiland (Crossroads Program), Anica Jankowski (MOARMNG), Mark Whitson (St. Louis County P.D.), Earl Barge (CAPY), Kate Sickles (Break Down STL), Bryan Quick (Preferred Family Healthcare), Charles Milano (Des Peres P.D.), Tim Cunningham (St. Louis County P.D.), Chelsea Watson (Asst. Sup. PSD), Michael Brennan (Barat Academy), Jenna Imergoot (Break Down STL), Lori Krueger (NCADA), Jesse Walls (SLU), Ken Luecke (DeSmet Jesuit High School), David McVey, Psy. D., (Mercy Clinic), Kim Dressel (Wren Hollow Elementary, PSD), Mimi Holder (PSWM, PSD), Ivy Cleveland (SLU), Ken McManus (AHC Director).

**THANK YOU JESSE!** Jesse Walls, our coalition evaluator, announced his resignation from St. Louis University and thus from his role as AHC evaluator. Ms. Ivy Cleveland will be stepping in to fill his shoes. Ms. Cleveland has an extensive Public Health background and experience in community evaluation. **WELCOME IVY**

3:35 **Coalition Kaizen Provides Important Insights for AHC Next Steps** Sgt. Anica Jankowski provided a summary of the results from the administration of the coalition Kaizen on October 1, 2013. Sgt. Jankowski explained that the Kaizen evaluation tool was designed around the components of the Strategic Prevention Framework (SPF), the best-practice management strategy used by AHC. The purpose of the Kaizen is to highlight strengths and weaknesses in AHC operations as compared with the SPF. Upon completion, the complete Kaizen report will be available on the AHC website.

The Kaizen results provide three suggestions for improving AHC operations:

1. Create a work group that can identify best strategies for enhancing AHC internal communication.
2. Clarify the roles and purposes through which stakeholders can better connect with AHC.
3. Identify areas for utilization of the technical assistance resources available through MOARMNG, the NCADA, CADCA and other organizations.

3:55 **Breakdown St. Louis Provides “Out-of-the Box”, Engaging Prevention Programming to Area Youth** Ms. Jenna Imergoot, Founder and President, Breakdown STL, provided an overview of the prevention education services Break Down STL provides the St. Louis region. Break Down STL utilizes dance, drama and narratives to educate teens about critical health challenges. Break Down STL operates with an On Stage team that delivers well produced programs followed by “face to face” interactions with teen audiences. A second Off Stage team follows behind the On Stage crew to further dialogues with teen audiences. Teens who encounter the Break Down STL experience benefit in numerous ways, including a significant number who seek additional help. Break Down STL is available to school and community groups across the region. Visit their web site at [breakdownstl.org](http://breakdownstl.org).

For More Information Contact

Ken McManus, Director

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314-415-7015

**Next Meeting: January 7, 2013**



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4:15 **AHC Members Have Opportunity to Meet With State Legislator** Lori Krueger, Prevention Specialist, NCADA-EMRSC, informed AHC members that the legislative forum scheduled for Thursday, December 5, had been canceled due to Governor Nixon's calling a special session of the legislature. Lori went on to share that a regional debate about marijuana is scheduled to be held December 18 at the Ethical Society Theater, 9001 Clayton Rd. 63105 from 7-8:30 PM. Det. Jason Grellner of Franklin County will debate against a representative from Show Me Cannabis.

4:30 **Coalitions Collaborate for Statewide Marijuana Awareness Campaign "Think Again...."** Amy Weiland, from the CrossRoads Program, presented a summary of regional and statewide activity in the development of a marijuana awareness campaign. Amy explained to AHC members that 9 coalitions from across the state are joining forces to develop a multi-audience campaign using the tag line "Think Again". The vision is to be able to use this strategy to challenge various postures of complacency, or misinformation, regarding the hazards of marijuana use. AHC participation in the nine member "mega-coalition" involves cultivating ideas regarding the use of this strategy with audiences involving (a) teens, (b) law enforcement and (c) the faith-based community.

4:40 **"Think Again....."** Ken McManus, AHC Director, facilitated a "World Café" exercise designed to give AHC members a voice in generating ideas for the mega-coalition marijuana awareness campaign. The group was divided into three working teams which rotated between the topics of (a) strategies for teens, (b) strategies for law enforcement and (c) strategies for the faith-based community. Unfortunately, the exercise ran over the allotted time, which precluded a "report out" from each topic station. The following is offered as a summary of the notes recorded at each station:

#### Teens

- ◆ Planned, extensive use of social media tools to present "think again" messages in many variations
- ◆ Teen targeting messaging will be best if teen led.
- ◆ Enhance social media strategies with "grabbing" images
- ◆ Relate messaging to teen dating

#### Faith-based Community

- ◆ Engage the Catholic Coalition for Drug Awareness and the Catholic Parent Network
- ◆ Engage the Baptist Youth Leaders organization
- ◆ Continue reaching out to private schools
- ◆ Ask pastors to include these strategies in larger family/youth ministry programs

#### Law Enforcement

- ◆ Use police data efficiently in support of "think again" messaging
- ◆ Use personal testimonies of officers to support messaging
- ◆ Incorporate/represent all aspects of law enforcement
- ◆ Utilize School Resource Officers for messaging input and distribution

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

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