

Parkway Coalition for Community Health

April 2, 2013 Minutes

PCCH 1st
April 2, 2013



PARKWAY COALITION FOR COMMUNITY HEALTH

Meeting Minutes April 2, 2013

Attendance (Organization):

Brian Quick (Preferred Family Healthcare); Amy Weiland (The CrossRoads Program); Jean Sukora (Preferred Family Healthcare); Debby Watson (Barat Academy); Earl Barge (CAPY/Rockwood Drug-Free Coalition); Kevin Scott (Ballwin P.D.); David McVey (Mercy Health Centers); Diana Tate (Parkway SADF); Debbie Hilke (Parkway SADF); Michael Brennan (Barat Academy); Ken Eigenberg (Parents Advisory Council for Children with Disabilities); Spring Schmidt (St. Louis County Department of Health); Tracy Panus (St. Louis County P.D.); Chrystal Ruhmann (St. Louis County P.D.); Rob Butler (Whitfield School); Lori Krieger (NCADA); Lissy Rand (Preferred Family Healthcare); Jan Cloninger (A Place To Turn To); Chuck Boschert (St. Louis County P.D.); Gary Sodoma (St. Louis County P.D.); Jeni Koenigsfeld (West County YMCA); Mimi Holder (Pkwy. S.W. Middle School)

Meeting Content

New Coalition Brings Resources and Services to Parkway Region— Ken McManus

As the Parkway Coalition for Community Health (PCCH) moves forward it is successfully developing its capacities for the work ahead. The capacity building in question has included (a) hiring a full time coalition director, (b) acquisition of over \$500,000 in coalition funding; (c) agreements with key leaders and organizations for coalition projects, (d) a new student engagement training, (e) inclusion in a state advocacy network and (f) media coverage, among others. In all, 14 accomplishments have been recorded across the four areas of targeted coalition output: community change, services provided, media coverage and resources generated. It was emphasized that these accomplishments represent the types of output data that the coalition will collect and ultimately correlate to long-term outcomes in reductions of youth substance abuse and suicide risk.

GOT DRUGS? DEA Sponsored Medication TakeBack April 27, 2013— Ken McManus

Families across the region will have the opportunity to benefit from participation in the upcoming medication Takeback program on April 27 between the hours of 10 a.m. and 2 p.m.. This program, implemented through local law enforcement agencies, provides safe and legal disposal of prescription medications. The Parkway coalition is supporting this program through provision of funds for police officer overtime and the distribution of promotional flyers. The coalition intends to administer surveys with participating community residents to gather data regarding community perspectives on the Takeback program and related substance abuse challenges. Takeback flyers were available for distribution and can be accessed from Ken McManus. Distribution of flyers is a great way for students to support this program.

New Teen Advisory Council To Lead Youth Engagement— Ken McManus

A Teen Advisory Council (TAC) is being recruited to provide leadership for future coalition youth engagement programs. The youth involved in TAC will use 21st Century Skills in contribution to community assessments, community-wide project management and local-state advocacy efforts. **Nominations of qualified high school students are requested by May 1, 2013.** Please submit the names and contact information of these students to Ken McManus. TAC qualifications revolve around (a) reliability, (b) availability for meetings and events, (c) ability to work with people as part of a team, and (d) access to transportation. Please contact Ken McManus if you are interested, or know of individuals who might be interested, in mentoring the TAC team.

Retreat Will Strengthen Prevention Connections— Ken McManus

The week of July 15-18 has been targeted for three connected coalition training events: *Coalition Stakeholder Training and Retreat*; *Teen Advisory Council Training and Retreat* and a *Teen Baseline Training*. The Stakeholder Retreat is intended for adult stakeholders who are, or are interested in becoming, coalition partners. The Teen Advisory Council (TAC) training is for those students who have committed to 2013-14 TAC participation and the Teen Baseline Training is for high school students seeking deeper involvement in prevention programming. Location and time-frame details are forthcoming. PLEASE HOLD THE DATES!!

Parkway Coalition for Community Health

April 2, 2013 Minutes p.2

PCCH 1st

April 2, 2013



PARKWAY COALITION FOR COMMUNITY HEALTH

Meeting Minutes April 2, 2013

Meeting Content (p.2)

Substance Abuse Treatment Center Provides Prom Safety Resource– Amy Weiland

Anticipating the upcoming Prom season, the CrossRoads Program is coordinating the availability of a speaker for student and community groups. The speaker is a young man who experienced horrific pain and drama resulting from prom-involved underage drinking and substance abuse. Several coalition members have heard this individual's presentation and related that he is an attractive and well spoken young man appropriate for all groups. Those wanting more information or to schedule this speaker can contact Amy Weiland through the CrossRoads Program at 636-532-9991. There is no charge for this service.

Coalition Initiates Community Work Groups– Coalition members attending our Tuesday meeting divided into 3 groups and worked for 45 minutes, producing the outcomes described below.

Coalition Brand– This group was tasked with adapting the coalition name and logo to better reflect the inclusive participation of all community partners. The group generated the following four name suggestions: *Healthy Community Partnerships; The Alliance for Safe and Healthy Communities; Partnerships for Healthy Communities; Alliance for Healthy Communities*. It was decided in larger group discussion that a vote will be taken before the next coalition meeting on May 7 to identify the most preferred of these four offerings. The group indicated that, once the name is selected, a suitable logo would emphasize imagery involving a diversity of people of all ages.

A ballot process will be discerned and distributed by April 15.

Vision and Mission Statement– This group was tasked with developing draft language of the coalition vision and mission statements. The group produced the following drafts:

- **Vision Statement**– The _____ (coalition name TBD) will create a community empowered to make positive choices through knowledge, skills and resources.
- **Mission Statement**– The _____ (coalition name TBD) will
 - ◇ Engage the community in planning and problem solving opportunities and facilitate collaboration among community partners
 - ◇ Reduce youth substance abuse
 - ◇ Raise awareness and change community norms regarding risk factors for substance abuse, bullying, suicide and depression in youth.
 - ◇ Involve youth and adults in opportunities for advocacy and community resource dissemination.
 - ◇ Work to change organizational policies and practices to focus on positive choices.

Time will be devoted in the May 7 coalition meeting for final enhancement of these drafts.

- **Community Safe Celebrations**– This group was tasked with identifying plausible communication strategies that would encourage safe choices during the upcoming prom season. Their efforts produced the following list of ideas that were indicted to be in addition to the prompt list provided in the handout.
 - ◇ Hand written cards from underclassmen given to juniors and seniors prior to prom and graduation events.
 - ◇ Use of drunk driving simulation goggles.
 - ◇ Generate list of effective prom safety speakers
 - ◇ Annual P.S.A.'s broadcast annually
 - ◇ Community alert of upcoming events, e.g. notices in shop windows, notes on Schnucks and Dierbergs shopping bags, notices on school/organization websites or bulletin boards

NEXT MEETING: May 7, 2013