

# Alliance for Healthy Communities

(formerly Parkway Coalition for Community Health)

May 7, 2013 Minutes

AHC 1st  
Tuesdays

June 4, 2013



ALLIANCE FOR HEALTHY COMMUNITIES

Meeting Minutes May 7, 2013

**Attendance:** Spring Schmidt (St. Louis County Dept. of Health), Diana Tate (Pkwy SADF), Kevin Scott (Ballwin P.D.), Becky Cartmill (Pkwy. School Dist.), Rob Butler (Whitfield School), Jeanette Mix (Edward Jones YMCA), Allison Zeller (Hanna Woods Elem., PSD), Michael Renner (MO Foundation for Health), Dr. David McVey (Mercy health Systems), Debbie Hilke (Pkwy. SADF), Mario Pupillo (Pkwy. West High), Anne Willis (AMW Creative), Jesse Walls (SLU Family and Community Medicine), Capt. Chuck Boschert (St. Louis County P.D.), Lori Krueger (NCADA), Felicia Boyd (Ross Elem. PSD), Ron Ramspott (Pkwy S.D.), Dr. Ken Eigenberg (Pkwy parent), Peggy Welker (PACCD), Jean Sokora (Preferred Family Healthcare), Dr. Michael Brennan (Barat Academy)

**3:30 Welcome and Introductions** Welcome to the several new faces around the table. Thank you for joining us!

### **3:35 Coalition Name Change Reflects Purpose and Partnerships**

After voting through the month of April, coalition members selected *Alliance for Healthy Communities* as the new name for the coalition. Coalition members felt that this name best reflects the full scope of community partner inclusion and the coalition's essential mission of changing community conditions. Questions were raised regarding the potential for copyright challenges and the lack of a geographic "tag". The suggestion of adding a tagline was felt to adequately address both issues. Work will be done over the next month to create options for viable tagline. The coalition will select a tagline in the June 4 meeting.

### **3:50 Coalition Vision and Mission Statements Finalized**

Spring Schmidt, Education Supervisor for the St. Louis County Department of Health, facilitated a discussion of the vision and mission statement drafts generated by the work group so tasked in last month's coalition meeting. The consensus was that the vision statement, as drafted, was sufficiently brief while adequately expressing the coalition's essential purpose.

Alliance for Healthy Communities Vision Statement:

*"Create a community empowered to make positive choices through knowledge, skills and resources."*

Additional discussion regarding the mission statement drafts resulted in the consensus that consolidating the several draft statements through removing the activity components would make the mission statement more effective.

Alliance for Healthy Communities Mission Statement:

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

It was discussed that measureable objectives could be incorporated into mission statement use as a means of including references to coalition planning and outcomes.

Parkwaycoalition.org

Next meeting: June 4, 2013

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## 4:10 Coalition Updates

Ken McManus, coalition director, updated the coalition about the following coalition projects:

**Summer Training Programs:** Based on feedback received from stakeholders in several sectors the proposed summer training events are being postponed until 2014.

**Teen Advisory Council (TAC):** Recruitment continues for this pilot project. The TAC meeting is slated for Tuesday evening, May 14, from 7-8:30 p.m. The meeting will be located in the Pkwy. ISC, 12657 Fee Fee Rd. 63146. Information and application forms are available on the coalition website ([parkwaycoalition.org](http://parkwaycoalition.org)). TAC is being built on a national model for youth-community leadership and will provide participants with opportunities for community level impact.

**Social Norms Projects:** The high school social norms teams that were trained on March 5 have continued working on the norming products, intended for distribution next fall. The teams will present the work they have completed thus far during the June 4 coalition meeting.

**Medication Take-Back Event**– The coalition contributed funds for officer overtime in support of the medication take-back event that was held Saturday, April 27. All but two of the police departments involved in the Alliance for Healthy Communities participated in this event. Ballwin P.D. reported collecting an all time record of **600 pounds** of medication during the four hour program. The next event is expected to be conducted in this fall.

**Prom Safety Initiatives:** (a) All four Parkway high school administrations agreed to promote prom safety on their building marquees on the day prior to their prom events as well as post congratulatory messages the following Monday, should their prom be free of alcohol or drug related incidents. (b) The St. Louis County Police-Central Precinct and the Town and Country Police Departments both conducted neighborhood saturation patrols (a.k.a. party patrols) on Saturday April 27, for which the coalition contributed funds for officer overtime. Neither department received any reports of alcohol or drug fueled “after-parties” nor did either department make any arrests.

## 4:15 Substance Abuse Treatment Center Provides Services and Resources to the Community

Jean Sokora, School Teams Liaison, provided the coalition with a brief overview of the programs and services Preferred Family Healthcare provides to schools and the community. Jean described resources ranging from outpatient treatment programming to the school-based Teams of Concern Program. Teams of Concern provide a full range of staff development and prevention education as well as early intervention programming.

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## 4:20 St. Louis University to Provide Coalition Evaluation Team

Mr. Jesse Walls, M.S.W. introduced himself as the coalition point person for the St. Louis University School of Medicine, Department of Family and Community Medicine. The SLU Dept. of Family and Community Medicine will be providing the evaluation services necessary for monitoring the fidelity and efficacy of coalition operations. Mr. Walls will be working closely with the coalition director and, eventually, coalition work groups in managing and interpreting data, assisting in stakeholder and funder reporting and future grant writing.

## 4:30 Coalition Expands Community Work Groups

The coalition broke into three work groups for the remaining 25 minutes of the meeting. The work groups focused on (a) **Brand Development**, (b) **Communication Planning** and (c) **Theory of Change: 2013-2014 Youth Engagement Programming**.

**Coalition Brand:** Ms. Anne Willis, graphic artist, facilitated the work group conversation regarding potential logo designs, which quickly resulted in an enthusiastic and unanimous decision. In this context, it was suggested that the font size accompanying the preferred image be enlarged to create better visual balance and there were some questions about color combinations. Ms. Willis agreed to take those suggestions back to the “drawing board” and make enhancements to the selected design.

**Communication Planning:** This work group was tasked with brainstorming the range of potential audiences with which the coalition will need to interact. The group was to prioritize these audiences as well as the best communication strategies for reaching those audiences, including time intervals for communications distribution. The group processed numerous ideas resulting in the need for continued conversation and planning in this area.

**Theory of Change: 2013-2014 Youth Engagement Programs:** This group worked from a graphic representation of our theory of change, built on regional data indicating high numbers of area youth live lives in which they experience significant disconnection, disenfranchisement, and a lack of meaning and purpose (data points are available on the coalition website, [parkwaycoalition.org](http://parkwaycoalition.org)). Both prevention and child development science demonstrate that these deficits are indicative of heightened risk for negative lifestyle choices and diminished health.

This group was tasked with discussing what important next steps the coalition needs to take to begin its pursuit of raising student/youth engagement across the region. Several steps were identified: (a) we need to ascertain what youth engagement programs/services are operating within our communities and organize a means of making this information available to the community, and (b) we can examine established resources, e.g. [CommunityConcerns.org](http://CommunityConcerns.org) and [Volunteennation.org](http://Volunteennation.org), to see what they have accomplished and what we can learn from their models. This, too, will be an area for coalition further consideration.

5:00 Adjourn **Next Meeting, June 4, 2013**