

# Alliance for Healthy Communities

(formerly Parkway Coalition for Community Health)

June 4, 2013 Minutes

AHC 1st  
Tuesdays

July 2, 2013



ALLIANCE FOR HEALTHY COMMUNITIES

Meeting Minutes June 4, 2013

**Attendance:** Julie McMullen (PNHS), Diana Tate (Pkwy SADF), Clark Vetor (PNHS), Sgt. Anica Jankowski (MO Army Nat. Guard), Rob Butler (Whitfield School), Jeni Kuenigsfeld (West County YMCA), Vici Manning (Pkwy. PACCD), P.O. Katie Exline (Town and Country P.D.), Dr. David McVey (Mercy Health Systems), Joe Guccione (PWHS), Taylor Klein (PWHS), Jason Kozdron (PWMS), Jesse Walls (SLU Family and Community Medicine), Capt. Chuck Boschert (St. Louis County P.D.), Lori Krueger (NCADA), Kim Dressel (Wren Hollow Elem. PSD), Ron Ramspott (Pkwy S.D.), Aly Zuhler (PNHS Peggy Welker (PACCD), Jean Sokora (Preferred Family Healthcare), Dr. Michael Brennan (Barat Academy), Greg Bergner (PCMS), P.O. Chrystal Ruhmann (St. Louis County P.D.), Mimi Holder (PSWMS), Shaun McManus (PSHS), Megan Prost (PNHS), Mark Whiten (St. Louis County P.D.) Olivia Hall (Barat Academy), Michael Howell (Barat Academy), Amy Weiland (CrossRoads Drug Abuse Program), Terri O’Leary (PCHS), Jim Grothe (St. Louis County P.D.), Earl Barge (RDFC/CAPY), Celia McManus (Parkway resident), Aaron Wills (Claymont Elem.), Jenny Marquart (PNHS), Madi Prost (PNHS), Ruth Greathouse (Whitfield School), Chelsea Watson (PSD), Ken McManus (Alliance for Healthy Communities)

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

**3:35** *High School Social Norms Teams Prepare for Fall Campaigns*

Teams from five area high schools provided *outstanding* presentations of the plans they have developed/are developing for Fall 2013 social norms campaigns to be implemented in, and shared between, their school communities. The high schools involved are Barat Academy, Parkway Central, Parkway North, Parkway South and Parkway West. The teams presented an impressive array of topics, strategies and media tools intended to correct social norms influencing behavior within their communities. The following list provides a brief summary of the project plans and tools under development at each school:

**Barat Academy:**

- ◆ Focus: Digital behavior has consequences for you and others.
- ◆ Norming Message: “‘Send’ is permanent– Be sure of it” and “Think Before You Send”
- ◆ Logo: TB4U ↩
- ◆ Planned Media: Facebook, twitter, t-shirts, video

**Parkway Central High School:**

- ◆ Focus: Diversity awareness and interpersonal sensitivity
- ◆ Norming Message: “Celebrating Central”
- ◆ Planned Media: Website, Facebook, wrist bands, school newspaper, videos

**Parkway North High School:**

- ◆ Focus: Judgmental attitudes and contagious niceness
- ◆ Norming Message: “Restart– Do You Part”
- ◆ Planned Media: Branded t-shirts for project leaders, public service announcement emphasizing power of peer influence, Restart Pledge, Facebook and Twitter

**Parkway South High School:**

- ◆ Focus: Cell phone obsession
- ◆ Norming Message: #takeabreak
- ◆ Logo: #takeabreak
- ◆ Planned Media: Facebook, twitter, posters, wristbands

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## Parkway West High School

- ◆ Focus: High school students make bad decisions by following others
- ◆ Norming Messages: “Find *Your* Path”, “The Longhorn Way”, “The choices you make effect the path you take”
- ◆ Logo: “The Longhorn Way” incorporating adapted image of PWHS mascot
- ◆ Planned media: T-shirts for project leaders, branded wrist bands with monthly messaging, Facebook, twitter, branded booths (lunch and PWHS events).

### 4:00 ***Just Released: 2012 Children’s Service Fund Needs Assessment***

Ken McManus provided a brief description of the Childrens’ Services Fund (CSF) needs assessment, publicly released on May 22, 2013. The CSF needs assessment provides county-wide data regarding (a) incidence rates of health challenges, (b) stakeholder perceptions regarding these challenges as well as the regional variance in access to CSF funded services and (c) information regarding new trends in CSF funding. The CSF report is available at [www.keepingkidsfirst.org](http://www.keepingkidsfirst.org).

Importantly, the CSF needs assessment provides data that might serve to influence the Alliance’s future needs assessment planning. However, as a community focused collaborative, the Alliance requires more regionally specific data than CSF can provide. Further, for strategic planning targeting changes in community conditions, the Alliance will gather data that identify the predominant causal factors underlying regional incidence rates. It is this emphasis on causal factor data that separates coalition work from more familiar “service provision” models in prevention.

### 4:10 ***Coalition Supported Prom and Graduation Party Patrols and Retailer Compliance Checks***

Capt. Chuck Boschert, Commander- St. Louis County Police West County Precinct, presented a summary of law enforcement activity on behalf of the Alliance during prom and graduation seasons. County police, as well as officers from Town and Country and Manchester, participated in party patrols this spring. More involvement of other departments is expected over the course of events during the next school year. Retailer compliance checks are beginning this month and will involve the use of 19 y/o Explorer Scouts as decoys in both in-store and shoulder-tap checks. Several comments/observations were shared about the growing prominence of “mobile” parties in limos and party buses as well as the use of cell phones and twitter by teens to alert each other to sobriety check points. It was suggested that beginning next year, the Alliance work to provide reminders to limo/bus liveries about their legal obligations regarding underage drinking and substance abuse.

### 4:15 ***Teen Advisory Council Begins***

Ken McManus shared with the Alliance that the Teen Advisory Council had successfully held its first meeting on May 14. While the originating group was only 5 in number, the enthusiasm was palpable. A meeting schedule was established for the foreseeable future: 1st and 3rd Wednesdays of each month from 7:15 to 8:45 PM. For June and July, TAC meetings will be held at the Thornhill Branch of the County Library, located at 12863 Willowick Dr., 63146. This location is directly across Fee Fee Rd from Parkway North High School. The “door” remains open for additional youth to get involved and contribute their creative energies to the growth of this unique group.

### 4:20 ***National Guard Counter Drug Program***

Sgt. Anica Jankowski introduced herself to the coalition as the new National Guard point person for the Alliance. Sgt. Jankowski explained her role as a coach/consultant to the coalition to assure that our efforts remain aligned with our identified strategic priorities and that member participation in the coalition is both individually meaningful and organizationally supportive. Sgt. Jankowski discussed a tool she will bring to coalition management- the Coalition Kaizen. The Kaizen is a 45 question instrument that elucidates coalition operational dynamics across activity areas of needs assessment, capacity building, strategic planning, project implementation and evaluation. The data generated with this tool will aid in Sgt. Jankowski’s coaching of the Alliance.

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## 4:30 *Coalition Work Groups*

Despite running short of time, the Alliance broke into three work groups to address the following issues:

- ⇒ **Tagline Development** for *Alliance for Healthy Communities*. In the May 7 Alliance meeting, it was determined that an appropriate tagline could address two concerns with the new coalition name: (a) resolve the lack of reference to our geographic service area and (b) reduce any potential problems with other organization's claiming rights to the new name. In the short time available for work group process, those engaged with this task proposed *Alliance for Healthy Communities of West St. Louis County*. While there was general agreement across the larger group that this tagline might indeed do the job, there was sufficient additional comment that it was decided the larger group would spend some time finalizing this facet of the Alliance brand in the July 2 meeting.
- ⇒ **Communication Planning (cont.)**: This group continued the discussion from the May 7th meeting with the added caveat of considering how the coalition might be able to provide community support while also garnering some name recognition per the recent "pot brownie" affair involving students from Parkway South. In the short amount of time available, the group identified that the use of our web site, a tip sheet and/or our Facebook page could serve both purposes well.
- ⇒ **Articulating Community Need**: This group was tasked with discussing the means by which the Alliance might best be able to communicate the seriousness of the health challenges we seek to reduce as well as the underlying causal factors which will drive Alliance strategic planning and project implementation. Several suggestions were offered: (a) utilize messaging that emphasizes the shared vulnerability among community members– a "there by the grace of God..." approach, (b) develop communications that emphasize an asset based approach as opposed to another of the endless "negative" approaches, a "proactive vs. reactive" model and (c) it was also observed that Patch.com has grown in its utilization and that it may prove a viable means of sharing information.

## 5:00 *Adjourn*

**THANK YOU TO ALL IN ATTENDANCE AND  
FOR EVERYONE'S INVALUABLE SUPPORT**

*Next Meeting, July 2, 2013*

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