



Speak Up Prevention Coalition Minutes

January 6, 2010

In Attendance: Mary Kelly, Glenn Burmeister, Lisa Lewandowski, Julie Cooley, Stephanie Kohl, Amy Barnard, Joanne Yorro, Joanna Rolek, Diane Grumhaus, Betty Frank-Bailey & Stephanie Cook

- I. **Race to Nowhere Screening**
 - a. 5 showings of film to over 2,200 viewers
 - b. Speak Up to fund \$500 & participate as panelist on Jan 21 Discussion Group
- II. **Upcoming Trainings & Workshops – SAVE THESE DATES!**
 - a. February 3: Evaluator to speak about coalition's logic model and measuring its effectiveness in the community and how it operates as an organization
 - b. March 3: National Trainer to provide perspective on Strategic Prevention Framework and Environmental Strategies
- III. **Press Releases & Publicity: Parents Who Host Lose the Most, Re:Group & IYS Results**
 - a. Passed around the room, great coverage by local media
 - b. Parents Who Host campaign signs on community boards were well done.
 - c. To be repeated in the spring with ads in local papers as well at prom/graduation time
- IV. **Compliance Checks**
 - a. Lake Forest: 4 checks last year at 13 retailers each time with a total of 5 arrests (about 10% of checks)
 - b. Lake Bluff and Knollwood: TBD
 - c. NEW this year; Lake Forest is requiring Bassett (seller/server) Training for all employees of those liquor retailers who apply for licenses to serve outdoors ... this will help with all the outside celebrations for the 150th year celebration
 - d. Speak Up in conjunction with Lake County Underage Drinking Prevention Task Force is looking at liquor licensing laws for communities to see if they can be strengthened and made more uniform (there are three jurisdictions alone in the community served by Lake Forest High School). Chamber of Commerce could help with Bassett Training with businesses if a change in requirements is implemented

V. Re:Group for January

- a. First session is January 15th
- b. Cost is \$350 for 5 hours on one day with a parent plus initial youth assessment
- c. Option for Deferred Prosecution: first time offenders have an option to have a fine, community service and alcohol evaluation/education
- d. Option for schools and community to use as well

VI. Initiatives for 2011:

a. Parent Pledge

- i. Deborahanne Reimer is working with a diverse group of administrators and parents from all the schools to put together a pledge. Goal is to develop a network of parents who acknowledge common values around keep kids safe and prevention youth alcohol and other drug use. End goal is to increase the number of parents calling to check in with parents where their kids are going for the evening to assure supervision/safety.
- ii. Possible idea: place an ad in the local papers, "We the undersigned believe in the future and safety of our children" . . . and show the names of those that have signed to date with a line encouraging people to sign up at website.
- iii. Pledge in the APT/PTO phone directories in some way (asterisk next to name, page showing the pledge)... this may take time to implement school by school
- iv. Place ads in Lake Bluff PTO spring fundraiser book as well as Spirit Home Tour book encouraging parents to sign the pledge
- v. LEAD website (with Speak Up link) to be destination to sign pledge document and list all parents who've signed (constantly updated)

b. SAP Coordinator:

- i. Finalizing terms of funding for subsequent years
- ii. Consider additional funding to add more days (from multiple sources)
- iii. Put job description out to the community – cast a broader net for candidates

c. Middle School Initiative: Objective is to fortify/expand prevention efforts at middle school level given the significant jump in past 30 day use between 8th and 9th grade (and accompanying decline in perceived harm/disapproval)

- i. Kyle Schumacher working to create a video piece for 8th graders & parents, connected with a survey monkey for immediate response
- ii. Snippets of interviews from peers will be most effective – combine into "our stories" type video ... use on LFTV. Must remember to balance these efforts with some environmental strategies.

- iii. Great to create something that can be changed over time to fit other classes or changing needs.
 - iv. This will be one part around the larger prevention programs at schools & community
- d. **Arrows Program:** Joann Yorro reported (prevention program – formerly known as Snowflake)
 - i. ITI trained High Schoolers (10 plus 10 recruited friends) will present a one day workshop to 100 8th graders **on March 11**
 - ii. J Cooley reiterated importance of these type of projects/events in building leadership in youth – a proven protective factor in reducing substance abuse.
- e. John Underwood follow up training
- f. Parent Survey & Community Mailer
- g. Focus Groups & Key Informant Interviews
- h. Prescription Drug Campaign
- i. Analyze current prevention in schools & community and how the Coalition can complement the existing programs (ie: Reality Tour)

VII. Marijuana Position Statement – Draft Document

- i. Add the list of other associations that are opposed to legalizing medical marijuana
- ii. Add list of references/ cite sources
- iii. Do not list issues if we cannot back them up.

VIII. Coalition’s DFC Funds for current year

- i. Deadline is Feb 7th to request funds to be rolled over to year 2 that we may not use this year
- ii. Will go over budget to see where we think the Coalition DFC grant will be for the year and confirm recommendation at Feb meeting

IX. Chamber of Commerce – Joanna Rolek

- i. Chamber cannot solicit for any funds or position.
 - ii. Would support the idea of the Bassett training for all servers to have mandatory training for all liquor serving retailer (great benefit to retailers)
 - iii. If we are planning to approach any businesses in town, recommends having a package put together on how this will help promote the company.
- b. Local Pediatrics Groups
 - i. Possible source for funding

- ii. Approach groups to speak to parents & kids regarding prevention tactics
- iii. Grayslake Hospital ER does a kids safety fair ... well attended ... option for LF