***Rockdale Partners in Prevention***

***Agenda***

***May 9, 2023***

***10:30 Zoom***

1. ***Introductions****-*

Rebeca Gibbons (Statewide PIPP- Latinx community- SA agency), Delicia Idlett (Statewide PIPP- Latinx community- SA agency), LaTrenda George (DFC), Jennifer Wilds (SA Tx-Govt), Carol Treible (DPI), Tiffany Cuthbert (DPI), Terrie Moore (DPI)

***2. Purpose of Workgroup & MOU’s-Quick review***

***Current Ads:***

* ***Fentanyl on Facebook and Instagram-a 30-second ad from CDC- is running.***
* <https://drive.google.com/file/d/1-nB73II9lfzCR12Lpi94EKVMOaTc0IZ_/view?usp=drive_web>
* ***420 Campaign in two languages completed.***
  + Spanish Campaign reached 24,100 impressions, and the English campaign had 54,200 impressions.
* ***Talk They Hear You Ads in two languages completed.***
  + Spanish Campaign reached 24,700 impressions with parents, and the English campaign had 25,800.

***3. Strategic Prevention Framework-***

* ***Assessment: What does Underage Drinking look like in Rockdale?*** 
  + *Community Readiness Survey-Initial Report-Terrie*
    - The DPI+R team will provide additional information during the next meeting; however, DPI findings last year related to alcohol showed a level 4, and the community has moved up to a level 5 this year. The community is becoming aware.
    - Prescription drugs last year, the community was at level 3, and this month, the community has moved to level 4.
* **Mandatory Training-Macon April 17 & 18-Lessons Learned**
* ***The team distributed the CPAW member survey link via email.***

***4. Today’s Focus-What’s Happening with Our Partners? How Can We Help?***

***NAMI and Stepping Up: May 19 “Peace Under the Pavilion”***

***Law Enforcement: April 22nd-Feedback? Poundage submitted?***

* DPI is awaiting the poundage submitted. Two DEA takebacks occurred during April. DPI will inquire about more advanced promotions.

***DPI: https://ScreenagersDPIAtlantaPremiere.eventbrite.com-Feedback***

***RCPS requests support for vaping efforts:***

* Positive Social Norms Ads Created-DPI will bring copies of posters to Peace. Schools have requested posters for each MS and HS location. Terrie is meeting regularly with Furman Smith.

***Other partners? Health Dept, Courts, Schools. DFC, Viewpoint, Unidos Latinos***

***A1. Goal One: Reduce NMUPD 9-20 (PreVenture and Safe Storage/Disposal)***

* ***PreVenture Update- PROGRESS REPORT!***
  + DPI+R is officially offering EBP at Alpha Academy Alternative School. Terrie screened the 54 students who had active parent permission. Of the 47 students placed into groups, DPI serves 37 (based on attendance in the first two sessions). PreVenture is an evidence-based program; youth are screened based on skill types. The trainer permitted DPI to place students in their highest-scoring screened personality type. This strategy allows for DPI+R to serve all Alpha youth for whom we have permission. Alpha staff requested this modification to ensure access for all youth.
* ***Safe Storage and Disposal- Billboard Analytics Report-Tiffany***
  + ***Lock Them Up***
    - Total - English - 1,102,609 impressions and Spanish - 718,562 impressions
    - Total time - English - 167 hours 12 minutes 50 seconds and Spanish - 108 hours 41 minutes 27 seconds
* ***Community events***
  + Back to School Bash July 22
  + Deterra Bags-Distributing at Peace at the Pavilion – May 19
* ***Plans for IOAD?***

***A2. Goal Two: Reduce Access to Alcohol 9-20 (PreVenture and Parents Who Host)***

* ***PreVenture (RCPS)-Screening Ongoing-Scheduling Groups***
* ***Social Availability Parents Who Host and Building Awareness-New Billboards soon***

***A.3. Goal Three: Reduce Binge Drinking 18-25 (Prime for Life-Environmental)***

* ***Prime for Life-Training Continues-Third Saturday***
  + *Thanks to Jim Morton and Grit and Grace for the generous use of space.*

**A.4 Assigned Deliverable Four-*2A’s and an R for nicotine use at all public events.***

***Next Meeting: Second Wednesdays @ 10:30-June 14th***