***Rockdale Partners in Prevention***

***Agenda and Minutes***

***August 8, 2023***

***10:30 Zoom***

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

Carol Treible (DPI-Eval), April Fallon(Director of Community and Student Support), Jennifer Wilds(View Point Health), May-Lou Snow(Stepping Up) Terrie Moore (DPI) Jacqueline McKie(DPI), Tyrone Bell( DPI-PFL)

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

* DPI will be reaching out soon to get the MOU signed by everyone on the CPAW who has not already signed. Thank you for supporting DPI in this MOU process for the End of Year Report.
* Carol Treible, Local Evaluator, is compiling local data and preparing it for the upcoming programmatic audit and year-end reports. She will share this with the CPAW and Schools before submitting the information.

***Recent Ads:***

* Biggest Influence #2 Billboards-English and Spanish-Tiffany (analytics and pdf) (Late May-Late June)
  + Play Time Total:
    - English - 223 hours 18 minutes 20 seconds, Spanish - 109 hours 10 minutes 15 seconds
  + Total Impressions:
    - English - 1,355,953 impressions
    - Spanish - 667,859 impressions
* The Biggest Influence #2 Facebook/Instagram-English and Spanish analytics (Late May)
  + Impressions- 39.2K, Link Clicks-113, Click-Thru Rates- 0.28%
* AMC - Biggest Influence-42,000 impressions=20% over paid Impressions
* What’s Current-Vaping campaign-8/5-8/15 Snapchat-Target youth.
* What's Next? Alcohol?
  + DPI has a few campaigns but would like to collaborate with partners to determine what the next campaign may look like

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

* ***Capacity:*** *Community Readiness is increasing. What can we do? (next page)*
* ***The team distributed the CPAW member survey link via email.*** Please complete <https://www.surveymonkey.com/r/RockdaleCPAWSurvey>
* ***Tall Cop Says Stop - Not a potential, but possibly pay the fee for his Podcast YouTube***
* ***Kenny Haynes – Vaping Presentation (check to see if he can conduct a bilingual session, all three grade levels at different times, and have other schools take a field trip to one school)***

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

* ***July 22 Back to School Bash***
  + DPI ordered materials in Spanish for this event and utilized over ten different handouts in Spanish. Deterra bags were distributed. 2A’s and an R raffle.
  + 2500 people attended, and 1202 were students.
  + Consideration is given to hosting at a different location for the 2023-24 school supply distribution event: Heritage High Commons Area is under consideration.
  + Collaborating with the Chamber of Commerce to ensure no competing events happen next year.
  + Over 125 answered the nicotine question; 25 selected yes, and referrals were made. Two raffle winners received $25 Amazon e-gift cards.

***RCPS received support for vaping efforts: PSA posters were distributed to schools. More to be placed this year.***

***Other partners? Health Dept, Courts, Schools. DFC, Viewpoint, Unidos Latinos (not present at this meeting but contacting in between).***

* ***GNR Health-***
  + Rockdale County ODMAP Data – July 2023
    - Total Suspected Overdoses: 15
    - Suspected Fatal Overdoses: 3
    - Naloxone Used: 10
  + Public Health is collaborating to distribute Narcan within the community's hotels. Tom is looking to collaborate with community partners to get the kits within the community. The health department has funding to place these kits in critical locations.
* **Rockdale County Superior Court**
  + National Overdose Awareness Day- Currently in the planning process for August 31. The event activities will include those who recently lost someone in the community.
  + Brenda secured permission to place Narcan Kits at the Court House.

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

* ***PreVenture Update-***
* Meeting Scheduled with Dr. Powell next week (new Alpha Principal)
* School staff obtaining active parental permission at intake and will then screen.
* The DPI implementation team completed the first round of PreVenture in May, screening 54 Students and inviting 47 students. During the program, 37 students participated, and 34 post-tested.
* ***Community events***
* Back to School Bash held on July 27 w/new materials and Deterra bags and fans. Lots of interest in drop boxes for larger quantities.

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

* PreVenture (RCPS)-Screening Ongoing-Present to Board
  + Getting ready to start with the subsequent Alternative School sessions. DPI is currently looking to pull together information for the Board.
* Social Availability Parents Who Host and Build Awareness and social media.

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

* ***Prime for Life-Training Continues-Third Saturday-***
  + - No referrals- How else can we reach this population? RCA tabling (as well as three high schools
* ***Parent Teen Partnership:*** [***https://bit.ly/ParentHandbookYoungAdults***](about:blank)
  + Evidence-based program in Spanish and English- meant to be shared with parents of graduating Seniors or those transitioning into their next stage (College, military, vocational, workforce, etc.)
  + DPI would have to obtain approval from DBHDD but can change statistics, resources, and cover to represent the community.
  + DPI can table at the Career Academy and high schools during lunch to access some youth. The schools have also extended this invitation to youth events.

**A.4 Assigned Deliverable Four-*2A's and an R for nicotine use at all public events and utilized with 125 parents at the Back to School Bash.***

***Upcoming events:***

* September is National Recovery Month (Purple is the color). overdoseday.com
* Stepping Up Initiative is hosting an International Overdose Awareness event at First United Melodist Church on August 31, 2023
* Year of the Peer Costly Mill Park September 30, 2023, 16, 2023, 6 pm
* Overdose Proclamation City Hall August 16, 2023, 6 pm (Jackie will attend)
* Trunk or Treat Sherriff Department October 27, 2023
* Sounds of September 23-Rockdale Newton Suicide Coalition
* Piedmont Rockdale Wellness Center-Women's Health Day-Sept 23

***Next Meeting: Second Tuesday ( time better?)***

* Hiccup meeting for August- Third with or Second Week on a different date. Look out for notices.

***Next Steps Based on Community Readiness***

***Alcohol from Level 4 (Preplanning) to 5 (Preparation)***

1. ***Conduct school drug and alcohol surveys.***
2. ***Conduct community surveys.***
3. ***Sponsor a community event to kick off the effort.***
4. ***Conduct public forums to develop strategies from the grassroots level.***
5. ***Utilize key leaders and influential people to speak to groups and participate in local radio and television shows.***
6. ***Plan how to evaluate the success of your efforts.***

***Prescription Drugs from Level 3 (Vague Awareness) to 4 (Preplanning)***

1. ***Introduce information about the issue through presentations and***
2. ***media.***
3. ***Visit and invest community leaders in the cause.***
4. ***Review existing efforts in the community (curriculum, programs, activities, etc.) to determine who the target populations are and***
5. ***Consider the degree of success of the efforts.***
6. ***Conduct local focus groups to discuss issues and develop strategies.***
7. ***Increase media exposure through radio and television public service***

***announcements.***

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•Conduct community surveys.

•Sponsor a community picnic to kick off the effort.

•Conduct public forums to develop strategies from the grassroots level.

•Utilize key leaders and influential people to speak to groups and

participate in local radio and television shows.

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