

Draft Minutes

10/20/2021

1. Welcome
2. Introductions
 - a. Attendants: Holly Hansen, Robin Kohler, Cassie Schend, Michelle Hill, Skylin, Dustin Yager, Alessia Campanaro, Kimberely Manganella, Kimberly McTighe, Mallory Schultz, Steve Jackson
3. Review of 09/15/21 minutes
 - a. Kimberly Manganella motions to accept the minutes as presented, seconded by Kim McTighe, approved by the coalition.
4. Real Talk Updates
 - a. Groups biggest barrier has been scheduling but we have a consistent group of eight youth
 - b. Leadership Roles- Real Talk will have leadership roles including two Co-presidents, secretary, recruitment coordinator, and communication and marketing liaison.
 - c. Posters for Prevention- Youth are charged with creating anti-vaping and positive mental health posters to be posted around RHS
 - d. Red Ribbon Week (RRW)- October 23rd- October 31st. RRW is a national campaign to encourage substance-free lifestyles. This year's slogan is "drug-free looks good on me" so youth have been asked to submit a picture of themselves, and a caption for why they choose a substance- free lifestyle. That information will be turned into Instagram story posts.
5. Billboards
 - a. Holiday Billboard Options
 - i. Billboard on Route 83 will have a slot for the holidays from December 6th- January 3rd. The coalition can alter the billboard image from last year's holiday campaign for \$400.00 or a new design would cost \$1200.00.
 - ii. Marketing company pitched an idea for "New Year, New Start. Make healthy decisions".
 - iii. The coalition decided to continue with last year's design and change the wording.

6. Data Dissemination

- a. Coalition brainstormed effective ways to disseminate survey data to our target demographics. The ideas presented are detailed below.

- i. Parents

1. Last week coalition members attended Vernon's Health and Wellness Committee and the group wants to include the information in their newsletter
 2. ParentSquare- a web application that is in middle school and high school might be an option, can upload documents on it.
 3. Need to clarify if the High School is going to be hosting parent meeting
 4. Community Voice Channel (CVC)
 5. Hand out data at Trunk or Treat – family norm statistics
 6. Town of Vernon quarterly newsletter or Patch.com

- ii. Students

1. Using the wheel to educate about Vernon specific data
 2. Disseminate items with data on them throughout RHS
 3. Incentivizing
 - a. Instagram challenge

7. Upcoming Events

- a. DEA Take-Back

- i. Take-Back Day will take place Saturday (October 23rd) 10-2 at Rockville Walgreens

- b. Trunk or Treat

- i. Next Thursday (October 28th) the coalition will be handing out prevention placemats that were created last year along with candy

- c. BPS Race

- i. Race will occur on November 20th at RHS on the track. Will be a free event with donations accepted, with music, testimonials, and snacks. The goal is to put faces on recovery.

8. SAMHSA Update

- a. Completed the second year of the five-year grant. The new grant year began October 1st, 2021. Reporting will be submitted next week.

9. RHS Updates

- a. Vaping numbers are going up based on administration conversations. Bathroom doors remain open because of COVID but they are still finding ways to vape.
- b. Social and emotional issues and behavioral health issues are currently apparent within the schools. The Village for Families and Children has recently partnered with RHS to provide a social worker to support students.
- c. School attendance has been bad in September because of COVID quarantining, but attendance has been higher in October.

10. Other Announcements

- a. Cassie and Holly will be presenting at CADCA Leadership Forum in February 2022.
- b. CAPP Monthly Meeting
 - i. Anyone in the coalition is welcomed to attend CAPP trainings and on October 28th CAPP will hold their Annual Meeting. The Vernon ROCKS Coalition is nominated for Coalition of the Year and CAPP will vote on Cassie joining the CAPP Board.
- c. CYSA Annual Conference is on Friday
- d. YSB has hired new staff. One will coordinate after-school programming, and another will strengthen capacity for the school readiness council
- e. The Village Fatherhood Engagement Services is hiring caseworkers

11. Next Meeting: November 17th