

Sherburne County Substance Use Prevention Coalition

Meeting Minutes

August 15, 2018

9:00 a.m.

Sherburne County Sheriff's Office Emergency Operations Center

Coalition Members Present:

Dan Bradley, Sherburne County Community Corrections
Bob Stangler, Sherburne County Sheriff's Office
Roxanne Schreder, Sherburne County Sheriff's Office
Lisa Fobbe, Sherburne County Commissioner
Roger Fellows, Sherburne County Attorney's Office
Danielle Gessell, Sherburne County Sheriff's Office

Alicia Maxwell, SUP Coalition Coordinator
Lori Irwin, Tri-CAP
Kurran Sagan, Zimmerman High School
Molly Hanson, Elk River YMCA
Amanda Martin, Sherburne County HHS

Dan Bradley called the meeting to order at approximately 9:08 a.m. Introductions were made.

Dan requested approval of the minutes from the June 20, 2018 meeting. Molly Hanson made a motion to approve the minutes, which was seconded by Lisa Fobbe. All were in favor.

Dan asked for any additions or changes to the proposed agenda, none were made. Roxanne Schreder made a motion to approve the agenda, which was seconded by Amanda Martin. All were in favor.

Consent Agenda

Financial update was completed by Molly and Roxanne:

- Of the current budget of \$135,548.22, we have \$36,892.91 remaining in the grant.
- Current in-kind donations documented through August 2018: \$130,654.94

Roxanne reminded everyone to continue to send their monthly output logs to her.

Executive Board Update

- Strategic Planning - Prioritization of Efforts

Alicia explained the prioritization activity started in June and how its purpose was to help prioritize our efforts by substance based off of magnitude (data-driven) and political will (community-driven) using a ranking scale of 1 through 5 (1=highest priority; 5=lowest priority).

She reminded members that the Coalition currently addresses the following substances: alcohol, marijuana, prescription drugs, and heroin.

Executive Board members completed the activity during their July meeting and provided the following feedback.

Problem	Magnitude (data-driven)	Political Will (community-driven)
Tobacco Products Electronic Cigarettes	1	Assumed political will would be about the same.
Alcohol	2	
Marijuana	3	
Prescription Drugs	4	
Heroin (remove)	5	

Text in red designates changes made. Tobacco products were added and changed specifically to electronic cigarettes as this was viewed as more prevalent among youth. It was suggested to also remove heroin as youth use is extremely low.

Discussion occurred among the larger group on these changes. Lisa commented on addressing all tobacco products in some of our possible strategies like T21 as efforts to pass this in Sherburne County could occur in the future. Roger Fellows inquired about our intent to address nicotine specific substances or if we planned to address all substances that can be used in vaping devices. Dan voiced that strategies would likely be nicotine specific, but that we could offer resources with information on the different substances that can be used in vaping devices. Members were in agreement with the prioritization of the problem areas.

- **Sustainability Plan Update**

Dan advised the Executive Board has been and will continue to work on Coalition sustainability. He provided the following updates and asked for any discussion or feedback.

- Elk River School District plans to utilize Youth Leadership Advisor (YLA) funds for the first time during the 2018-2019 school year. He advised that we will work with the schools to discuss absorption of YLA positions in case of lapse in funding.
- DFC Grant application will be available in January and due in March of 2019. Roxanne and Amanda Larson agreed to be the primary grant writers.
- Executive Board members are also looking into small local grants, including Otto Bremer Trust, Three Rivers Community Foundation, Initiative Foundation, and Walmart/Target.

Bob Stangler suggested connecting with civic groups like the Lions Clubs, Rotary, etc. for funding assistance. Dan asked that any additional ideas be forwarded to the Executive Board. Alicia noted that the Coalition's Sustainability Plan is available on the [SUP Google Drive](#) for anyone interested in viewing it.

- **TETO (Talk Early, Talk Often) Campaign Plan**

Alicia shared results from the TETO summer survey, which received 127 responses. To increase participation, Kurran Sagan suggested sending the survey out to parents' emails through the student groups like they are inquiring about the information. The spring and summer survey results are available on the [Google Drive](#).

Alicia mentioned a member suggestion of running the campaign more than once a year or at a different time of the year. Members were interested in running the campaign twice a year to increase exposure – likely in the fall and spring. Roxanne inquired about the focus and available funding. She suggested continuing with our marijuana focus in the fall, and then switching the messaging to vaping in the spring. Additional campaign outreach was suggested, including signs in bathroom stalls and running the TETO trailer at Elk River Cinema again with an incentive to visit our website. Roxanne suggested reaching out to the theater to see if they could install a still frame at the end of the trailer that would direct people to our website. She also suggested inquiring about donated prizes like free food or movie admissions.

Alicia advised parent resource bags are going to be prepared and distributed again to seven middle schools and Ivan Sand Community High School. The bags will be distributed by the end of August. Alicia is in need of volunteers. Molly recommended youth at the YMCA. If anyone else is interested in assisting, let Alicia know.

Roger mentioned that many parents believe drinking is a rite of passage and are unaware of the risks and that more education is needed. He will inquire about social host violations to see how often it is charged. Lisa suggested connecting with students during sports eligibility meetings. Kurran will connect with their Activities Director to determine what information would be beneficial. Alicia will connect with the other County schools. Lisa will look into connecting with other organizations like the MN State High School League to see what they offer.

SUP Retreat Follow-Up

- Key Takeaways

Alicia asked everyone to take a few minutes to review the SWOT Analysis notes from the SUP Retreat. She asked members to highlight one word or statement that stood out from the notes for strengths, weaknesses, opportunities, and threats. Discussion was then had about what stood out to each person present. Feedback received will be used to guide possible next steps.

Strengths: Organized, clear focus; Leadership; Student groups/Youth buy-in

Weaknesses: Community visibility & accessibility; Parent/family involvement; Reaching youth at-risk

Opportunities: New drug trends (specifically e-cigarettes and marijuana); Mental health – trauma-informed/ACES; Policy work

Threats: Volunteer fatigue – adults & students; Community perceptions of e-cigarettes and marijuana (get parents to understand the risks, bring more education to the schools); Marijuana legalization; Sustainable funding

Alicia advised the coalition will continue to revisit this document to ensure we are addressing key SWOT areas. Review the document in its entirety on the [Google Drive](#).

Information Sharing/Agency Updates

- Bob mentioned that Palmer Township's Palmer Day is on September 8 and how this could be an avenue to distribute information on the Coalition as it is highly attended.

The regular meeting was adjourned at 10:33 a.m.

Next Meeting: *Wednesday, September 19 at 9:00 a.m. in the Sheriff's Office Emergency Operations Center.*