

Minutes for CNCASA Strategic Planning Meeting
On January 21, 2011

In attendance for the meeting were:

Blake Streeeter, Dawson County Attorney's Office
Keri Berry, Phelps Memorial Health Center
Chris Becker, Harlan County Sherriff's Department
Travis Horner and Joe Kirkendall Phelps County Sheriff's Department
Jeff Shelton, Harlan County Health System
Jenny Brown, Region 3, Dave Palm, DHHS
Pat Samway Tri-County Hospital,
Scott Schoneman and Patsy Johnson Holdrege Public Schools,

Terry Krohn and Heather Easton, Two Rivers Public Health Dept.
Joyce Schmeeckle, Schmeeckle Research
Bev McNiff, CAP of Mid-Ne.
Lacrica Olson of Buffalo County Community Partners served as facilitator.

The meeting began with introductions and Lacrica led the group in an ice-breaker exercise with the attendees listing the strengths that they bring to the coalition and their goals for the group.

Terry informed the group of CNCASA formation following the Mobilizing for Action thorough Planning and Partnerships Assessment (MAPP) and its early beginnings, and Dave Palm gave an overview of how the state Strategic Protection Framework State Incentive Grant (SPF SIG) funding works.

Heather then gave a brief overview of the projects which CNCASA has been a part of for the last two years.

Terry then gave a synopsis of the budget to the group. The CNCASA coalition has money to fund projects in the communities who chose to attend the strategic planning meeting. Money will not be given directly to the entities rather the programming they chose for their communities will be supported by CNCASA.

Joyce asked the group to think about what they want to accomplish during the meeting. Keri stated that she would like to know the direction everyone wants to go with the project and to co-op with the Safe Communities Coalition, area schools, and how to keep up membership and attendance.

Pat said she would like to see the Project X-tra Mile representative present at the meetings, Mary Dickenson was sent an invitation to attend.

The group then discussed Chuck Matson coming to the area to do presentations to high school age kids and EMS. Members of the group also advised the CNCASA leaders that they wanted assurance that the same opportunities will be made available to ALL communities in the CNCASA area. It was suggested we review at the end of the calendar year to make sure there were similar numbers of events in ALL counties.

The group then discussed having an active coalition in each county which would report to the CNCASA group. Jeff pointed out this would help with sustainability. Most of the communities had some sort of

coalition, i.e. Safe Communities, Good Beginnings, and Project X-tra Mile, and would like to see something get started in Harlan County.

The group discussed the benefit of getting together a list of school contacts, our groups and other coalition members as well and for Audrey to conduct face to face meetings with these individuals upon her return.

Joyce gave the example of starting parent groups in Lincoln high schools and having a representative come and report to the coalition when it is difficult to get school attendees at the meetings.

The group began discussing aspects of programming. Ideas mentioned were that it needs to be a best practice, target parents, address policy, sustainability and include youth.

Lacrica gave the example of the YAB (Youth Advisory Board) she oversees. She touched on a few components of the program such as the Positive Pressure campaign to let peers know that it's ok not to get involved in bad behaviors and the importance of positive role models like the Tri-City Storm Hockey team.

Jeff echoed the importance of having youth involved and gave the group the example of Harlan County Health System using a teenager for their new marketing campaign.

The group discussed the mission statement and everyone agreed it was a bit long and only addressed alcohol. To keep sustainability, the statement needs to be broad. There was a suggestion from Chris Becker stating he sees prescription abuse more than alcohol and would like to see that issue addressed eventually. Dave Palm stated that there may be funding available later, SPF SIG funding is targeted to alcohol prevention

Joyce explained the logic model and the question was brought up, does it adjust with generational changes? Lacrica responded that in order to address other substances, we have to change the mission statement and the logic model. This is why it is so imperative to have law enforcement at the table; they bring information back to the coalition from what they are seeing in their communities. Blake brought up the sustainability issue and asked what programs are out there for the individuals on probation. There is a diversion program in Dawson County.

Lacrica and Heather briefly discussed the work plan and described the CMCA (Communities Mobilizing for Change on Alcohol) model which is an evidence based approach using policy changes, media campaigns, how to address your community, and environmental and individual strategies for both students and parents. Compliance checks are also a component of CMCA, and CNCASA will be conducting them with the State Patrol in all 6 of the counties it covers.

Now is the time to determine what we would like to keep, and what we want to change. We will be looking at new strategies for each county.

The group then broke into smaller County groups to discuss what they would like to see in their area. Phelps and Dawson County: interested in a youth summit, getting resources like UNK athletes to mentor kids, and parent involvement/information.

Franklin/Harlan County: recommended formulating community coalition to ease CNCASA work load and to enhance existing programs, program accessibility (lack of programs such as NA), parental support and involvement,

The entire group reconvened and discussed ideas such as meeting kids on their own turf, i.e. Face book and Twitter and texting. The 4-Square program was mentioned which is a program where coalitions partner with businesses and host activities for teens, logistics could easily be “tweeted” or texted. We could partner with schools and use their calling systems to get the word out to teens.

In concluding the meeting, it was asked of the group who should be at the table for the next meeting. School counselors, administrators, and principals topped the list and ministerial and Hispanic representation was also mentioned.

The group then discussed having a coalition chair and the tasks associated with it. Jeff Shelton was nominated and accepted the position for the term of one year.

At the next coalition meeting in February, we will have a priority list suggested target populations, partners, projects and programs, refine it and begin looking at best practice programs which fit our identified priority areas. Our March meeting tentatively will consist of policy change education for members and why it is an integral part of the coalition’s work.

The next coalition meeting will be in the lower level conference room at Phelps Memorial Hospital in Holdrege **on Thursday, February 17th at noon**. Please walk through the cafeteria line upstairs and provide them with your name and CNCASA membership. **Videoconferencing will be available for the meeting**. I will be sending a formal agenda out before the next meeting as well. Please be advised there will be a CNCASA board meeting at 11:00 am prior to the coalition meeting.

Respectfully submitted,

Heather Easton, interim coordinator