

**CNCASA Minutes**  
**October 27, 2011**  
**Harlan County Health Systems, Alma NE**

**Attendance:**

Dawson County:

Franklin County:

Bev McNiff, Community Action Partnership of MID Nebraska (video-conference)

Gosper County:

Harlan County:

Kearney County:

Phelps County:

Keri Berry, Phelps Memorial Health Center (video-conference)

Joe Kirkendall (video-conference)

Heather Easton, Two Rivers Public Health Department (video-conference)

Audrey Sinn, CNCASA Coordinator

Terry Krohn, Two Rivers Public Health Department (video-conference)

State/Regional Reps:

Tiffany Gressley, Region 3 Behavioral Health Services

The meeting began with introductions of those present. The September minutes were approved with a correction of Region 2 covering 17, not 27 counties.

Coalition education consisted of a three newspaper articles. The first two articles discussed the new guidelines for advertising on social media sites for all alcohol companies while the second article discussed the multi-million dollar advertising agreement signed by Diaego (maker of Sminoff products) for sole ad space on Facebook. The third article was a press release from the British Journal of Pharmacology that announced that Dr. Mark Hutchison is doing research on a new medicine that would block the effects of alcohol on the body. By genetically modifying mice or by giving them the new medication, the scientists were able to decrease the effect alcohol had on the body. A discussion was held on if this was a good idea to continue research on. It was a split decision.

After Coalition education, updates were given.

Red Ribbon Week:

- Cozad Middle School: two different kinds of pencils were sent for their SMASH organization to be given out to students.
- Lexington, Elwood, and Franklin schools wanted a passive program so they were be getting silicone bracelets that are red and white swirl that say “Drug Free By Choice,” along with Red Ribbon Week pledge cards to sign.
- Wilcox-Hildreth will be doing a presentation for the high school students on November 7<sup>th</sup> where they will have four stations that the students will rotate around. CNCASA will help with the planning of the event, provide the one of the stations, and donating the silicone bracelets to all school students (K-12) at

the school. Tom Knott, 5<sup>th</sup> year UNK student will be doing the opening and closing. When he was 19, he killed a driver in a DUI accident in Hastings.

- Audrey worked with Julie Anderson, Minden school nurse, to plan a five day program for K-3 graders at East Elementary school. It will include an opening assembly, scavenger hunt, trivia question contest, and an educational movie day.
- Bertrand, Loomis, and Southern Valley will be hosting a speaker (Kevin Pringle from Church one 80 in Lincoln) at their schools which is sponsored in part by Phelps County Safe Communities.
- Terry Krohn presented Red Ribbon Week information during the weekly Health Department segment on NTV.
- All six county seat mayors were contacted and they all signed a proclamation declaring Red Ribbon Week for their town.

#### Pom-poms

- 7,500 poms were pre-ordered.
- Have orders for SEM, Franklin, Elwood, Southern Valley, Lexington and Minden.
- Waiting to hear back from Cozad, Overton, Axtell, Holdrege, Wilcox-Hildreth, Bertrand, Loomis, & Alma
- Gothenburg said they did not want to participate.
- Will have CNCASA logo, contact info and the tag line “Cheer for an alcohol and drug-free environment on handle
- Will be created in each school colors

There is no update for the Sports commercials.

During New Business, Audrey presented information on streaming ads on the Rock 101.5 and 107.7 The Island out of Grand Island. The cost is \$250/month for a minimum of 6 month contract where you get 450- 30 second commercials, plus an opening video and a banner ad on their homepage. The group wanted to check into audience numbers and if the grant would cover this type of advertising before moving forward. Audrey also said another ad would be put into the rotation of current radio ads with the younger sibling asking older sibling for alcohol.

Bev suggested CNCASA draft a letter of support to our senators to ban Bath Salts in the state. Audrey will do research to see if this has already been passed. If it already passed, a thank you letter will be sent to those who voted in favor of it.

The final new business piece was Audrey asking if the coalition meetings could remain in Holdrege with tele-health video conferencing sites the other counties. It was discussed a little and then tabled to the next meeting.

**Next meeting will be November 17<sup>th</sup>, at noon at Two Rivers Public Health Department, Holdrege. Audrey wanted suggestions for lunch to bring in.**

**December meeting will be December 15<sup>th</sup>, Two Rivers Public Health Department, Holdrege.**