

## Minutes from February 17<sup>th</sup> CNCASA coalition meeting

In attendance are Linda Dannehl, Phelps County Extension, Joe Kirkendall, Phelps County Sheriff's Department, Jeff Shelton, Harlan County Health Systems, Keri Berry, Phelps Memorial Hospital, Rick Jeffries, Coach and Mayor of Holdrege, Pat Samway, Tri-County Hospital via telehealth, Bev McNiff, Community Action of Franklin, Nurita Lambert, Wilcox-Hildreth Public Schools and Heather Easton, interim CNCASA coordinator.

Jeff Shelton called the meeting to order and introductions were done.

The first agenda item was approval of the January minutes, it was moved by Bev McNiff and seconded by Heather that the minutes should be approved, the group was in consensus.

The coalition then participated in a quick educational segment on LB294. This bill is asking that servers of alcohol refrain from serving individuals on their 21<sup>st</sup> birthday starting at midnight and ending at one. This type of behavior creates favorable binge drinking conditions, which can be very harmful or even fatal for those who participate in this type of behavior. We will continue to monitor the progress of the bill.

The next item of business was the explanation of the "In-Kind" letter which is need by CNCASA's fiscal agent. The letter needs to be on the coalition members work letterhead. If the member is a community member at large and wishes not to use letterhead, that is acceptable. The template given is merely a template. If a coalition member wishes to use different verbiage, they may do so. As long as the letter states a dollar amount of what one hour of their time is valued at. The letter is then to be placed into an envelope and then **another** envelope which is to be addressed to: Two Rivers Public Health Dept. 701 4<sup>th</sup> Ave. Suite 1, Holdrege, NE 68949, attn: **Heather-in kind letter**. Please **DO NOT forget to put "in kind letter" on the outermost envelope. This will trigger me to know not to open the envelope and send it directly to our fiscal agent.**

The group was then informed of the spring assembly which will take place on March 15<sup>th</sup>. The first presentation will be in Holdrege at the Tassel at 9:30 am. Axtell and Loomis will attend at this location. We have not received confirmation from Bertrand or Elwood as to date, but they have been invited to attend. It was brought up to the group that maybe Alma should attend at the Franklin location for the interest of space.

The second location will be at Franklin at 1:45. With Wilcox-Hildreth and Alma will attend at this location as well.

The Presenter is Chuck Matson with the Omaha Police Department. He will speak on alcohol, illicit drugs and the dangers of abusing prescription drugs.

The group then discussed the potential of having educational materials at the assembly. It was decided that the "Must Be 21" anonymous tip cards will be distributed. The group also moved (Bev McNiff) and seconded (Joe Kirkendall) that incentives such as "Live Strong" bracelets only with an anti-alcohol message would be appropriate and will be researched and purchased for the event.

Nurita Lambert stated she was excited about the assembly and shared with the group that she still hears her kids at school talk about the Robin Lange presentation. It was brought up later that we need to bring Robin up to speed on the coalition changes and include her in our efforts.

The group then began to discuss strategies.

Social host, Responsible Beverage Server trainings, and mass media campaigns were brought up and discussed. Compliance checks were touched on and the group thought it was a good idea to personally address the businesses who failed the compliance checks and offer TIPS training to them.

Rick Jeffries started by commenting that parents need to be targeted. Either they are naive or just don't care about their kids' drinking, or justify providing alcohol to their kids in their home so they aren't out driving. He also stated that the school cannot provide this education, they are already overworked. Another point Rick made was that this generation of kids have had their parents deal with most of their problems and that the parents want to be more friends than parents.

Jeff Shelton posed a question of how do we recommend parents go into diversion class with their children? This is not something the coalition can do overnight, but with time can recommend to city councils and county attorneys. The question of is the coalition is capable to do this and the answer is yes. The coalition will not be lobbying, simply recommending policy changes for entities to adapt and enforce for the safety of youth. The Buffalo County City Council recommendations for liquor license violations were cited as an example.

Nurita Lambert also gave an example of young legal drinkers buying for underage kids. The group agreed this was also a problem that needs to be addressed.

The group discussed placing Dram Shop flyers on coolers in convenience stores and in sports rosters to educate buyers they are breaking a law and will be held civilly liable.

Jeff brought up that while these are all good ideas, we need to have a method or assignments to divvy up these steps and/or an implementation plan.

There also was discussion on bringing kids into the design of the media piece. Several ideas from U-Tube videos to radio spots to TV ads were brought up. It was the general idea of the group to let the kids design the media targeted towards teens so it is from their peers and in their language.

Social media was discussed as well. Since teens are so connected to their friends the CNCASA group feels it is imperative to include Face book, Twitter and the CNCASA website to connect with this audience. Meeting minutes, agendas and meeting notices and materials will be put on the CNCASA website within the next month.

The next meeting will be Thursday, March 24<sup>th</sup> at noon at Harlan County Health System. The board meeting will be held at the same location at 11:00.

**PLEASE REMEMBER THE FRANKLIN, ALMA AND HOLDREGE HOSPITALS ALL HAVE VIDEOCONFERENCING CAPABILITIES!!!! WE WILL LOVE TO SEE YOU ON THE TV IF YOU CAN'T MAKE IT IN PERSON.** Please contact Heather and she will notify the IT at the desired location to get you dialed in.

If you are hosting the CNCASA meeting, it was brought up to the group for the "host" location to encourage their local law enforcement and county/city attorneys to attend the meeting.

Heather will contact Mary Dickenson from Project X-tra Mile personally and ask her to participate via videoconference.

The website for CNCASA is connected to the Two Rivers and is under construction/revision. Heather will let everyone know when it is operable again.

The meeting was adjourned at 1:05 p.m.

Respectfully admitted,

Heather Easton