

CNCASA Minutes
May 26, 2011
Franklin County Hospital

Attendance:

Dawson County:

Pat Samway, Tri-County Hospital (videoconference)

Franklin County:

Bev McNiff, MID (videoconference)

Gosper County:

Harlan County:

Manny Wolfe, Harlan County Health System

Kearney County:

Phelps County:

Travis Hoker, Phelps County Sheriff's Department (videoconference)

Heather Easton, Two Rivers Public Health Department

Audrey Sinn, CNCASA Coordinator

State Reps:

Joyce Schmeeckle evaluator in Lincoln (videoconference)

The meeting began with introductions of those present. The April Minutes were approved.

Coalition education consisted of three newspaper articles. The first article was from the Omaha World-Herald and it discussed LB 667 and LB 675. These bills would require use of ignition interlocks and will increase the penalties for DUIs. These bills were meeting no resistance in the first round of legislation. The second article was an editorial from the Omaha World-Herald about raising the alcohol tax. It gave a brief history of the few and far between national and statewide alcohol tax increases. The article pointed out that Nebraska's alcohol tax increased seven times between 1960 and 1985 but has only went up once since then (2003). Bev suggested the Coalition write letters to the senators supporting an alcohol tax increase before the next session starts. The third article was a summary of a few studies that found that parents should be rule enforcers, not drinking buddies with their teens.

After Coalition education, updates were given about the bills in the Unicameral via a handout from Project Extra Mile. Three thank you cards were passed around and signed by Coalition members that will be sent to the senators from our area who voted for LB 100 (Christensen and

Hadley) and to Senator Coash for introducing the bill. Compliance checks have been started and so far, 14 of the 15 places checked have passed. Once all compliance checks are completed, the Coalition will send letters to each business congratulating them on passing and thanking them for keeping our communities safe. For those businesses that didn't pass, a letter will be sent offering TIPS training. The final update was about water bottle distribution. Audrey reported that 20 cases of water were distributed at a Holdrege track meet and at the Alma Twilight track meet. Schools that received the water included: Bertrand, Loomis, Alma, Franklin, Southern Valley, Elwood, Holdrege, Lexington, and Wilcox-Hildreth.

During new business, the coalition voted to donate bottles of water to the Alma Road Race over the 4th of July. Audrey and Heather will purchase the water and have the volunteers at Phelps Memorial Health Center label the bottles.

The membership packets were handed out. In each packet, there is a copy of CNCASA history, the mission and vision statements, the priority we are working toward, an explanation of the programming model we use, a copy of the previous month's minutes and a copy of the memorandum of Understanding that outlines members' responsibilities to be part of the Coalition.

The cost of the media campaign was then discussed. Audrey reported that the billboards would cost \$420/each to get the vinyl printed, \$150/month for a board in Cozad and \$275/month in Minden. Bev asked if we got a discount for bundling and Audrey said she would check into it. The TV commercials will cost \$175 to film and depending on our budget, the TV station would air it when we wanted. It was brought up to check into the Spanish Channel as the rates are cheaper. It was decided that we would wait to air commercials until the youth campaign winner was chosen. A group member also mentioned Channel 2. These stations are only local and may offer free or cheaper rates for running ads. For newspapers, the cost was estimated to be about \$387 to run an ad once a week for two weeks. The papers to run ads in are the Lexington Clipper-Herald (Dawson County), Elwood Bulletin (Gosper County), Franklin County Chronicle (Franklin County), Holdrege Daily Citizen (Phelps County), Minden Courier (Kearney County) and Harlan County Journal (Harlan County). There is a Spanish newspaper in Lexington but the readership is not very high. With radio ads, it is estimated to cost about \$100. The radio stations that may be included are: KVRN 880 AM and 93.1 The River out of Lexington, KUVR 1380 AM in Holdrege, KMTY 97.7 in Holdrege, Hits 106 in Kearney, KRNY-Y102 in Kearney, and the Spanish channel out of Grand Island. Audrey will do research to figure out what station is carried in Spanish.

The group was then told about the cost of getting banners created to hang on the outfield fences of ball fields. M&J Signs in Elwood makes the banners for \$90/each. They are usually 3'X5', have unlimited color, and can be done in a few hours. Audrey will do research to find out the cost and availability of hanging these signs in a few communities in the area.

Heather said the backpack and totes were ordered and should be in soon. She also gave an update on the Distracted Driving Day in Loomis. We will be sending thank you cards and CNCASA mugs to the people who helped present that day.

Heather then updated the Coalition on a few of the projects CNCASA will be working on during the next year. The first project is to help fund trainings for law enforcement officers in our area to help them better understand substance abuse and how to recognize it. The officers will be asked about other trainings they want or need. The second project is called Project ALERT. Audrey and Heather will teach a 6-8 week class to middle school students in Lexington on how to stay substance free. If the class goes over well, it will be conducted in other communities in our area.

Member to do list:

- ✓ Please distribute Dram Shop flyers in your communities.
- ✓ Let us know the number of middle school and freshmen in your area so we may order enough bags/backpacks

**Next meeting will be Thursday, June 23rd at
?????????? at noon!**