

CNCASA Minutes
September 22, 2011
Lexington Regional Health Center, Lexington

Attendance:

Dawson County:

Pat Samway, Lexington Regional Health Center

Franklin County:

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

Audrey Sinn, CNCASA Coordinator

State/Regional Reps:

Shannon Sell, Region 2 Behavioral Health Services

Jenny Brown, Region 3 Behavioral Health Services

Tiffany Gressley, Region 3 Behavioral Health Services

The meeting began with introductions of those present. The June minutes were approved.

Coalition education consisted of a newspaper article that discussed counterfeit IDs. Students on the East and West Coasts have been getting fake IDs so good that they are fooling bouncers, bartenders, and even computer scanners. The IDs are being produced from a company in China. Discussion was held to talk about what Phelps County and other alcohol retailers were doing in the area to check IDs.

After Coalition education, updates were given.

- A Thank You card was passed around from Maria and the Harlan County Health Systems for our donation to the Alma Road Race.
- The athletic flyers were handed out to doctors' offices for school physicals in the area. Posters were made that were 11 X 17 and 24 X 36 inches and were mailed to all 15 high schools in our area.
- Region II will be giving copies of the poster to all schools in their 17 county coverage area as well.

- CNCASA bags were given out to approximately 750 freshman at all 15 high schools during August.
- Compliance checks have been completed for the fiscal year. Three rounds of checks were completed with 32 of 38 passing. A letter was sent to each business offering a TIPS class. Audrey has only heard from two businesses that they were interested. She did receive positive feedback from the companies that passed thanking her for the sending the letter to congratulate them. Congratulations ads were run in the Minden Courier, Franklin County Chronicle, Lexington Clipper-Herald, and the Cozad paper.
- The youth campaign is being worked on by students in two schools (Axtell and Alma). Audrey will follow-up with the other schools to see if they are still interested.

During New Business, Audrey gave an update on Red Ribbon Week. She contacted all of the elementary/middle schools in the district to see what they were doing and to see if CNCASA could help.

- Cozad Middle School will be getting two different kinds of pencils to use along with the programming the SMASH organization is doing.
- Lexington schools wanted a passive program so they were be getting around 600 silicone bracelets that are red and white swirl that say “Drug Free By Choice.”
- SEM does year-round programming so they don’t focus on Red Ribbon Week.
- Franklin will be doing a balloon release on September 23 during a football game. This will be followed up by a program during their Guidance hour during Red Ribbon Week where they will hand out the silicone bracelets.
- Wilcox-Hildreth will be doing a presentation for the high school students where they will have four stations that the students will rotate around. CNCASA will help with the planning of the event, provide the opening assembly, and donate the silicone bracelets to all school students (K-12) at the school.
- Audrey is working with Julie Anderson, Minden school nurse, to plan a four day program for K-3 graders at the school. It will include an opening assembly, scavenger hunt, trivia question contest, and an educational movie day.
- Elwood wanted a passive program for 4-7th graders so the silicone bracelets will be given to them.
- Southern Valley will be doing a three day program and CNCASA will help provide the speaker for their assembly.
- Bertrand and Loomis will be hosting a speaker at their schools which is sponsored in part by Phelps County Safe Communities.
- Holdrege declined the offer to help with a middle school presentation/program but they will have a speaker lined up for the spring.

Pat Samway suggested that we look into doing a village/town proclamation for some free PR for CNCASA.

Another new business item asked if the coalition wanted to look into doing TV commercials geared toward adults using the sports theme that had been developed. It was decided that Audrey would look more into the matter and report back at the next meeting. As an update, two billboard

were posted on September 1st that will run through February 29th, 2012 in Cozad and Minden. Radio ads are running on four stations, Hits 106 and Y102 out of Kearney, and 107 the Island and Rock 101.5 out of Grand Island. A copy of the ads was printed on the back of the agenda. Any suggestions for updating or changing the ads are appreciated and can be changed at no cost, any time the group wants them changed. Audrey is also looking into radio ads on 93.1 the River out of Lexington as they broadcast many of the local high school football games for schools CNCASA covers. It was suggested we try to run an ad in the state volleyball program as well.

Jeff Shelton had suggested via e-mail that we give out pom-poms or footballs during high school games. The football idea was discarded but the group seemed to like the idea of asking the schools if they would be interested in reusing pom-poms from game to game. We would provide the poms and the container and all the school staff would be responsible for would be to set out the container at the start of the game, pick up any left in the stands after the game, and then store the container until they were ready to use it again. It was tabled until the next meeting when Audrey would report back on schools' interest and total cost.

The final piece of new business was to discuss the policy change education. The group wants to do it but would like to join with others from Region 2 or 3 to get a larger group together to make it worth Colleen Svoboda's trip from Lincoln. It will be discussed at the next Region 2 and Region 3 coordinator meetings.

**Next meeting will be October 27th at noon at Harlan
County Health Systems in Alma.**