



Healthy Cattaraugus County
a drug free coalition

HEALTHY CATTARAUGUS COUNTY: A DRUG FREE COALITION
GENERAL COALITION MEETING
ZOOM ONLINE MEETING
5/7/20 12:00 PM

MINUTES

○ WELCOME AND INTRODUCTIONS

Sectors	Attendees
<i>Other Organization w/ Expertise in Substance Abuse</i>	Tara Estright, Coalition Coordinator Erica Sebastian Justin Chernogorac Ken Dahlgren Jon Chaffee Denine Scott Rachel Linderman Shellye Dale-Hall Diane Fulcomer
<i>Youth Serving Organization</i>	Ashley Conti
<i>Healthcare Professional</i>	Heidi Reese
<i>School</i>	Michelle Waterman, Secretary Robyn Stanley Lacey Hill
<i>Law Enforcement</i>	
<i>Media</i>	Liz Threehouse
<i>Business Community</i>	
<i>Faith-Based Organization</i>	
<i>Civic Volunteer Group</i>	
<i>Government</i>	
<i>Parents</i>	
<i>Youth</i>	

○ REVIEW OF AGENDA AND PREVIOUS MINUTES

- Justin moved to approve April minutes
- All in favor

○ MEMBER NEWS AND UPDATES

▪ **Member Discussion and Current Needs**

- Ken shared their virtual week of action coming up for National Prevention Week. Members were directed to mobilizeagainstattobacco.com for more information

○ COMMITTEE AND TASK LIST UPDATES

▪ **Media and Marketing Committee**



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- L. Threehouse provided information on the social media April Analytics:

Facebook:

110 – new page views
25 -new page likes
11,234 people reached
692 – people engagement
24 – new page followers
Top Post – Poster Contest
9,800 – reach
364 – engagement
2nd Top Post – HCC Covid stress tips video
3,100 – reach
98 – engagement

Instagram:

110- followers
0-new followers
Top Post : “parents are the #1 influence in a teens decision to drink” graphic.
26-reach
2nd Top Post: Poster Contest
25-reach

Twitter:

1,417 – tweet impressions
86 - Followers
1 - New follower
6 - Profile visits
Top post: Poster Contest
50- impressions
2nd Top post : “Teens listen to what parents say about underage drinking” graphic
49 – impressions

Constant Contact Email:

April HCC Newsletter –
24% open rate
Sent to 86 members

- May Awareness Campaigns and Focus (National Prevention Week)
- April website updates complete and new revisions will begin for May.
 - Members were asked for interest in providing photos & testimonials for the “About Us” Section needed in the next couple weeks.



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- A Blog Post Sign-up sheet was presented. The following is a list of all who volunteered during the meeting:

Month	Topic	Due Date	HCC Member
May	National Prevention Week (Mobilize Against Tobacco Lies)	May 8 th	Jon Chaffee
May	Mental Health Awareness Month (Substance Abuse, Depression, & Suicide Prevention)	May 22 nd	
June	National Men's Health Week	June 8 th	Ken Dahlgren
June	National Safety Month (COVID-19 Safety Measures in the Workplace)	June 19 th	Tara Estright
July	Summer Safety (COVID-19 related safety measures)	July 1 st	Liz Threehouse
July	TBD	July 13 th	
August	TBD	August 3 rd	
August	International Overdose Awareness Day	August 24 th	
September	National Recovery Month	September 1 st	Rachel (CAREs Recovery Coach)
September	Back to School (Adapting to Changes)	September 14 th	Robyn Stanley
October	National Bullying Prevention Month (online bullying & cybersecurity)	October 5 th	Law Enforcement
October	Red Ribbon Week	October 19 th	

- **Data and Assessment Committee**

- April 2nd Meeting Recap
 - One discussion topic during the meeting was regarding school discipline procedures for students with substance offenses.
- May Meeting to be Scheduled.

- **Executive Committee**

- April 7th Meeting Recap



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- T. Estright, M. Prutzman, and G. Diffenderfer discussed the current and future activities of HCC related to the DFC and STOP Act grants.
- OTHER BUSINESS
 - **Current Campaigns and Initiatives**
 - Poster Contest Voting
 - GRAND PRIZE WINNER—Genevieve Smith, Archbishop Walsh
 - High School Winners
 - 1st—Justin Seltzer, West Valley
 - 2nd—Yasmine Arabaty, Olean High School
 - 3rd—Leah Seltzer, West Valley
 - Middle School Winners
 - 1st—Lily Yehl, Hinsdale
 - 2nd—Jayla Lee, Hinsdale
 - 3rd—Cameron Mendell, Ellicottville
 - April Alcohol Awareness School Postcard Update
 - A. Conti confirmed that postcards were distributed in the Gowanda School lunches and will try to collect feedback from some recipients.
 - Salamanca and Olean both declined due to messaging.
 - May Postcard Content
 - The committee brainstormed postcard ideas such as stress and how to get through the next couple months.
 - Pizza Box/To-Go Container Stickers
 - T. Estright reached out to Good Times who showed interest.
 - L. Threehouse said that Napoli would likely participate again.
 - A. Conti discussed that Gowanda pizza place is also likely to participate again.
 - It was also discussed that it is too early to tell what's going on with each school in regard to the messaging to target the campaign (last year was targeted for Prom and Graduation season).
 - Members asked to consider what this year's campaign topic will be.
 - Will think on this and discuss during the Media and Marketing meeting.
 - Will send choices via the Band App so that a poll can be created for members to vote.
 - J. Chernogorec suggested Family/Mental Health Safety and activities to keep busy.
 - Other suggestions included the theme of "making a mark in history."
 - Virtual Town Halls, Webinars
 - Need ideas on how to get this accomplished.



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- Goal was to have one in May.
- Boundless Group
 - Middle School
 - What format could we use to send them info?
 - Schoology or paper for the students who do not have Internet access.
 - High School
 - R. Stanley will ask if we can do a Zoom with them.
- It was discussed that a task committee will be put together in upcoming weeks to plan activities for the STOP ACT Grant.
 - J. Chernogorec volunteered for the committee.
 - T. Estright discussed that it was also be important to have Law Enforcement included on this committee.
- HCC Activities
 - It was discussed that HCC activities can still be recorded via the Activity Tracker Link.
 - Per the Committee request, T. Estright will email out the link again for those who may not have it.
- Shared Resources and Trainings
 - T. Estright requested that any information, resources or training that are open to the community be sent to her in order to share.
- ADJOURNMENT
 - 1:18pm

NEXT MEETING JUNE 4, 2020 AT 12:00 PM VIA ZOOM