



Healthy Cattaraugus County
a drug free coalition

HEALTHY CATTARAUGUS COUNTY: A DRUG FREE COALITION
GENERAL COALITION MEETING
ZOOM ONLINE MEETING
4/2/20 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 Chernogorec Ken Dahlgren Jon Chaffee Sharon O'Neil Denine Scott Meghan Chambers
<i>Youth Serving Organization</i>	Ashley Conti
<i>Healthcare Professional</i>	Deb Nichols
<i>School</i>	Michelle Waterman, Secretary Ashleigh Bova 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>	Gordon Diffenderfer
<i>Parents</i>	
<i>Youth</i>	

○ REVIEW OF AGENDA AND PREVIOUS MINUTES

- Ashley Conti moved to accept minutes

○ MEMBER NEWS AND UPDATES

▪ **DFC Continuation Application Due April 14th, 2020**

- Year 7 Action Plan to be submitted as part of the continuation application.

▪ **STOP ACT Grant Awarded**

- One purpose of this grant is to build upon the Strategic Action Plan of the DFC Grant.
- The budget period begins April 30th, 2020 – April 29th, 2021 and the project period is from April 30th, 2020 – April 29th, 2024.



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- One of the award requirements is to submit a Behavioral Health Disparities Impact Statement within 60 days of the award.
- Required reporting performance measures is the same as the DFC Grant Core Measures for alcohol (Past 30-day use, Perception of Risk or Harm, Perception of Parental Disapproval, and Perception of Peer Disapproval).
- The target population is youth and adults ages 12-20.
- **Member Discussion and Current Needs**
 - A. Conti and the HCA staff are working remotely.
 - She will share her press release re: Health Navigators so HCC and members can share on social media.
 - L. Hill and A. Bova are doing wellness checks on Salamanca students
 - Teachers are recording Zoom sessions on USB drives and delivering to students without internet access.
 - R. Stanley and Gowanda Schools are using Schoology to share resources with families.
 - K. Dahlgren and J. Chaffee have been putting together virtual actions to replace their national meeting for May 9-17 to include.
 - 7 Deadly Lies of the Tobacco Industry;
 - Concentrated day of protest on the day of Altria's board meeting;
 - It will help engage more students/parents/communities than before;
 - If budget bills get passed, many issues will be taken care of as far as vaping;
 - Getting together a website right now as well.
 - M. Waterman reported that Cattaraugus Community Action's Youth & Family Department staff are working hard at connecting with families, continuing home visits, delivering lunches to those who are unable to get to the lunch sites, delivering food boxes, etc.
 - J. Chernogorec is working from home.
 - He reported that he has found a new communication tool he will share with T. Estright.
 - He also worked on assisting a coalition in Springville, NY to apply for the DFC.
 - D. Scott and S. O'Neil are both available to coalitions to assist in any needs and are working on training opportunities as well and they will be sending out information on those soon.
 - D. Nichols announced there are now (7) positive cases of COVID-19 in Cattaraugus County.
 - She also reported that there is a daily call with officials county-wide.
 - Visit <https://www.cattco.org/coronavirus> for helpful links and updates.



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- E. Sebastian has been posting questions on Facebook for National Drug and Alcohol Facts Week as well as other information related to COVID-19, addiction and recovery. The CARES Prevention Team are also assisting the clinic in calling and checking in on clients
- G. Diffenderfer stated that he would be sending out various links to trainings for T. Estright to distribute and also recommended watching some of the HBO documentaries as they are very informative and currently free to access.
- COMMITTEE AND TASK LIST UPDATES
 - **Media and Marketing Committee**
 - National Drug and Alcohol Facts Week Daily Questions are being posted on social media.
 - Continuing with the Awareness Calendar (April is Alcohol Awareness Month).
 - Website Redesign Project
 - T. Estright asked members to look over outline included in the meeting packet.
 - If you have any suggestions, let T. Estright know ASAP.
 - Contract will be signed soon for the project.
 - F. Feightner can have the project completed by October 2020.
 - **Data and Assessment Committee**
 - PNA data and reports are now available and have been received from Bach Harrison.
 - There was a brief discussion regarding some of the county-wide data that was included in the meeting packet.
 - The data and charts will be looked at more in-depth during the Data Committee meeting after General Coalition Meeting today.
 - **Executive Committee**
 - Next Meeting Scheduled April 7th.
 - **Strategic Planning Committee**
 - TBD
- OTHER BUSINESS
 - **Current Campaigns and Initiatives**
 - Poster Contest
 - The contest is an initiative for Alcohol Awareness Month.
 - The Committee Members voted on the theme of the poster to be “Things I Like Better than Drinking”.
 - Schools will be asked to share via their social media (Schoology) to students. A. Bova also stated that she could reach out to other schools and could also contact BOCES to see if they could put the contest out to the art teachers.



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- A hand-drawn or digital poster will be accepted. Students will be asked to take a picture of their poster and submit it via email to T. Estright.
- Liz will create a flyer for the contest announcement.
- Contest guidelines include:
 - Can be hand-drawn or digitally created.
 - 6th -12th graders are invited to participate.
 - Submittals due to T. Estright's email by Friday, May 1st.
 - Winners will be announced Friday, May 8th (voting will take place during the May 7th HCC meeting).
- Prizes
 - Grand Prize Winner--\$100 Visa Gift Card
 - Middle School (6th through 8th grades)
 - 1st place--\$50 Visa Gift Card
 - 2nd place--\$25 Visa Gift Card
 - 3rd place--\$15 Visa Gift Card
 - High School (9th through 12th grades)
 - 1st place--\$50 Visa Gift Card
 - 2nd place--\$25 Visa Gift Card
 - 3rd place--\$15 Visa Gift Card
- HCC Video for Social Media (PowerPoint created video)
 - The committee agreed that the target audience should be both adults and teens.
 - Potential video topics included healthy conflict management with family, COVID-19, stress management, mental health and addiction, and positive activities.
 - T. Estright will create and send out for committee approval by Wednesday, April 8th with feedback to be received by Thursday, April 9th in order to make any revisions prior to being posted on social media Friday, April 10th.
- Pizza Box/Lunch Sticker Campaign
 - The committee voted to make a postcard to hand out with school lunches one day instead of pizza box stickers.
 - The Pizza Box Sticker Campaign will be revisited again in May.
 - Committee members were asked to send T. Estright some suggestions on topics with an alcohol-related focus.
- Boundless Webinar
 - An inquiry was made on whether HCC could conduct an online webinar with the High School Boundless group.
 - R. Stanley stated that it was possible and would work on setting something up whether it be via Zoom, Schoology, etc.



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- The Committee was asked for other Ideas for web-based youth and parent engagement.
 - Nothing new to add at this time.
- ADJOURNMENT at 1:30pm
- Data and Assessment Committee meeting to immediately follow.

NEXT MEETING MAY 7, 2020 AT 12:00 PM VIA ZOOM