



Healthy Cattaraugus County
a drug free coalition

HEALTHY CATTARAUGUS COUNTY: A DRUG FREE COALITION
GENERAL COALITION MEETING
ZOOM ONLINE MEETING
8/13/20 12:00 PM

MINUTES

○ WELCOME AND INTRODUCTIONS

Sectors	Attendees
<i>Other Organization w/ Expertise in Substance Abuse</i>	Tara Estright, Coalition Coordinator Erica Sebastian Shellye Dale-Hall Diana Fulcomer Justin Chernogorec
<i>Youth Serving Organization</i>	Ashley Conti Jon Chaffee Ken Dahlgren
<i>Healthcare Professional</i>	
<i>School</i>	
<i>Law Enforcement</i>	Gordon Diffenderfer
<i>Media</i>	Liz Threehouse
<i>Business Community</i>	
<i>Faith-Based Organization</i>	
<i>Civic Volunteer Group</i>	Al Meyers
<i>Government</i>	
<i>Parents</i>	
<i>Youth</i>	Kaley McCracken

○ REVIEW OF AGENDA AND PREVIOUS MINUTES

- L. Threehouse moved to approve July minutes.
- E. Sebastian seconded.

○ MEMBER NEWS AND UPDATES

- The DFC Progress Report and Coalition Classification Tool had an original due date of August 14th, however, due to issues with the DFC Me website, the report deadline has been extended to Wednesday, August 19th, 2020.
- A. Meyers shared information on an upcoming CSEC training (Commercial Sexual Exploitation of Children and Youth Trafficking). The training series offers education and insight in order to bring awareness in our community and is presented through Community Action on behalf of the Department of Children and Family Services.



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- An update was provided on the CADCA Mid-Year training event by all members who attended.
 - T.Estright attended as the adult advisor for K. McCracken, a West Valley High School Student who was in the Youth Leadership Track. All new Youth Leaders attended this first track and worked in the “Key Essentials” Workbook which is a tool used for introductory training in coalition work and identifying a local substance use problem.
 - K. McCracken joined the meeting to discuss her experience and stated that she was very happy to have been able to attend and plans to pass the knowledge on to her Reality Check group at school.
 - E. Sebastian also attended the event and discussed some potential new marketing software called “Meme Matic” and “Flippity”. Other coalition ideas were discussed from the training event such as an escape room (Westchester County created a theirs around vaping), involvement of Kohl’s employees in a coalition initiative and they will provide a \$1,000 to support the activity, and “Powder Puff” games to provide donated hygiene items for admission with a youth recognition ceremony to close the event.
 - J. Chaffee & K. Dahlgren also reported that they attended the virtual event. They discussed that there were some informative sessions on vaping and new statistics such as that it is found that adults are vaping THC now more than smoking it because of its high potency and ability to be easily concealed. Additionally, about 30% of youth who are vaping are using CBD through their devices.
- COMMITTEE AND TASK LIST UPDATES
 - **Media and Marketing Committee**
 - L. Threehouse provided information on the social media July Analytics. Facebook had 25 new likes and the top post was the CARES “We are Open” graphic. The HCC Instagram account also has 7 new followers. The monthly newsletter had an open rate of 14.8%.
 - In August, “Summer Safety” will continue as an awareness campaign topic. It was also discussed that Mental Health Centers week is also in August and International Overdose Awareness Day is at the end of the month.
 - July updates for the website revision project were for the Youth Section which included a “Test Your Knowledge” and information on online safety, media literacy, and what to do in difficult situations. The link to the quiz will be shared on social media.



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- Analytics from the HCC Spectrum Commercial were shared. As of August 6th, the commercial had been aired 1,112 times on 23 networks and in two zones which included Olean and Bradford/Salamanca/Warren. Additional analytics to follow once the commercial expires at the end of August.
- **Data and Assessment Committee**
 - During the July sub-committee meeting additional questions were discussed to add to the Community Survey related to COVID-19.
 - Analysis of the Prevention Needs Assessment data for (3) schools has been completed.
 - T. Estright currently waiting to schedule PNA data presentation with West Valley school.
 - The next sub-committee will be on August 18th to continue the Community Survey discussion.
- **Executive Committee**
 - The Executive Committee met on August 11, 2020. The Committee expressed how pleased they are with all of the work that the HCC members are doing. There were no additional recommendations or issues for follow-up.
- **Current Campaigns and Initiatives**
 - Law Enforcement Contracts/Patrols: The OPD contract has been signed and went into effect at the beginning of July. The Probation Dept. contract has been reviewed assigned by the Legislature. Signed copies to be forwarded to T. Estright. The Sheriff's Office initiatives and contracts to be discussed.
 - T. Estright also reported working on a curriculum for marijuana prevention that the Probation Department is intending to use as an intervention with youth up to age 21.
 - Summer School Lunch Postcards: It was discussed that there is still time available if HCC planned to do another school lunch postcard campaign before the end of summer.
 - Pizza Box/To-Go Container Stickers: It was discussed that the sample stickers may need to be revised with a new message. Suggestions included promotion of September 26th as National Family Day and taking a positive social norm from the PNA data.
 - Virtual Town Halls/Webinars: To be determined at a later date. It was discussed that the topics for these meetings and webinars should have a specific focus informed by data.



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- Boundless Group: It was discussed that R. Stanley was going to try to set up a meeting with the school Curriculum Coordinator to discuss the program. Social/emotional learning topics for the middle school students have been discussed while continuing on from last year with the high school group.
 - STOP Act Grant Committee: Committee meeting to be scheduled once Law Enforcement has availability to join.
 - Community Recognition Initiative: It was discussed that the Media and Marketing Committee is working on multiple items for a coalition community recognition program to include business recognition for compliance and spotlighting HCC partners.
 - Summer Contest: A contest was proposed to promote a specific message with contestants entering a design for a yard sign. It was also suggested that the design could also be incorporated into a “sticker shock” campaign.
- OTHER BUSINESS
 - J. Chaffee discussed that Allegany County is adding questions regarding specifics on vaping THC and edibles into their next survey. T. Estright asked if these questions could potentially be shared with HCC to incorporate into the next PNA if possible.
 - ADJOURNMENT
 - The meeting was adjourned at 1:20 pm.

NEXT MEETING SEPTEMBER 3 2020 VIA ZOOM (12:00 PM)