



**Healthy Cattaraugus County**  
a drug free coalition

HEALTHY CATTARAUGUS COUNTY: A DRUG FREE COALITION  
GENERAL COALITION MEETING  
ZOOM ONLINE MEETING  
7/9/20 12:00 PM

**MINUTES**

○ WELCOME AND INTRODUCTIONS

Sectors	Attendees
<i>Other Organization w/ Expertise in Substance Abuse</i>	Tara Estright, Coalition Coordinator Erica Sebastian Sharon O’Neil
<i>Youth Serving Organization</i>	Ashley Conti Jon Chaffee Ken Dahlgren
<i>Healthcare Professional</i>	
<i>School</i>	
<i>Law Enforcement</i>	
<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>	

○ REVIEW OF AGENDA AND PREVIOUS MINUTES

- L. Threehouse moved to approve June minutes.
- A. Meyers seconded.

○ MEMBER NEWS AND UPDATES

- No updates reported.

○ COMMITTEE AND TASK LIST UPDATES

▪ **Media and Marketing Committee**

- L. Threehouse provided information on the social media June Analytics.  
Facebook: 3 new page likes, 1 new page follower  
Top post was the Poster Contest Winner, next top post was the water safety.



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InstaGram: 1 new follower

Top post was Stay Safe, next top post was men's health.

Twitter: 1 new follower

400-500 Impressions

Top Tweet was Resources video for employees, next top tweet was water safety.

- L. Threehouse has created a blog for the website, it will be posted next week. The blog is about tips for parents on how to talk to their kids about not drinking alcohol. She also made a flyer to post on social media.
- It was reported that the June website updates are now complete for the "Parents" Section. Included in the updates is how to recognize the signs and symptoms of use, link to the mock bedroom, photos of things to look for, what to do if you suspect your child is using and media literacy. The Talk to kids section was also updated with a quiz, the data from the quiz can be used to target education.
- There have been more views to the website as a result of all of the updates. Liz will share links to the quizzes on social media.

▪ **Data and Assessment Committee**

- Focus groups are on hold.
- Focus will be on a community survey. This will be a survey directed towards the adult population. May provide schools with a link for parents to take the survey.
- Individual school presentations for the PNA data are currently being worked on. T. Estright will be scheduling those meetings soon, more than likely virtually. You can sign up to participate in a particular school presentation if you are interested.

▪ **Executive Committee**

- No update at this time. The next Executive Committee meeting was scheduled for July 14<sup>th</sup>. However, there is a conflict with a DFC training and was rescheduled for the next day.

▪ **Current Campaigns and Initiatives**

- Spectrum Commercial is done. A link for the commercial was posted on the Band app. HCC can share this commercial on social media and the website.
- May/June School Postcard Update: T. Estright sent the school lunch positive message postcard to R. Stanley following the meeting waiting to hear back.
- Pizza Box/To-Go Container Stickers: A potential sticker was shared with the group in which HCC could partner with the Cattaraugus County Sheriff's Office for the STOP DWI Program pending approval from M. Churakos. T. Estright has not heard back



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from M. Churakos. T. Estright also created an Olean PD specific sticker. Olean PD will participate. They will go to local businesses to promote the use of the sticker. Tasta Pizza and Good Times may be interested in participating.

- Virtual Town Halls/Webinars: To be discussed at a later date.
- Boundless Group: A meeting with T. Estright, R. Stanely and A. Conti was held to discuss what the program will look like for the next school year. It was proposed that the H.S. will pick up where they left off last year, meeting virtually and that the M.S. will have monthly educational videos shared with all middle school students. A meeting will be set up with the Gowanda School Curriculum Coordinator to discuss.
- STOP Act Grant Task Committee: It was discussed that a task force for activities with the grant to be formed. A request for volunteers was made, J. Chernogorc and L. Threehouse have volunteered.
- Virtual CADCA Mid-Year Training: HCC will be sponsoring a West Valley Reality Check youth to attend. T. Estright will be the student adult advisor and attend the same sessions. E. Sebastian, J. Chaffee, and K. Dahlgren will also be attending.
- Alcohol Compliance: NYS Troopers do the checks, T. Estright will reach out to see if there is a way that HCC can partner with the NYS Troopers and work together on this.
- Community Recognition: Highlight compliant businesses as well as acknowledge HCC partners on social media. The Media and Marketing Committee will have a plan for next month's meeting.
- Summer Contest: One contest was the poster contest, we need to have two according to the Action Plan. The second contest had been planned for the Cattaraugus County Fair, however, due to its cancellation during COVID-19, an alternate will need to be implemented. Suggested ideas included an essay contest for a scholarship, create a billboard or yard sign contest. Other ideas may be sent them to T. Estright or L. Threehouse for discussion during the next Marketing Committee meeting.

○ OTHER BUSINESS

- It was proposed to change the meeting time for next month's meeting based on member availability and to also invite the student that will be attending CADCA.

○ ADJOURNMENT

- The meeting was adjourned at 12:54pm

**NEXT MEETING AUGUST 13, 2020 VIA ZOOM (MEETING TIME TBD)**