



Healthy Cattaraugus County
a drug free coalition

HEALTHY CATTARAUGUS COUNTY: A DRUG FREE COALITION
GENERAL COALITION MEETING
ZOOM ONLINE MEETING
5/4/2023 12:00 PM

MINUTES

○ WELCOME AND INTRODUCTIONS

Sectors	Attendees
<i>Other Organization w/ Expertise in Substance Abuse</i>	Tara Estright, Coalition Coordinator Maura Stack Sydney Beeman Steve Butzler Brittney Olszewski Brittini Dallas Carrie Brown Sammi Miller Elizabeth Threehouse Katelyn Freeman Katie Connors Michelle Williams Ken Dahlgren Stephanie Presutti-Kubiak Jon Chaffee Katelynn Smith Erica Sebastian Jennifer Norton Chelsea Menio Jared Johnson Al Myers Tammy
<i>Youth Serving Organization</i>	Jared Johnson Brittney Olszewski Sydney Beeman
<i>School</i>	
<i>Law Enforcement</i>	
<i>Media</i>	Liz Threehouse
<i>Business Community</i>	
<i>Faith-Based Organization</i>	Dan Butcher
<i>Civic Volunteer Group</i>	
<i>Parent</i>	Al Meyers
<i>Youth</i>	
<i>Guests</i>	Steve Butzler



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○ **REVIEW OF AGENDA AND PREVIOUS MINUTES**

- The April 2023 Minutes were approved by Al Myers.

○ **MEMBER NEWS AND UPDATES**

- Maura Stack addressed past and future training the WNY PRC has developed. The next training is May 11 at Michael's Catering located at 4885 Southwestern Blvd, Hamburg, NY. The topic addressed is Social Norms Approach to Addressing Misperceptions.
- Jon Chaffee informed the group regarding Mobilize Against Tobacco Lies event May 16-19. The event will take place in Washington, DC.

- **Guest Speaker:**

- 1) Stephen Butzler from Allco talked about the closed referral and case management platform.

- **Key points to take from Allco:**

- A) Allco provides a 211 active service directory
- B) Platform shows whom and what agency program an individual is being referred to
- C) Any organization can leave notes/ communicate to referring agency
- D) Platform actively manages contacts
- E) Can utilize many users within the system as needed
- F) Website: [Wellconnected \(getwellconnected.co\)](http://getwellconnected.co)
- G) Contact: steve@getwellconnected.co
- H) Account registration: account.allco.app

- **Guest Speaker:**

- 2) Maura Stack from WNY PRC explained Data Walks and the purpose of them
 - A) To increase community engagement
 - B) Can be utilized as assessments
 - C) Invite other coalition members to collaborate within community/communities

- **Key points:**

- 1) Share key data and findings
- 2) Use to robust analysis
- 3) Use to identify local strategies
- 4) Inspire action to build capacity and empowerment to create opportunity within the

community

○ **COMMITTEE AND TASK LIST UPDATES**

- **Media and Marketing Committee**

- **April Analytics:** The April Analytics were provided by Liz Threehouse

- **Facebook:**

- 616 page likes



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- 13 New Page followers
- 10,323 – page reach
- 63,160– paid Impressions
- 83.3% women, 16.7% men
- **Top Post** – “People who binge drink are 2X more likely to use other substances...” (Picture with words)
- 1744 – reach
- 43 – Engagement
- **2nd Top Post** – Connect with confidence – Telehealth room... (picture with information)
- 1537- Reach
- 16 - engagement
- **Instagram:**
- 208- followers
- 1- new followers
- **Top Post:** People who binge drink are 2X more likely to use other substances...” (Picture with words)
- 14 -reach
- **2nd Top Post:** The key reason kids give for not drinking... (word graphic)
- 13-reach
- **Twitter:**
- 148– Tweet impressions
- 12 engagements
- 21-Profile visits
- 108- Followers
- 0-New follower
- **Top Post:** The Risks of Underage Drinking... (infographic)
- 12-tweet impressions
- **Constant Contact Email:**
- APRIL HCC (Healthy Cattaraugus Coalition) Newsletter –
- 34.6% open rate
- 2.5% click rate
- Sent to 83 members
- **Community Recognition Articles:**
 - April: CCA Victims Services, A. Meyers
- **Blog Post:**



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- May: National Prevention Week. We need a volunteer to write the May blog post.
- **Lock Bags Update:** All lock bags have been distributed
- **Town Hall for Municipalities:** Virtual town hall went well and was well attended (8 – 10 people) Chief of Staff Joseph Volinski attended as well. Another town hall meeting will be scheduled and developed by new HCC coordinators in the future.
- **Next meeting May 18th at 11 AM.**
- **Data and Assessment Committee:**
 - **Next Meeting June 13th, 2023, at 12:00 PM**
- **Executive Committee:**
 - **Next Meeting June 6, 2023, at 1:00 pm (tentative)**
- **Strategic Planning Committee:**
 - **Next Meeting to Be Scheduled**
- **Cannabis Advisory Committee:**
 - **Next Meeting to be scheduled**
- **STOP ACT GRANT**
 - **Final Grant** from April 20, 2023 – April 29, 2024
 - **Bookmark Contest:** Bookmark nominees were shown to coalition members. Members placed votes. The winner for middle school was number 5. The winner for high school was number 14.
 - **Prom Promise:** Cards are in. Will need volunteers to help distribute cards throughout Cattaraugus County. Tammy VanEtten and Elizabeth Threehouse volunteered.
 - **Pizza Box Sticker Campaign:** Stickers are in. Need volunteers to help distribute.
 - **Bench Ad Renewal:** Renewals of artwork have been scheduled. Artwork will be worked on and then placed for printing.
 - **Sticker Shock:** T. Estright discussed that CASA-Trinity Prevention will be beginning to work on sticker shock. CASA – Trinity Prevention Department is reaching out for volunteers to help.
- The meeting was adjourned at 1:00 pm.

NEXT MEETING June 1st, 2023, VIA ZOOM (12:00 PM)