



Healthy Cattaraugus County
a drug free coalition

HEALTHY CATTARAUGUS COUNTY: A DRUG FREE COALITION
GENERAL COALITION MEETING
ZOOM ONLINE MEETING
11/5/20 12:00 PM

MINUTES

○ WELCOME AND INTRODUCTIONS

Sectors	Attendees
<i>Other Organization w/ Expertise in Substance Abuse</i>	Tara Estright, Coalition Coordinator Erica Sebastian Ken Dahlgren Rachel Linderman Eric Perry
<i>Youth Serving Organization</i>	Tony Sanfillippo Ashley Conti
<i>Healthcare Professional</i>	
<i>School</i>	Robyn Stanley
<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>	Gordon Diffenderfer Justin Chernogorec
<i>Parents</i>	
<i>Youth</i>	
<i>Guests</i>	Jared Johnson, Tiffany Pfieffer

○ REVIEW OF AGENDA AND PREVIOUS MINUTES

- A. Conti moved to approve the September minutes.
- R. Linderman seconded.

○ MEMBER NEWS AND UPDATES

- **Focus Group- Rachel Linderman:** WNYRAC is conducting a focus group with two questions.
 1. What are barriers for families to access treatment? (fear, access, childcare, loss of income, silo of services, access/afford internet for virtual, stigma)



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2. What actions can be taken to reduce the barriers just identified? (education videos on how to protect self when you go to the doctors, messages to reduce stigma, 211-directing people where to go, better COVID-19 Marketing, walk up testing)
- **Grant Year 7 Committee Commissions/Meeting Schedule:** It will be the same schedule, meeting the first Thursday of the month at noon, via zoom. There is an added meeting in July, for the Fair Prep in anticipation of the event occurring this year. Executive Committee is looking for new members, this is a 2 year position. The Strategic Planning committee will be the same members and start meeting after the first of the year. T. Estright will send this information out to all members.
 - **Grant Year 7 Member Positions:**
Erica Sebastian – Secretary
Co/Chair – Rotate each month (December: Justin C.)
 - **Olean Public Library HCC Display:** Alcohol Prevention-Bringing the Community Together. This will also be in the library newsletter, featured in the HCC newsletter and on HCC social media pages.
- COMMITTEE AND TASK LIST UPDATES
 - **Media and Marketing Committee**
 - Red Ribbon Week: Virtual Health Fair, Scavenger Hunt and Dose of Prevention.
 - Website had 386 page views in October that's up 71%. 189 page views for the Health Fair. 122 unique views and 3 pages viewed on average.
 - Virtual Scavenger Hunt: 3 Amazon gift cards were purchase for prizes (\$15 each), there were 4 participants, 1 from West Valley and 3 from Allegany.
 - L. Threehouse provided information on the social media October Analytics.
Facebook: 42 page views, 6 new likes, 6 new followers, 3795 reaches and 297 engagements. Instagram: 4 new followers, Twitter, 1274 impressions, 1 new follower. HCC Newsletter: 29.7% open rate, 33.3% click rate.
 - Year 7 Awareness Campaign Calendar: November we will focus on GASO (Great American Smokeout) and Drinking and the Holidays.
 - Year 7 Blog Post Calendar: Ken will write a blog on GASO and vaping due to Tara on 11/10/20. Liz will write a blog on Things to do besides drinking due to Tara on 12/7/20.
 - Website Revision Project Complete. Fred will maintain and update the website.
 - Next Community Recognition Partner Interview: November: Ken/Jon NYS Tobacco Control Program. December: Sheriff's Office.



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▪ **Data and Assessment Committee**

- The survey is almost complete, the survey monkey is done. Hoping to launch the survey at the end of the month.
- It was approved for 4 random drawings for community members that do the survey to win a \$25.00 VISA gift card.
- The next meeting is November 10, 2020 at 10:00am.

▪ **Executive Committee**

- The committee is looking for new members, let T. Estright know if you are interested or know someone who is.
- The next meeting is February 9th.

OTHER BUSINESS

▪ **STOP ACT:** 2021- 2022 Action Plan and Budget Due November 30th.

- Liz is working on a video of what the STOP Act is, with the tagline: Find your Truth. Considering having a contest for youth to design the logo for the tagline.
- Holiday Commercial Ideas: Positive focused, things to do besides drinking alcohol. Idea of a theme: Give the gift of family time.
- Intern Opportunity with St. Bonaventure. T. Estright will be meeting with them tomorrow to discuss this further. This would also be to help with the media to help with the STOP Act Grant.

○ ADJOURNMENT

- The meeting was adjourned at 1:14 pm.

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