



Healthy Cattaraugus County
a drug free coalition

HEALTHY CATTARAUGUS COUNTY: A DRUG FREE COALITION
GENERAL COALITION MEETING
ZOOM ONLINE MEETING
10/1/20 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 Jon Chaffee
<i>Youth Serving Organization</i>	Tony Sanfillippo Jennifer Norton
<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 Dan Butcher
<i>Government</i>	Gordon Diffenderfer
<i>Parents</i>	
<i>Youth</i>	
<i>Guests</i>	

○ REVIEW OF AGENDA AND PREVIOUS MINUTES

- L. Threehouse moved to approve the September minutes.
- G. Diffenderfer seconded.

○ MEMBER NEWS AND UPDATES

- **Community Recognition Interview:** The first Community Recognition Interview with Tina Zerbian, CEO of Community Action (now Connecting Communities in Action) has been completed. Information from the interview will be typed and included in HCC's October Newsletter as well as shared on social media.
- **STOP Act Grant Task Committee:** It was reported that the STOP Act Task Committee had their first meeting on September 29th. Based upon the meeting discussion,



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activities for the next grant year were discussed. T. Estright to type a preliminary Action Plan for discussion at the next meeting.

○ COMMITTEE AND TASK LIST UPDATES

▪ **Media and Marketing Committee**

- L. Threehouse provided information on the social media September Analytics. It was reported that the HCC Recovery Month video was the top post on Facebook and that for the first time ever, the HCC Newsletter was the 2nd most viewed post. It was also discussed that the analytics are inching up as we continue to redefine our marketing strategy while also driving viewers to the website with our social media posts.
- October is National Bullying Prevention Month, National Substance Abuse Prevention Month, and National Medical Abuse Awareness Month.
- Website updates for September included a section on marijuana to include, laws, data, and campaigns. The revisions have been sent to the web designer and will be added. For the month of October, a page will be designed for the upcoming Community Survey.
- The next Marketing Meeting was moved up to Monday, October 5th in order to make plans for the CADCA Dose of Prevention Challenge. The Committee will also work on details for the Virtual Health Fair and Virtual Scavenger Hunt for Red Ribbon Week which can also be tied into the CADCA challenge.
 - The CADCA challenge includes developing an awareness campaign on social media and tracking engagements, holding a virtual town hall meeting about over-the-counter and cough medicine misuse, implementing an integrated marketing campaign, and holding an innovative contest.
 - The challenge must take place in October and address both prescription drug abuse and over-the-counter cough medicine abuse, and the coalition must also distribute the “Teen Cough Medicine Abuse” brochure provided by CADCA via link.

▪ **Data and Assessment Committee**

- The next Assessment Committee Meeting is scheduled for October 20th at 10:00 am.
- Updates to the Community Survey were briefly discussed. Suggested revisions/changes from both the General Committee and Assessment Committee have been made and the survey is now down to 56 questions. The original goal was to have no more than 50. However, new questions were added regarding attendance/skipping school as well as additional marketing-related questions at the end of the survey.



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- **Executive Committee**
 - The next Executive Committee meeting will be held on October 6, 2020; meeting invite to be sent to committee members.
- OTHER BUSINESS
 - **Committee Commissions:** The Committee Commissions were discussed in reference to the 2020-2021 meeting schedules and key responsibilities. T. Estright to send to each committee chair for their input and revisions (L. Threehouse, Marketing Committee, A. Conti, Assessment Committee, J. Chernogorec, STOP Act Task Committee).
 - The STOP Act Task Committee responsibilities and schedule to be added to the Committee Commissions and updated in the ByLaws.
 - Updates to be made and discussed at the next General Committee meeting.
 - **Member Positions:** It was discussed that members are needed to fulfill positions for the upcoming grant year. Positions needed include Secretary, and General Committee Chair/Co-Chair. It was discussed that the Chair/Co-Chair would assist in conducting the virtual meetings in relation to topics and also assist with maintaining the virtual chat and meeting admittance.
 - **Olean Library Bulletin Board:** It was discussed that HCC has the Olean Library bulletin board reserved for the month of November. Member ideas for the bulletin board included focus on alcohol and marijuana. Marketing Committee will discuss further at their next committee meeting.
 - **Red Ribbon Week:** Potential ideas were discussed for Red Ribbon Week coming up October 23rd – October 31st.
 - **Virtual Scavenger Hunt:** It was discussed to present as a contest to students and maintain the topic around the requirement for the CADCA “Dose of Prevention Challenge”. A suggestion was made to have the contest as a competition between schools where the school with the most participants receives recognition, and for the students, potentially extra credit in a particular participating class. It was also suggested that as part of the contest, the student must take a photo to post on social media holding a sign that they can print out (ex. “I took the survey).
 - **Virtual Health Fair:** A proposed Virtual Health Fair was discussed that could be hosted by HCC on the website. Suggested topics included: Healthy Ways to Deal with Stress, Ways to Say No, Dangers of Vaping, Healthy Eating/Nutrition, and the “Little Red Video”. Additionally it was proposed that the following partners provide information: Law Enforcement, Seneca Nation/Seneca Strong, Schools, Salamanca



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Youth Bureau, and the Health Department. It was also suggested to create a poll or Q&A about the material covered in order to track engagement.

- ADJOURNMENT
 - The meeting was adjourned at 1:30 pm.

NEXT MEETING NOVEMBER 5, 2020 VIA ZOOM (12:00 PM)