

Approved Minutes

1. Welcome

Members present: Kaitlin Carafa, Michelle Hill, Jean Gauthier, Steven Jackson, Joanna Keyes, Morican Hutchison, Karen Colt, Robin Kohler, Monica Bardon, Bill Meier, Kim McTighe, Cynthia Zingler, Phil Bunick

2. Review of 1/24/18 minutes

The 1/24/18 draft minutes were reviewed. A motion to accept the draft minutes was made and seconded. All were in favor of accepting the draft minutes.

3. Coalition branding / Marketing

a. Social Media Management plan :

Please "like", "follow" and "share" our page

Vernon rocks coalition now has a Fb and Instagram page. Image works will post on Mondays, Wednesdays, and Fridays. Posts will be set up with the following themes:

#Monday Motivation – Posting a positive quote, encouraging article/piece of content, or sharing VRC events that we can encourage people to get involved in and help make a difference.

#Wellness Wednesday – Sharing a resource from the "Get Help" section of the VRC website in order to offer outlets for treatment as well as encourage others to "share" these resources.

#Friday Focus – One topic (prescription drugs, alcohol, proper disposal, signs for parents to watch for, etc.) with a provided resource sheet, tip, strategy or healthy alternative. All things that I can find on the site and link back too.

It was suggested that the peer advocates along with other RHS students could take the substance free challenge at the volleyball lock in , to post on the Vernon rocks social media sites.

b. Other branding ideas:

Some ideas to promote the tip line were generated. Posters or cards with the QR code to access the tip line could be shared with students so they can anonymously report illegal substance activity.

4. STR Grant

a. Change The Script Campaign

The coalition members discussed ways to promote the "Change the Script" campaign locally in the following ways

i. JI ads

ii. Signs around town

Other ideas to share the statewide change the script campaign are welcome. Any other ideas can be sent to Kaitlin.

b. Narcan Training 3/12/18 6:00pm at Rockville Public Library

A narcan training has been scheduled. A minimum of 30 participants is required.

- c. Letter to prescribers
The grant also focuses on providing outreach and education to prescribers including Doctors and pharmacists in regard to using the Connecticut prescription monitoring program. A template letter communities can personalize and use to communicate to local prescribers is provided by DCP. Going to prescribers and offering a "lunch and learn" was suggested as a more effective way to connect with prescribers and influence change.

5. ERASE/LPC Grant

- a. Tobacco (and E-Cigarettes) Compliance Checks
Michelle shared that the e-cigarette compliance checks can be arranged through DMHAS and will not require the expense that was anticipated. A check will be scheduled for spring time, possibly early May, before the alcohol compliance checks.
- b. Alcohol Compliance Checks
Alcohol compliance checks can also be arranged through DMHAS, who is able to provide trained youth. We can use our own students as well. Working with DMHAS will require additional documentation.

6. Data/Evaluation

- a. School survey report complete
The survey results are in and have been sent to the Superintendent. Once he has reviewed the results and they have been shared with the members of the Board of education, it will be presented to the coalition. (anticipated for March)

7. Vernon ROCKS Coalition Bylaws- Draft

A draft of the proposed by-laws for the coalition was distributed to the coalition members. This draft was written based upon the input from coalition members during early organizational planning sessions facilitated by consultant Laura Downs which took place during the Spring and Summer of 2017. Coalition members were asked to review and provide any suggested changes or feedback to Kaitlin prior to the next coalition meeting. We will discuss any suggested changes at the next meeting. It will be the goal to adopt the coalition bylaws at the March meeting.

The meeting was adjourned

Respectfully submitted by:

Michelle Hill

