

Approved Minutes
Special Meeting

1. Welcome New Members :

Members present: Robin Kohler, Josh Wells, Jonathon Beazley, Michelle Hill, Joanna Keyes, Phil Bunick, Morica Hutchison, Urwa Hameed, Kim McTighe, Chris Luginbuhl, Allison Altieri, Kaitlin Carafa

2. Review of 11/15/17 minutes:

The 11/15/17 draft minutes were reviewed. A motion to approve the minutes was made and seconded. All present voted yes to approve the 11/15/18 draft minutes.

3. Opioid Forum 12/6/17 recap

a. Any feedback or suggestions for improvement?

The following feedback on the opioid forum was provided:

- For future choose a month that is not as busy
- Possibly too many demands on the participants when they arrived.
- Lawn signs were very visible
- Panelists were excellent
- Maybe use a catchy ad in addition to a newspaper article in the Reminder or JI.
- It was effective in drawing new members to the coalition.
- Overall it was a great event.

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18 FEB 27 PM 12:25

4. Coalition branding / Marketing

a. Website launch

Kaitlin showed the coalition members the new Vernon R.O.C.K.S. coalition website, which is still under construction. There are still some details to be added, but it is the hope that it will be ready to go live in February 2018.

i. Content feedback – email Kaitlin

Kaitlin asked members to review the website and email her with items they would like to see included or changed. The TIP feature which allows individuals to anonymously provide information to the police department in regard to illegal substance use activity was a feature that members would like to be more pronounced on the website. The idea of including pictures for the coalition members was also suggested.

b. Social Media

Kaitlin announced that the coalition has established a Facebook page, a Twitter account, and an Instagram account. Image works will be assisting with creating posts for prevention messaging for these sites. We also have the ability to post as needed.

c. SEO (Search Engine Optimization)

Image Works will work on SEO once the website is launched. This will enable our website to be at the top of the list for people who search for keyword item (such as "prevention" or "substance abuse") in our area. This will up us to get traffic to our site.

5. STR Grant - \$5,000 through end of April 2018

Kaitlin announced that the Village's application to the STR grant was successful in receiving a grant award of \$5000 to specifically address the opioid crisis. We have until April to use the funds to accomplish the goals of the grant.

a. Review grant deliverables

Kaitlin went over the grant deliverables:

1. Implement substance abuse prevention and behavioral health promotion initiatives within their communities;
2. Educate local pharmacists, doctors, dentists and veterinarians on the CT Prescription Monitoring and Reporting System (CPMRS);
3. Engage community providers in promotion of CPMRS use among prescribers;
4. Distribute OUD information to parents through schools and other venues;
5. Collaborate with Regional Action Councils and other DMHAS prevention contractors as directed by DMHAS to host and advertise opioid addiction and overdose prevention and education opportunities, and Naloxone administration trainings made available by DMHAS;
6. Work with community leaders to include opioid overdose prevention and safe storage in town plans;
7. Utilize the state campaign message/images made available by DMHAS to develop and distribute customized local awareness messages aimed at increasing public awareness on OUD. These may include, but not be limited to: videos, social media, public service announcements, posters and billboards.

b. Meeting 1/23 to get more information

Kaitlin shared that she attended a meeting with other grant recipients to learn more about the expectations of the grant. She learned that Vernon is one of 75 towns that have received this grant. With the grant we have access to add our Vernon ROCKS logo to already produced



Vernon R.O.C.K.S. Coalition
January 24, 2018 2:15pm
Rockville High School, Vernon, CT

materials to distribute in our community as a part of the state-wide “Change the Script” marketing campaign.

6. Chasing the Dragon

a. DEA presentation for high school students

The group discussed the Chasing the Dragon presentation that DEA is offering free to all schools as a strategy to prevent opioid misuse and addiction. Kaitlin will send the link to all coalition members including the RHS principal so they may view the 40 minute video and discuss the possibility of bringing to RHS.

The meeting was adjourned