



Advisory Board Meeting Minutes

Healthy kids

Healthy families

Date: 9/9/2010

Time: 8:45 am

Healthy communities

Attendees:

Name	Sector	Name	Sector	Name	Sector
Karen Main	Public Health	Jeff Evert	Education/Kenyon-Wanamingo Council	Greg Schoener	Social Services
Beth Loechler	CHI Alumni	Scott McNurlin	Law Enforcement	Dave Borgen	Red Wing CHI Council Chair, Red Wing Education Sector
Gary Elg	Faith	Tim Sletten	Law Enforcement	Roseanne Grosso	Media
Adreiana Thuerauf	Hispanic Outreach	Jo Siemers	CHI Alumni	Bob Bangston	CHI Alumni
Meg Walch	Parent	Pam Horlitz	Healthcare	Scott Arneson	State/Government Agency
Stacy Larson	Coordinator/ Project Manager	Julie Hatch	Chemical Health Specialist	Joanne Pohl	CHI Director

Meeting Kick-Off

The meeting was called to order by Joanne Pohl.

Joanne welcomed everyone to the meeting and announced that this is a time for celebration. She explained that the Goodhue County CHI has been awarded the grant which will fund another 5 years! She explained that we will be receiving an extra \$25,000 per year with the grant to total \$125,000 per year.

Joanne recognized all the individuals that have been a part of this meaningful initiative over the past 5 years. We are here to celebrate all of the great accomplishments that the CHI has had over the past 5 years and to also celebrate the kick-off of the upcoming 5 years. Joanne recognized some of the CHI alumni that were present at our meeting today, Beth Loechler, Jo Siemers and Bob Bangston. Joanne mentioned that everyone’s efforts are greatly appreciated and the CHI would not be where we are today without the participation of all the staff, Advisory Board members and Community Council members.

Review and Approval of June Meeting Minutes and Agenda – Joanne Pohl

The June Advisory Board minutes and agenda were reviewed by all members. Motion to approve was made by Gary Elg (Faith) and seconded by Dave Borgen (Education). All approved, motion passed.

Summer Event Review - Stacy Larson

Stacy mentioned that we had many summer events throughout the communities that were a success! The CHI participated in several great activities over the summer that increased awareness of our organization and information surrounding alcohol and drug use. Following is a brief list of key activities that the CHI participated over the summer months:

JUNE:

- 2nd – Kenyon-Wanamingo Olympic Challenge Event
- 12th – Goodhue Volksfest parade
- 15th – Participated in Roseanne Grosso's Radio Show on KCUE
- 17th – Prairie Island Safety Day
- 19th – Zumbrota Covered Bridge parade
- 22nd – Alcohol Seller/Server Training

JULY:

- 4th – Cannon Falls 4th of July parade
- 4th – Wanamingo 4th of July parade
- 25th – Zumbrota Summer Softball Madness event

AUGUST:

- 3rd – National Night Out and Night to Unite event in all communities
- 5th – Loud and Local event
- 8th – Red Wing River City Day's parade
- 9th – School sports registration and rules meetings in Cannon Falls, Goodhue, Red Wing and Zumbrota
- 10th-14th – Goodhue County Fair
- 16th – Cannon Falls Night at the Movies
- 21st – Kenyon Rose Day's Fun Run & parade
- 22nd – Kenyon Rose Day's Family Day at Depot Park

The CHI councils participated in the annual Goodhue County Fair. The CHI had a booth with information available. There was a CHI staff member along with council members at the booth at all times to answer questions and each day a local council was recognized. CHI goodies were handed out to the kids and there was an interactive Jeopardy game available for individuals to play that featured facts on alcohol and drugs. The CHI also participated in 3 radio interviews while present at the fair.






We welcome you view pictures of these events on our main CHI Website at www.chi-goodhue.org. Once on the website, click on **About Local Councils** and then on the associated council page. Towards the bottom of the page, there is a section for **Event Participation** where you will find links to the pictures for each event.

CHI Community Council Reports



Red Wing: Presented by Dave Borgen

- The RW CHI Council sponsored a Supplemental Seller/Server Training session on 6/22. Last year, there were 7 failures during the compliance checks. Letters were sent out to each establishment that failed the check and we received a response back from one of the owners. Dave, Tim and Stacy met with him to get his feedback on we can help. He requested additional training or informational session so the local council decided to arrange for a supplemental session. Elizabeth Breza from the County Attorney's office spoke about criminal liability, Joanne Pohl spoke about the Civil Liability and Megan Simonson, who is an insurance consultant with CIC, was there to talk about the impacts on insurance. Invitations were sent out to the all liquor licensees in Goodhue County. The session was videotaped and a copy released to the local TV stations. If interested a copy can be requested from Stacy.
- Letters from the council with information on the CHI were distributed by law enforcement on National Night Out as they traveled throughout the community.
- The CHI Council participated in the Loud and Local event on 8/5.
- The council participated in the annual River City Day's parade on 8/8. Howie, the CHI Mascot, rode in the CHI truck which had banners displayed. Individuals handed out CHI Suckers, goodies and information.
- The CHI Sports & Activities brochure was handed out at the Fall Sports Registration meeting on Monday, 8/9.
- The council is planning to work with the local student groups to implement the Sticker Shock Campaign in the October timeframe. We are targeting the 3rd week in October.
- The council met yesterday and we had some very good discussions regarding various AOTD topics. One specific area that was discussed was K2 which is a synthetic form of Marijuana that is currently sold in the local smoke shop.


Cannon Falls: Presented by Stacy Larson


-  The council participated in the annual 4th of July parade. Howie, the CHI Mascot, was present and individuals handed out CHI Suckers, goodies and information.
-  Letters from the council with information on the CHI were distributed by law enforcement on National Night Out as they traveled throughout the community.
-  The CF Council participated in the Monday Night at the Movies. The Cannon Falls council had a newsletter that contained council information, as well as, information on K2 and other facts. The newsletter along with website flyers were handed out to attendees. CHI frisbees were also thrown out to the kids.
-  The CHI was present at the Fall Sports Registration Meeting on Monday, 8/9. Sports & Activities brochures were handed out and Bucky Lindow spoke to the statistics and the risks of alcohol and drugs along with the local CHI initiative.
-  The council is currently working with the newly formed SADD student group to arrange a plan for the Sticker Shock Campaign which they are hoping to do in the October timeline.

Goodhue: Presented by Stacy Larson


-  The CHI participated in the annual Volksfest parade on June 12. Howie, the CHI Mascot, rode in a CHI truck decorated with CHI banners and individuals handed out CHI Suckers, goodies and information.
-  The new Goodhue Council conducted their kick off meeting on Monday, June 28th. The


Goodhue Council meets on the 4th Monday of the month at 7:00 p.m. at St. Luke Church in Goodhue.


 Lara Ramthun, the new CHI Council Chair, along with Amy Mansur attended the annual school Rules Meeting on Monday, 8/9. They handed out CHI information to all attendees.


 Stacy and Amy Mansur attended the School Open House and Orientation meeting on 9/1. CHI information and material along with CHI pencils and pins were handed out.

Zumbrota: Presented by Stacy Larson


 The council participated in the annual Covered Bridge Parade in June. Howie, the CHI Mascot, was present and individuals handed out CHI Suckers, goodies and information. After the parade, a wonderful letter to the editor was submitted by an attendee from Rochester stating that she saw the CHI in the parade and then referenced our websites. She was very complimentary about the great information that is offered on our sites.


 The council participated in the annual National Night Out event on 8/3. Since they have a local gathering at the fire hall, we had Howie available to greet attendees. We also received great publicity in the local paper. Howie and the kids were pictured on the front page and then there was another picture of Howie and the council inside, as well as, an article on Marijuana and Prescription Drug trends inside which was based on a verbal interview with Stacy Larson.


 Gene Leifeld and Karen Hodgman attended the Fall Sports Registration meeting on Monday, 8/9. They handed out CHI information to all attendees and then spoke to the crowd about local statistics, the CHI initiatives and the dangers of drugs and alcohol.

 The group will be working on participating in a school lyceum in the fall/winter to educate the youth on the risks of alcohol and drugs.


Kenyon/Wanamingo Council: Presented by Stacy Larson


 The council participated for the first time in the annual Wanamingo 4th of July parade. The CHI Banners were displayed and council members handed out CHI Suckers, goodies and information.

 Letters from the council with information on the CHI were distributed by law enforcement on National Night Out at their community gatherings

 The Council participated in many of the Kenyon Rose Fest Events on 8/21 & 8/22. Following is a list of events:

- Rosefest Fun Run. They had 66 runners entered in this event. The CHI Mascot Howie was present to greet the runners before the run, as well as, to cheer them on as they crossed the finish line.
- Rosefest parade. Howie was present in a truck that displayed the CHI Banners. CHI Suckers, information and goodies were handed out to the kids.
- Rosefest Family Day at Depot Park. Howie was available to greet the kids and information was handed out!

 CHI information was handed out at the School Open House event on 9/1

 The council is currently preparing for a KW CHI Town Hall Meeting on Wednesday 9/22. The meeting is planned for 6:30 at the KW High School Auditorium. They are working with the local faith organizations to have the confirmation classes attend with their parents. The council is working with the local newspapers to submit a pre-event press release and also have media coverage at the event. We are planning to present local statistics and then Lee Sjolander, Chief of Police, will be the keynote speaker.

Highlight Reel: 2004 – Present, Data Trends & Celebrate Successes! - Presented by Julie Hatch

Julie presented a PowerPoint presentation that highlighted the key accomplishments of the CHI over the past 5 years and ended with an overview of the initiatives that we are planning to pursue in the future.

Following are the key areas covered in the presentation:

-  CHI Mission, Vision and Goals
-  Branding and Awareness (Logo, Howie, Make a Ripple)
-  Creation of the Community Councils and CHI Structure
-  Accomplishments
-  CHI and Community Council Structure
-  Strategic Prevention Framework
-  Successful Project Review
-  CHI "In the News"
-  Website Overview
-  Sector Based Accomplishments
-  Howie in our Communities
-  Data and Trends
-  Assessment and Evaluation for Data Release Session
-  Moving forward into the next five years
-  Environmental Strategies for the Future







The presentation will be posted to the main CHI website for everyone's reference.


Meg and Pam mentioned that they thought the presentation was amazing and they would like to share it with others as it showed all of the great initiatives that this coalition has accomplished.

Julie wrapped up the presentation by recognizing all the accomplishments and efforts by this group.

New Grant Strategies – Presented by Julie Hatch


Julie mentioned that the last section of the presentation provided an overview of the upcoming initiatives that we are planning for the upcoming 5 years. She referenced the logic models that were presented at our previous Advisory Board meeting. With the new grant award, we need to focus on the pre-defined 7 strategies for community change. She referred everyone to their packets of information where copies of the 7 strategies were included. Below is an outline of those strategies:


-  Providing Information: Educational presentation, workshops, seminars or other presentation of data.
-  Enhancing Skills: Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes.
-  Providing Support: Creating opportunities to support people to participate in activities that reduce risk or enhance protection.
-  Enhancing Access/Reducing Barriers: Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services.
-  Changing Consequences (Incentives/Disincentives): Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing the behavior.
-  Physical Design: Changing the physical design or structure of the environment to reduce risk or enhance protection


 Modifying/Changing Policies: Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures.


As we discussed the new grant award, Greg asked if we have an outline of the budget details. Joanne mentioned that at the last meeting, a proposed budget was provided to all members. At that time the board reviewed and approved the budget contingent on the grant award. At this time we know that we will be approximately \$7,000 short of funds required to balance the budget based on planned and required expenses. By the end of the year, we should know our strategy for acquiring the additional required funds. Joanne mentioned that the grant runs on the Federal Fiscal Year schedule that starts October 1.


Joanne asked for feedback on the highlight reel along with the grant strategies and gave the group an opportunity to share ideas and thoughts. Following are some comments:


 Pam said she thinks the highlight reel is great and should be available and shown to other groups.

 Meg asked if she could get a copy to share with their board. It is a great piece to share!

 Greg mentioned the Make a Ripple program did a great job of presenting a step by step approach. When you look at the large task that we have facing us, we need to take small steps in order to make a difference. The big picture can be very overwhelming. He recognized all the accomplishments!

 Tim referenced how much the Red Wing council has grown. At yesterday's council meeting we had a great turn out and it was exciting to see the many new faces. Tim mentioned that the CHI has come a long way over the past 5 years. Individuals and kids now know of the CHI and expect us to participate in local event which is great that they see us as a partner!

 Adreiana had a question regarding the source of the data where we see Marijuana use decreasing except for the 12th grade age group. Julie replied that we receive the data reports from the Minnesota State Student Surveys which have been done in 2004, 2007 and 2010. Since that survey is done only every 3 years, the CHI has supplemented with our own school surveys in the other years. It was noted that we hope to have the 2010 data for Goodhue County by the end of the year. Julie mentioned that the kids are stating that Marijuana is easy to get and inexpensive. It is promising to see the 6th and 9th grade numbers down. It was stated that the community as a whole needs to be educated. Julie included a story from the GC Fair where the kids out performed the parents on the Jeopardy game. Parents need to be educated. Tim mentioned that we can verify the information and statistics with what law enforcement is seeing. Marijuana has increased across the board.

 Roseanne asked if CHI will be involved in combating the synthetic marijuana that is now available. Tim said that we have had several conversations regarding this at our RW Council meetings. He said that Hastings along with Duluth have banned the sale of this substance at the smoke shops. Many others along with the state may follow suit in the near future. In the meantime, we can help by educating and promoting awareness.

Joanne talked about how we need to be data driven. We measure the community status by the data that is collected through the CHI Student Surveys, CHI Community Surveys, youth focus groups, Minnesota State Student Surveys along with one-on-one interviews. We look at the 4 core measures. We have taken steps to make these environmental changes and are taking a very methodical approach. We implemented the CHI Survey process in the schools, which was at first a very overwhelming task and

now have a very good process behind it. Now we can see trends as we look back at the data. Beth complimented the approach that has been taken and expressed appreciation for the great leadership that Joanne has provided to the CHI!

Joanne wrapped up the meeting with the following statement:

The CHI works in partnership with existing agencies and organizations in all Goodhue County communities to identify prevention policies, practices, procedures and programs that can be embedded into their operational structures. The CHI does not deliver or provide direct services, nor does it work alone in its initiatives. The CHI works with all 12 community sectors to create community change by assisting community sector leaders in the institutionalization of effective prevention strategies, thereby creating a community environment that supports and sustains healthy kids and healthy families.

Environmental changes will produce behavioral changes at the population level. This is how the CHI will accomplish its mission of promoting chemical health for all citizens of Goodhue County.

Meeting Wrap-Up

Joanne again thanked everyone for all of their efforts over the past years which has made the CHI a success! We look forward to another exciting 5 years!



Meeting was Adjourned by Joanne Pohl



Next Meeting:

- Date: Thursday, December 9th, 2010
- Time: 8:45 – 11:00 am
- Goodhue County Court Services Building, Jury Assembly Room