



## Red Wing CHI Council Meeting Minutes

*Healthy kids*

*Healthy families*

Date: 4/14/2010

Time: 1:30 p

*Healthy communities*

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<b>Attendees:</b>	Dave Borgen	Pam Horlitz	Rhonda Van Schoonhoven	Evan Goff
	Matt Trainer	Nick Jansen	Ellyece Hammer	Tom Danielson
	Kris Blaney	Emily Baldwin	Kjursten Langer	Julie Hatch
				Stacy Larson

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The meeting was called to order by Dave. Introductions were conducted of each member present. Following announcements were made by Dave:

- This was the last meeting for Rhonda Van Schoonhoven. She has accepted another position where she will be based in Pine Island and Zumbrota so she will no longer be able to attend. We want to thank Rhonda for all of her efforts and participation! We wish her the best!
  - Rhonda will talk to a couple individuals to see if she can recruit a replacement for her sector.
- Dave welcomed new council members Kris Blaney and Emily Baldwin. Kris represents the Business community and Emily represents Mental Health sector.

Previous meeting minutes and agenda were approved.

### **Key Discussion Items:**

#### **Year End Dance – Scheduled for Friday, May 28**

Dave provided a quick overview of the event for the group. This event was usually sponsored by the Target group and since the Target group is not established at this time, it was suggested by Dave that the CHI group sponsor this event. This event is the last blast of the year. In previous events, they conducted the event outdoors where they had various activities such as a dunk tank, jump stations, music and various activities. The inflatable activities were arranged through a company in Rochester. Dave will look into this and secure these items. The DJ will also need to be arranged. Julie provided the following feedback relating to last year's event:

- Financially, the group ended up making around \$1,000 profit which was donated.
- The company in Rochester gave them a deal last year and included three inflatable activities for around \$450 - \$475.
- DJ cost was around \$400
- Last year they served food which is not recommended for this year since it was not a draw last year. The Cotton Candy was a hit. This year, it would be good to offer water for sure.
- In the event of rain, it was talked about having the gym available for the DJ.

Dave asked that the local council volunteer for this event. In the past, they have needed around 15 – 20 volunteers for the event. Last year there was great participation by the teachers. Dave will send out an email invitation and asked that anyone interested in volunteering respond. A suggestion was made that maybe we could get other organizations such as the parent organizations to participate.

## **Sticker Shock Campaign**

Stacy introduced this campaign to the group. The Sticker Shock Campaign is designed to reach adults who might purchase alcohol legally and provide it to minors. Stickers warning about the penalties for furnishing alcohol to minors are placed on all multi-packs of beer, wine coolers, and other alcohol products that might appeal to underage drinkers.

Stacy is proposing this campaign to all of the councils to consider in the May timeframe so that it can be done in preparation for Memorial Day, graduations and summer time where this activity increases. This is something that the council could partner with a local student group to implement. The council was interested in pursuing research on this project by obtaining feedback from a local retailer. Stacy mentioned that Goodhue County would supply the stickers and then the group would work together on the pre-event press release, promotion of event, placement of the stickers and the post event press release. Letters would need to be sent out to all owners of the liquor establishments prior and the approval must be granted for us to proceed. It was said that it would be positive publicity and free advertisements for the local establishments to participate.

There was a question as to the amount of effort required. There would be adult volunteers accompanying local students to the liquor retailers and would place the stickers on only the multi-packs that are currently out on the floor or on the shelves, we would not be going into the back room or inventory. We would leave extra stickers for the retailer to apply to inventory as they bring it out to the floor.

Stacy mentioned that it is up to the council whether they would like to pursue this now or another idea would be to do it before the 4<sup>th</sup> of July holiday and/or the Halloween and major holidays.

Involvement from the volunteers would include the following:

- Participation in distributing letters and/or follow-up with local retailers to receive authorization to participate in campaign. (It was commented that the retailers may have a better response and more positive reaction if there was personal delivery of the letter.)
- Assistance required in submitting the press release to local media.
- Volunteers would be needed to go into the retailers and accompany the youth participants.
- Assistance required in submitting the post event press release to media.

It was recommended that we talk to one of the local retailers to get feedback on the campaign. Dave will be talking to Kip, who is the owner of West End Liquors, this weekend and will ask to setup a meeting with him to discuss. Dave, Stacy and Kris will be involved in the meeting on behalf of the council.

## **Take it to the Box Program**

Julie provided the group an overview of the Take it to the Box program. Julie and Stacy met with the Chief of Police and CHI Coalition Coordinator of Rice County regarding their Take it to the Box program. This program was implemented in Rice County towards the end of last year. Basically they have drop boxes located at the Faribault and Northfield police departments where members of their county can bring their prescription drugs and properly dispose of them. We have found the disposal of prescription drugs has been a growing concern as it has been discovered that it is not environmentally safe to flush them. This is a program that is in the early stages of discussion in Goodhue County. There is an initial cost involved with the actual secure boxes, as well as, the marketing of the program. There is then an ongoing cost for the disposal and licensing costs. All schedule 1 & schedule 2 drugs have to be taken to Illinois for disposal. The delivery has to be accompanied by a law enforcement official. Minnesota State Law does not allow the local incinerators to handle the drugs at this time. This is currently under consideration.

Julie has been working with local law enforcement (Tim Sletten and Dean Albers) on the program. Prairie Island police department has also expressed interest in the program. The main challenge with the program is the funding. Pam Horlitz has been a great resource and put Julie in contact with the lead pharmacist at Fairview in efforts to obtain more information.

They are finding that the elderly are really utilizing the program in other counties. Julie mentioned that there has been a 260% increase in Prescription Drug increase in youth abuse in Goodhue County. It was asked if we could partner with another county on the program. This is a possibility as we look at the wide area that Goodhue County covers. If/when we get the program off the ground; we would look to the local council for their help in promoting the program. Next Wednesday, there will be a meeting in Northfield regarding this program that local CHI staff and law enforcement is planning to attend to gather more information.

Dave asked if we could tie this in with the hazardous waste disposal events in the county so that it is easy for people. Per Julie, this is an option. There are other counties that are doing this and we have found that Veolia is the company that ends up handling the drugs in all cases. It was also asked if there is some way that the drugs could be reused. Unfortunately, not since the drug industry is so regulated. Pam mentioned that the frequency of the drug refills is a consideration.

### **Summer Events**

Stacy provided the group with an overview of the summer events related to the Red Wing area. We have quite an event listing throughout Goodhue County so this year we are working to get the local councils really engaged and spearheading the events. Following is a listing of the Red Wing Events for 2010:

#### **May**

- ☺ Saturday, 5/22 - Girls on the Run Event – CHI Booth and Howie Appearance

#### **June**

- ☺ Thursday, 6/17 - Public Safety Days Prairie Island Community

#### **August**

- ☺ Tuesday, 8/3 - National Night Out event
- ☺ Sunday, 8/8 - Red Wing River City Parade
- ☺ 8/10 – 8/14 – Goodhue County Fair

#### **September**

- ☺ Recovery Celebration (Date to be determined)

Following are the “To Do” items associated with these events:

- Need volunteer from the council to spearhead each event from the CHI side
  - Volunteer would be responsible to recruiting kids/adults to hand out “goodies” and information (Maybe we can partner with the local student group on this.)
- Find volunteer to play Howie (Maybe we can get someone from the student group to do this. The CHI offers \$50 to anyone who play’s Howie in an event. )
- We discussed having a pick-up for Howie to ride in. On the pick-up we can hang the CHI banners on each side. With this said, we will need to see if anyone has a truck and would volunteer to be a driver in the parade.
- The CHI Staff (myself and Julie) will take care of getting the materials and “goodies” for the events along with the banners, etc.
- I will work closely with the CHI Council lead on arranging and planning the event.

For the Goodhue County Fair, the CHI is planning to have a booth present which will target a different ATOD topic each day and it would be great if we could also have a representative from each council take a turn being present. This would be an opportunity for us to promote the local councils.

General comments made in relation to the summer events are as follows:

- Pam mentioned that we still have Frisbees available.
- Tom said that he will get volunteers for the Prairie Island event(s).
- Kris mentioned that she may know of someone who could play Howie. She will see if the individual is interested and let Stacy know.
- For the National Night Out, it was mentioned that there is approximately 20 neighborhoods that participate.
- Pam mentioned that another opportunity would be to participate in the Bike Rodeo which is planned for the first Saturday in May from 9-11 in the Law Enforcement Center parking lot. Tim Bombeck of the Sheriff's department would be a contact.
- Dave mentioned the Kawanis is having a Safety Night the 2<sup>nd</sup> Wednesday in August, 8/11. This would be a possible opportunity to have another Howie appearance.

Anyone interested in assuming one of the roles listed in the above "To Do" listing, please contact Stacy Larson.

## **Open Discussion**

### General Comments:

Geoff said that they have had an increase of mental health issues the last couple weeks. The stress levels have been higher with the MCA tests, end of the year projects and extra activities. It was mentioned that they are looking into getting Yellow Ribbon program back.

Julie mentioned that the underage drinking tickets have been on the rise again recently. Dan mentioned that they see an increase in the Bowling Alley area. Julie mentioned that the Tip Line phone number is located on our main [www.chi-goodhue.org](http://www.chi-goodhue.org) website. Pam mentioned that maybe we could include the tip line on the stickers if we do the sticker shock campaign.

### Tobacco Diversion Program:

It was asked if we have heard how the program has been working since it went live. Rhonda mentioned that she made a referral to the program and was questioned as to why she is making the referral. It was mentioned that the program is still in the early stages and so people are ironing out the process. Geoff mentioned that he is hoping that it evolves into a process like Wright County had where Court Services handled the process.

### Prom

Prom cards were distributed to local retailers in preparation for the event.

Prom is this weekend. Dave and Lisa will be there at 6:00 to help with PBT's. The prom activities will go from 6:00 – 11:00 at Mississippi National. The Red Wing CHI donated \$300 to be used toward prizes for those kids that do the PBT's.

Geoff said that he has received some comments from the kids that they want to leave for supper. Pam mentioned that she has heard all positive comments from the parents and kids that she has talked to. They have mentioned that it is very reasonably priced this year. \$45 per couple includes meals.

### Compliance Checks Violations/CHI Opportunities

**Update:** Stacy, Dave and Tim are scheduled to meet with Doug from Liberty's on 4/22. Liberty's was one of the establishments that failed the compliance check.

### CHI Data Release Meeting

The CHI Staff will be conducting a Data Release Meeting on Friday, May 14<sup>th</sup> from 11:30 – 1:30 at the Cannon Falls City Hall. It is planned to present the data collected through the community chemical health surveys, key informant interviews, student surveys and youth focus groups. Invitations will be coming out shortly. Anyone interested in attending should contact Julie Hatch. RSVP's are requested since a small lunch will be served.

### **Meeting Wrap-Up**

- Next meeting is scheduled for Wednesday, May 12, 2010 at 1:30 at the Red Wing High School.