



PREVENTION TASK FORCE

Governor's Commission on Alcohol and other Drugs

Task Force Chair: *Tim Lena* Co-Chair: *Shannon Bresaw*

February 7, 2020

Meeting Minutes

<p>Welcome & Introductions</p>	<p>Participants: Tim Lena, Kelly Untiet, Sarah Bresslin, Rick Frost, Rebecca Woitkowski, Melissa Schoemmell, Jeffrey Stewart, Julie Yerkes, Adriana Lopera, Jessie Daigneault, Katherine Leswing, Rebecca Woitkowski, Heather Inyart, Sarah Shanahan, Matt Cookson Phoned In: Shannon Bresaw, Susan, McKeown, Alissa Cannon, Betsy Houde, Katie Brisette, Marissa Carlson, Melissa Lee, Traci Fowler</p>	
Agenda Item	Discussion	Action Steps
<p>Review & Approval of Minutes</p>	<ul style="list-style-type: none"> Review and approval of December meeting minutes. Members motioned to accept the minutes. 	<p>Minutes will be available on the Center for Excellence website</p>
<p>Prevention Messaging <i>Julie Yerkes on behalf of Jill Burke</i></p>	<ul style="list-style-type: none"> Jill Burke was unable to attend and present for this meeting. Julie Yerkes updated on behalf of Jill that the Partnership for Drug Free NH will be rebooting. A survey of partners is currently in process and will help determine what materials will be helpful, as well as collect other feedback from partnership and website. Rick Frost provided an overview of the history of Partnership for Drug Free NH <ul style="list-style-type: none"> The origin was a collaboration of stakeholders to share what media resources they had, respond to needs of the community, and build a strategic plan. 	<p>Jill Burke will be sending out partner surveys for Drug Free NH</p>
<p>Prevention Social Media Campaign Feedback <i>Matt Cookson</i></p>	<ul style="list-style-type: none"> Matt Cookson presented on 'Free Voices', a Prevention Social Media Campaign conducted by Cookson Communications. The purpose of the 'Free Voices' campaign is to encourage 7th-12th grade students to make good decisions by dispelling myths with facts around gaming and vaping. 'Free Voices' developed strategic partnerships with the Boys and Girls Club for hosting the content and 'Life is Good' who provided marketing materials and message amplification with social media for the campaign. 'Free Voices' gathered ideas for campaign content through workshops conducted at the Boys and Girls Club of Manchester. Youth were engaged in the campaign development, 	

	<p>specifically in the design of the logo. Results of the program found the kids to have been engaged, ready to participate, enjoyed being creative and interested in sharing information in a positive way and share their opinions.</p> <ul style="list-style-type: none"> • The campaign will be conducted for four months, from February 2020 through June 2020. The campaign will focus on utilizing social media platforms, including Facebook, TikTok, Snapchat, YouTube, and Instagram, which will utilize social media influencers on each platform. The campaign will also provide internal guidelines and posting strategy for each media platform; targeting youth, as well as controlling content posted to confirm appropriate material. Once the campaign is completed, results will be shared with Governors Youth Advisory Council and the Governor. • A call in member said she had read that dispelling myths was ineffective and that the audience remembers the myth. She recommended making the myth smaller and the fact bigger to have greater impression. • One member (on phone) brought up reviewing YRBS talking points so that members were all on same page about how to talk about the value and legitimacy of the YRBS data. • Another member encouraged Cookson Communication not to push TikTok from their site so as not to encourage new, young users due to some of the harmful messages on TikTok but that if youth are already on TikTok having this new, positive messaging on the platform was a great addition. • More information can be found on Nhfreevoices.org; including a form on the website for community groups to complete and get involved. 	
<p>Prevention TF Membership</p> <p><i>Tim Lena, Melissa Schoemmell, Julie Yerkes</i></p>	<ul style="list-style-type: none"> • Attendees conducted annual review of the membership list from the Center for Excellence. • Julie Yerkes verified membership responses from the following: <ol style="list-style-type: none"> 1. Betsy Houde will track down Katie Kachavos to verify membership 2. Susan McKeown verified membership to serve another year 3. Laura Milliken has designated Katie Brisette for representation to serve for the year for Spark NH. • Tim Lena reviewed the organizations and seats on the membership list. • Other changes to membership include: 	<p>CHI will update membership list, Task Force will nominate members for NH family resources center seat</p> <p>Membership list is due to Patrick on the 19th</p>

	<ol style="list-style-type: none"> 1. Removal of CHI from voting members list 2. Voted to add a seat for the NH Family Resource Center (nomination to be confirmed at a future meeting) 3. Voted to confirm Jeffrey Stewart from the Public Safety Sector. 	for review.
<p>Review Governor's Commission Investments</p> <p><i>Tim Lena, Shannon Bresaw, all</i></p>	<ul style="list-style-type: none"> • Tim Lena discussed and reviewed investment recommendations. The amount for associated costs, immediate need and spenddown are to be determined. The Commission meeting has been moved to March 6th for reviewing and voting on investment recommendations. • Prevention task force reviewed top recommendations: <ol style="list-style-type: none"> 1. Multi-tiered systems of support: recommendations were discussed to invest in a multi-tier systems of support-an evidenced base curriculum to support work done in schools to establish framework and universal strategies. <ul style="list-style-type: none"> ▪ Voting members agreed to request \$500,000 for multi-tiered structure. 2. Increase data collection and analysis: the task force discussed concern about the availability of evidenced based practices. Task force discussed how to break down barriers to data collection, determine data system and figure out data reporting requirements. 3. Align prevention efforts <ul style="list-style-type: none"> ▪ Task force discussed having recommendations for each sector 4. Screen all children: there are currently no staff members designated for the development of screening. Rebecca Woitkowski with New Futures will review to determine dollar amount for funding for screening. 	<p>Melissa/Adriana will share guidelines with the TF members</p> <p>Rebecca Woitkowski with New Futures will review to determine dollar amount for funding for screening.</p> <p>Traci Fowler will write out with previous template and send out to everyone in the task force for review of strategies and require a response.</p>
<p>Department of Education Update</p> <p><i>Kelly Untiet</i></p>	<ul style="list-style-type: none"> • Kelly provided an update on the growth of the Department of Education. NH has been divided by regions for education and is looking to hire a consultant for each region. The south central region has hired a consultant for their department. These teams are solely funded through federal grants. Kelly has also submitted an application to have a consultant for representation in the Lakes Region and North Country. • These consultants will provide trainings on various topics, coordinate professional 	

	<p>development on needs assessments, serve as a communication coalition liaison to provide more robust conversations within the communities and schools. Consultants will also act as an external consultant for MTSSB behavioral health and wellness, working to move away from crisis response, address prevention methods, and focus on initiative fatigue within the schools.</p> <ul style="list-style-type: none"> • Kelly identified gaps including the struggle with state level capacity, awareness to tie the education system towards prevention and early intervention and treatment efforts. She also discussed opportunities for growth, including having a stipend, hire consultants, train all education staff, families, and the broader community. She also suggested providing training for support youth mental health 1st aid and conversation on culture and diversity. • NHIAA has been doing a lot of work around the restorative process as well. Work is being done to determine how to capitalize on all resources beyond mental health perspective, to provide comprehensive prevention and intervention. 	
Legislative update <i>Rebecca Woitkowski</i>	<ul style="list-style-type: none"> • Rebecca will be sending out electronically as well as a hard copy of policy bills and priorities. 	Rebecca will provide copies of policy bills and priorities.
Other updates/other business	<ul style="list-style-type: none"> • On Thursday Feb 20th the NHIAA is cohosting with Melissa Lee with UNH a free event “Coaches training for youth”, at The Nature Conservancy in Concord, NH, which focuses on partnership with community members. Anyone interested can sign up via google form on their website. • Rick Frost provided an update on behalf of the Joint Military Task Force. They are currently in the process of strategizing on prevention methods, including the purple star initiative (school by school celebrating military youth). The task force is looking to provide a list of protective factors and early intervention methods, working and partnering with schools to bring in counselors and school staff (OH is currently conducting a similar method, NH would be first New England state to conduct). Sustainability plan is for schools to pick up and conduct this initiative on their own. 	

Next Meeting: April 3rd, 2020 from 9:30am to 11:30am at Community Health Institute/JSI