



Coalition Meeting: Wednesday, June 25, 2014

3:00pm

Moreau Community Center

Meeting Notes

1. Welcome and Introductions

Tim Cooper- G & S Printing
Traci Ross- Big Brothers Big Sisters
Donna Nichols- Moreau Community Center
Jenn Abare- Moreau Community Center
Kelsey Carpenter- The Prevention Council
Justin Fischer- Pine Knolls Alliance
David Lieberman- SGF Schools
Kathy Schnackenberg- SGF Schools
Gina LeClair- Town of Moreau
Jenn Wood- The Prevention Council

2. Executive Committee

We currently do not have an executive committee formed. Now that we have created by laws that include an executive committee we need to move towards formalizing this committee. We would like to have the committee in place by the end of July. The executive committee will act as the formal decision making body of the coalition. Positions needed include: Chair, Vice Chair, Secretary, and 2 At-Large Members. If one person is interested in the position they will be granted it. If two people are interested in the same position it will come down to a majority rule vote. In terms of commitment, the committee would meet every other month in some form, not necessarily in person, could be over the phone/email. Donna, Tim and Kathy all nominated themselves to be part of the executive committee in some capacity (THANK YOU!). If anyone else is interested in being involved please share your interest at the July retreat.

3. Year 1 Action Plan, Environmental Strategies and Outreach

We have accomplished a lot of things on our Year 1 Action plan, but there are still a few things that we have said we are going to do/ allotted funds for. This money will need to be spent down by 9/31/14. Things we have said we wanted to do and people who have signed up to be a part of that work group:

Sticker Shock: the purpose of sticker shock is to educate adults that it is illegal to purchase alcohol for teens. We will need to get a group of students together and bring them to retail outlets that have agreed to participate and they will put stickers on cases of beer to remind adults at the point of purchase that they should not be buying for underage kids. This is a fun and easy activity to get students engaged in the CCFW. Work Group members: **Justin and Tim.**

Parents Who Host: The purpose of this is to educate parents and adults about the risks of serving alcohol to minors. Many parents think DWI is the only consequence of underage drinking, need to inform them that it is

not. Ideas to consider: radio PSA to reach the whole community or a billboard on the corner of Rte. 9 and Bluebird. Work group members: **Dave, Gina, Traci and Tim.**

Drugged Driving Awareness: The purpose of this to raise awareness around the risks and consequences of driving under the influence of drugs. Students have informed us in focus groups that they receive messages about not drinking and driving and not texting and driving, but do not hear anything about driving high. Work group members: **Donna, Tim, and Kathy.**

Social Norms: The purpose is to correct the misperceptions that all teens are drinking and using marijuana. We currently have posters from last year's social norms campaign. May want to update with new numbers or create whole new campaign. Group members: **Donna, Justin and Traci.**

Outreach:

Gavin Park: July 12th 11:00-5:00pm. We need people to sign up in one hour slots. Even though this is a town of Wilton event, it will be a great way to get our name out there and reach families in the Ballard district. Thank you to Jenn and Donna for signing up for the first two blocks. We still need people from 1:00-5:00. Please email Jenn if you are interested in attending for an hour or two.

Moreau Community Center Block Party: September 13th. We will need volunteers to do tabling when we get closer to the event.

We will also be doing the open house circuit come September so keep that on your radar! We will need more people to sign up to be a part of the work groups. If you are interested in a specific group, please contact Jenn. A big thank you to those who have already volunteered!!

4. Data- Surveys, Focus Groups, Community Scans.

The data group has met to look over the information provided by the survey company. The big take away from this meeting was that Alcohol and Marijuana are still the major drugs of choice for youth in SGF. We now have the data to back up our decisions to work specifically with these two drugs. Focus Groups were conducted in the beginning of June. The plan is to do a school board presentation in the fall and with board approval we can take the survey information out into the community. We also need to conduct some key informant interviews with people around the community, and would be helpful to brain storm a list. Currently we think it is important to speak with village police, judges, ems, and people from Moreau Lake.

Community Scans: We are asking that everyone partake in our community scan. A community scan is going into different stores that sell alcohol and see how much advertising is in the store. We want to know if this advertising is effecting youth in SGF and if it is encouraging them to drink. A lot of the stores have been covered but there are a few left: Mobil Mart of exit 16, Hess mart on Main Street, and Tami Jo's on feeder dam road. The community scan work sheet will be attached to this document. Please have the finished work sheet for the retreat on July 15th.

5. Retreat: July 15th 11:00am- 3:00pm.

We are booked for the Palmertown Pavilion at Moreau Lake State Park. Please RSVP on Survey Monkey. <https://www.surveymonkey.com/s/HNMBJN6> in order to get a parking pass from Jenn!

6. Meeting Schedule:

August 6th at 6:00 at the Moreau Community Center. Meetings will be on the 1st Wednesday of every month and will alternate between 3:00 and 6:00. September meeting will be at 3:00.

7. Other:

Donna passed out an example of intervention mapping to show examples of the environmental strategies. We will be discussing this sheet more at the retreat.

Kelsey let the coalition know that she has accepted a position with the SUNY Adirondack Upward Bound program and will no longer be working in a staff capacity for the coalition but plans to stay involved.

Alcohol Accessibility Observation Form

www.surveymonkey.com/s/AAO2014

Observing one’s surroundings in a community environment for elements that contribute to underage alcohol use is one way of analyzing the causes of such a problem. In order to fully understand why teens may be using alcohol, the Community Coalition for Family Wellness is taking a closer look at retail establishments and how they promote alcohol sales in general. This observation form is not intended to be used to report retail establishments for underage sales.

Please answer the questions as completely as possible. If you do not know the answer, leave it blank.

1. Coalition member name (optional):

2. Name of business:

3. Address of business (street and town only):

4. Is the business within 500 feet of any of the following? (circle all that apply)

School Playground Church Daycare None of these

5. Are there alcohol products located outside of the building?

Yes No

6. Are there alcohol advertisements outside of the building?

Yes No – skip to question #9

7. How many advertisements are outside of the building?

1 - 4 4 - 8 8+

8. What types of advertisements are displayed? (choose all that apply)

Posters (attached to windows/walls) Freestanding displays Signs

9. Are there alcohol advertisements inside the business?

Yes No – skip to question #12

10. How many advertisements are inside the building?

1 - 4 4 - 8 8+

11. What types of advertisements are displayed? (choose all that apply)

Posters (attached to windows/walls)

Freestanding displays

Signs

12. Are alcohol products in their own separate section of the store?

Yes

No – skip to question #14

13. Do you have to be 21 years old to enter that section?

Yes

No

14. Do alcohol products appear next to non-alcohol products?

Yes

No – skip to question #16

15. What items are the alcohol products next to?

16. Where are most of the alcohol products located? (choose all that apply)

Front

Sides

Middle

Back

17. While standing in the alcohol section are there any reactions from employees?

Yes

No

18. Are there small alcohol containers that can easily be stolen?

Yes

No

19. Are there alcohol products located by the cash register?

Yes

No

20. Do you think alcohol products sold by this business are easily accessible to teens?

Yes

No

21. Based on the alcohol advertisements in this business, do you think teens would be encouraged to drink alcohol?

Yes

No

22. Based on the alcohol placement in this business, do you think teens would be encouraged to steal alcohol?

Yes

No

23. Do you notice marijuana paraphernalia for sale in this business? (i.e. blunts/blunt wrappers, rolling papers, glass pipes/bongs, synthetic marijuana)

Yes **No – skip to question #26**

24. What types of products do you notice?

Blunts/blunt wrappers **Rolling papers** **Glass pipes/bongs** **Synthetic marijuana**

25. Where are these products located?

Behind the counter **On countertop** **Display case**

26. Please write in any notes or observations you may have.

Figure 3

Example Intervention Mapping Tool

Local Condition: Merchants are selling alcohol to minors.

Measure 1: 19% of 12th grade students report being able to buy alcohol at a local outlet.

Measure 2: 45% of alcohol outlets failed compliance checks in the past year.

Measure 3: The last three youth focus groups have identified retailers as a key source.

Change Strategy	Potential Interventions	Who Could Do This in Our Community?
Provide Information	<ul style="list-style-type: none"> • Mass mailing to all outlets providing information about existing laws and consequences. [Jones County Model] • Inform key local leaders about the problem and data documenting the current problem. [Use Model from Last Policy Campaign] 	<ul style="list-style-type: none"> • The Chamber of Commerce, the local Association of Petroleum Retailers, Quick Print, Inc. and AdCo Advertising. • Coalition policy committee, chief of police and Commissioner Bowden of the Alcohol and Beverage Control Commission.
Build Skills	<ul style="list-style-type: none"> • Provide training to retail clerks on how to identify fake id's and correct id check procedures. [Use National Curriculum] 	<ul style="list-style-type: none"> • The Chamber of Commerce, the local Association of Petroleum Retailers and two coalition volunteer trainers.
Provide Support	<ul style="list-style-type: none"> • Convene liquor outlets at an annual owners meeting to facilitate sharing of ideas to increase compliance. [Use the Texas, "Business Town Hall Meetings" Model] 	<ul style="list-style-type: none"> • The Chamber of Commerce, the local Association of Petroleum Retailers, the coalition special events committee, KTVR Channel 5, Crown Regional Distributing.
Reduce Barriers and Enhance Access	<ul style="list-style-type: none"> • Offer recurring retail clerk training on-site. [Use National Curriculum] • Offer non-English version of retail clerk training. [Use National Curriculum] 	<ul style="list-style-type: none"> • ABC Commission, coalition volunteer trainers, M.A.D.D. volunteers, Mr. R. Smith (owner of North Town Liquors). • ABC Commission, coalition volunteer trainers, M.A.D.D. volunteers, Lawndale Community College foreign language department teachers and students.
Change the Consequences	<ul style="list-style-type: none"> • Provide recognition for high compliance outlets in quarterly advertising section of the newspaper. [Mercer County Model] • Create "thank you business cards" (with 10% mall discount incentive) for distribution to clerks who are seen to follow correct id process. [Mercer County Model] • Increase the number of compliance checks to at least two per quarter. 	<ul style="list-style-type: none"> • The Daily News and Gazette, coalition media committee. • AdCo Advertising, Chamber of Commerce, Quick Print, Inc., South County Mall Merchants Association. • County Sheriff's office, ABC commission, youth committee volunteers.
Change the Physical Design of the Environment	<ul style="list-style-type: none"> • Increase the amount of in-store signage reminding patrons of id check law and procedures followed by store clerks. • Create yearly "born on this date" reminder stickers for each point of sale. 	<ul style="list-style-type: none"> • AdCo Advertising, Chamber of Commerce, Quick Print, Inc., ABC Commission. • AdCo Advertising, Chamber of Commerce, Quick Print, Inc., ABC Commission.
Modify Policy	<ul style="list-style-type: none"> • Increase fines for consecutive compliance check failure by 50% • Make rates of past compliance a condition for awarding new/renewing licenses. • Establish a probation period of one year for newly awarded liquor licenses requiring 100% compliance or revocation. 	<ul style="list-style-type: none"> • ABC commission, Lawndale County Council • ABC commission, Lawndale County Council • ABC commission, Lawndale County Council