

***PEC Meeting:***

Wednesday, January 18th 2017

3:15 pm

* Welcome: Introduction and merging of the Committees
  + 1. New Committee Goals:
       1. Name Ideas?
    2. Where we left off remaining
       1. Parent Engagement- Super Power Your Parenting
       2. Drug Elimination- Reduce the Meds- Reduce the Risk
       3. Law Enforcement Committee- Drive High- Get a DUI
    3. New Programs for January
       1. Online surveys/ Teacher focus groups for photos and messages.
       2. May 10th Community Forum- Speaker Ideas?
       3. Sober driving- brainstorm
       4. March 10th Community Forum
       5. Press Releases- February
       6. New Deterra locations
       7. Two people for Mentoring team selection by September 2017
    4. Volunteer projects
       1. Door knocker Distribution
          1. Student groups on Spring Break?
       2. DEA Take back day- tbd.
    5. Flyers
       1. Narcan Training for January-March
    6. Purchases for January
       1. Bounce House- (Curtesy of the Chamber of Commerce)
    7. Next Meeting- February 15th at 3:15 in the South Glens Falls Police Station

***Our Vision:***

***A substance abuse-free community in which all individuals are involved in prevention and education.***

***Our Mission:***

***CCFW is an organization of caring community members working proactively to reduce youth substance use and risky behavior, while providing families with resources, education, and activities that promote safety, health and wellness.***

Super Power Your Parenting

Remaining : Implement remaining social marketing program under the Super Power your parenting unified message.

* Media campaign
  + Billboards
  + Banners
  + Social Media
  + Social Media Videos
  + Mailers
  + Radio ads
  + Sponsorships
  + Community Forum

Reduce the Meds-Reduce the Risk

Remaining Goals: Implementation of the Deterra and information distribution continue to grow. All members are encouraged to find locations and monitor stock, but the EBP is designed to have a wide reach with minimal staffing and upkeep. New programing focuses on 3 points

* Prescriber education event: Not part of our EBP but we can still plan one with free resources for the area with existing resources.
* Continuing DEA take back day events and media
* Media campaign around what Deterra is and how to use it. Including post card redesign, video, press releases, high school marketing class ads, and Cardinal Health.

Drive Sober

Remaining Goals: The EBP designates primarily law enforcement participation on the actual checkpoint without telling the media side. The Coalition only goal in the PFS committee is to approve the following

* Stipends for SGFPD and Saratoga Sheriff’s in the grant area, at check points in the grant area, and overtime pay only.
* LED roadside display for drugged driving checkpoints that will also be utilized to advertise DEA take back days, at school sporting event, and prevention messages on various roadways.
* Media advertising for the increased patrols
* Visibility is the key, not actual apprehension. Do not focus on one individual, focus on the increased apprehension and patrols.

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| **Original Design:**  **based on research or developer’s instructions**  **(this is not the coalition’s design)** | **Planned Deviations from the Original Design**  **and**  **Reasons for the Deviations** |
|  |  |
| **Strategy Content Issues** |  |
| **List the key components that research suggests are needed to implement the strategy** | **Planned Deviations: Yes X No** □ |
| Educational media campaign “Use Only As Directed”  -Media campaign consisted of TV, radio, posters, patient information cards and bookmarks  -The campaign ran for one year (TV ad on 5 stations from May to September (2008) and January to April (2009)  -8 news releases and media advisories  -Media interviews aired on TV and in print  -Website exclusively dedicated to the campaign featuring info on safe RX use and proper disposal  -Messaging: 1)Never take RX pain medication that is not prescribed to you 2)Never adjust your own doses 3)Never mix with alcohol 4)Taking with other depressants such as sleep aids or anti-anxiety meds can be dangerous 5)Always keep your medications locked in a safe place 6)Always dispose of any unused or expired medications  -Planned, earned media (focus on press releases and media visits to generate media coverage) | Educations Media Campaign called “Super Power Your Parenting  Community sponsorships, print media, social media and window graphics will be utilize to the specific grant area.  The Campaign will run from November 2016 to September 2019  Print Only  The Web Page will run off of the Coalition’s website.  Messages: 1)Super Parents Supervise Their Medications, 2) The importance of parents communicating with their children about drugs or alcohol. |

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| Provide the health product free of charge  Create and conduct wide scale distribution plan.  Implement a social marketing campaign to promote health product use. Specific steps are not given for this component.  Conduct both promotion and distribution activities with partners at the individual, organizational and environmental levels. No specifics given on who these partners should be.  Supplement the distribution program with intense risk reduction intervention or other prevention or health services for individuals.  Establish organizational support for health product distribution and promotion activities.  Conduct community-wide mobilization efforts to support and encourage health product use. | Strategy will distribute free drug destruction kits. Research for this strategy is based on condom distribution, identified as a health product on the fidelity implementation form to minimize confusion. Other than a different health product, the strategy will be implemented according to research recommendations.  Drug destruction kits will be handed out at local businesses, government offices, social services, schools, emergency services, and events attended by coalition staff and members.  The drug destruction programs will be supplemented with Narcan harm reduction trainings by coalition partner Project Safe Point. Permanent drug drop boxes are also available in neighboring communities and will be advertised by the coalition..  Education on drug destruction options will be provided to local hospitals, physicians, EMS agencies, and funeral directors. Other organizations may be identified when appropriate. |

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| High visibility enforcement: Use of sobriety checkpoints throughout the state of New Jersey  Strike Force program provided overtime funding on a county wide basis and used a system of random roadside checkpoints to examine for possible intoxication.  Police direct traffic into single lane and speak to the driver and provide drunk driver material.  Drivers who appear to have been drinking are directed off road for further screening.  Checkpoint sites and times are determined by police personnel based on prior analysis of accident and arrest data.  Operations are usually on weekend nights and are moved to different sites.  County-wide programs have been supplemented by state roadblocks on state roadways.  Use of radio and television advertising of random check points.  Sites are unannounced.  Checkpoint trailers with banners are conspicuously parked and driven in major areas when not in use.  Media was randomized independent of random checkpoint occurrences.  Informal and consciousness-raising programs with pamphlets, PSAs, student seminars, publicity campaigns | DWAI Checkpoints will be located within and in surrounding grant areas.  The CCFW geographical size and population is the South Glens Falls School District and will be related to overtime funding. Checkpoints may be setup outside the grant area.  Use of social media, flyers, banners, event sponsorship will also be used to target the specific communities involved in the checkpoints. |