

REGION II

Behavioral Health Board

Subcommittee: Prevention

Date/Time of Meeting: 3/13/19 4:00 PM

Location of Meeting: 413 Main Street, Kamiah Idaho

website: www.riibhb.idahopublichealth.com

Conference Phone Number: [208-748-0414](tel:208-748-0414); Conference Room Number: 7002#; Conference Pin Number: 7002#

Attendees:

X	Sharlene Johnson		Teresa Shackelford		Kathy Connerly		
	Jim Rehder	X	Debi Dockins		Terry Cochran		
	Carol Moerle		Doug Steele	X	Tami Jeffords		
	Jason Davis		Kiri Brown	X	Zlata Myr		
X	Darrel Keim		Kathi Howard		Tammy Lish		

Agenda	Meeting Minutes Discussion/Outcomes
Meeting Called to Order, Roll Call:	4:00 PM, Sharlene Johnson, Darrel Keim, Debi Dockins, Tami Jeffords, Zlata Myr
Approval of last meeting minutes (Action Item)	Motion to approve minutes made by Tami Jeffords Second by Debi Dockins
<p>Topics to Discuss:</p> <p>Project Adjustment Request Status</p> <p>PFS Strategy Updates:</p> <ul style="list-style-type: none"> • Update on Be The Parents Media • Prom After Party • Summer Youth Leadership Camp • Strengthening Families Facilitators Training • Spring Sticker Shock • DITEP/RBS Trainings • DeTerra • Mental Health Screenings • Social Norms Media <ul style="list-style-type: none"> ○ Media Message Concept ○ Questions from NAS <p>Prevention Coalition updates</p>	<p>Sharlene reported that Stephanie at Office of Drug Policy has approved our project adjustment request.</p> <p>All of the Be the Parents billboards and print media ads are running through the end of June.</p> <p>Sharlene reached out to all superintendents and let them know that the Prom party stipends had been extended to include safe and sober graduation events as well. To date only two school districts have registered. Debi will follow up with all of the Latah County school districts and invite them to register.</p> <p>Sharlene spoke with Karen Ashenbrenner of Idaho Drug Free Youth (IDFY). Karen is reaching out to all of the school districts to notify them of the 95 scholarships to IDFY summit. IDFY will pay for chaperones. The code for youth in Region 2 to use for registration for the scholarships is #1902.</p> <p>Strengthening Families facilitator training will be held April 22 and 23 at Public Health District in Lewiston. To date 19 participants have registered.</p> <p>The stickers are ordered. Idaho Liquor Department partnered to supply 10,000 bags to be stickered. Once stickered they will be distributed to all state liquor stores in Region 2. Debi will reach out to Palouse Prevention Coalition for assistance with stickering the</p>

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bags. Upriver Youth Leadership Council Youth Advisory Board members will also be stickering bags and helping to deliver.

DITEP training is scheduled for April 17 in Moscow, April 18 in Lewiston and April 19 in Kamiah. ISP will perform Responsible Beverage Servers (RBS) training while they are in town conducting the DITEP training. Details on RBS to be determined.

The DeTerra pouches and bag tag cards have arrived. Upriver Youth Leadership Council Youth Advisory Board members are stapling the 5000 cards to the 5000 pouches. Sharlene has reached out to most of the pharmacies via email to invite them to participate in this strategy. To date only one pharmacy has registered. Written, mailed invitations will go out next week.

Discussion was held regarding formulating a plan for regular free mental health screenings. It was determined to hold these once per quarter. Tami stated that LCSC would be training student interns to conduct the testing at LCSC. **She will send Sharlene the instrument tools that will be used.** Latah County Recovery Center will also be participating in this Discussion was held on how to reach the smaller rural areas. Debi and Darrel agreed that Gritman Hospital might be a good start with Latah County small communities in partnership with the recovery centers rural outreach. **Debi will reach out to Crystal at Gritman. Sharlene will reach out to Syringa Hospital and St. Mary's Hospital.**

The group worked on filling out the creative briefs for Neighborhood All Stars for the positive social norming campaigns. Office of Drug Policy has no provided the localized data, discussion was held on how to obtain data needed to move forward.

The Veterans social norming project will focus on binge drinking. Idaho statewide data could be used with patriotic imagery. Advertising medium for this demographic would be newspaper print ads. Objective would be to educate on what binge drinking is. Call to action could be to visit a website (to be determined) for help. Sharlene wondered if there was a resource similar to E-chug for non-college students. **Debi will reach out to Marv Hagedorn and Barry Johnson about resources for Veterans and advise on how to proceed.**

American Indians who ride in cars with others who have been drinking will target youth and will be digital marketing. **Sharlene will reach out to ODP to see if they have data on all schools pertaining to this particular data point,** ads could be targeted to specific zip codes with localized data.

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Sharlene stated for the Methamphetamine social norming project we need to develop something more positive, and to steer away from the scare tactics messaging as it has been shown to not be effective in the long term. **All group members will research positive social norm ads around meth and bring them to the next meeting.** This messaging could possibly be radio ads, newspaper print ads, posters and/or brochures dependent on the advertising medium used. The call to action would be to contact the local recovery centers for local help resources and possibly a recovery helpline.

Sharlene told the group about the newly formed Tri County Opioid Crisis Coalition for Idaho, Lewis and Clearwater counties. She asked if the group would be interested in helping the coalition formulate a primary prevention action plan. The group agreed to be of assistance.

Debi motioned to adjourn the meeting at 5:00, Sharlene second. Adjourned.

Respectfully submitted by Sharlene Johnson, Prevention Specialist

Next Meeting

Date/Time: _____

Meeting Adjourned

Time Meeting Adjourned: _____