

Educated Communities and Professionals Task Force

***DRAFT * ACTION MINUTES**

February 8, 2008 – 11:00 to 1:30 – People Helping People, Solvang

In Attendance:

Alice Patino, Chair
Laura Mancuso, Task Force Facilitator
Thom Allena, MPN Facilitator
Lilia Bello, ADP/ADMHS
Sandra Copley, Public Health Dept
Lois Craig, People Helping People & Valley Prevention Coalition
Sandy Fahey, ADMHS ECMHSN
Nancy Gottlieb, ADP/ADMHS
April Howard, ADMHS
Sheila Kearns, The Kearns Group
Shereen Khatapoush, PhD, Fighting Back Santa Barbara
Lorraine Waldau, SB County Education Office
Carolyn Wood, Carpinteria Cares for Youth

NOTES

1. Feedback on Crystal Darkness Campaign Blueprint

- a. Some Task Force members were in favor of doing a Crystal Darkness-type anti-meth campaign in Santa Barbara County; others thought it was too expensive and did not produce a lasting impact.
- b. Specific concerns expressed:
 - One shot deals don't work -- it will be of no lasting value unless it is part of a comprehensive prevention campaign
 - San Diego spent more than was budgeted with Crystal Darkness
 - San Diego saw an increase in calls immediately following the media road block, but not ongoing
 - We should not implement the campaign until we have increased treatment slots to handle increased demand
- c. Suggestions if we do proceed:
 - We should do our own local production and save money by working with students from Allan Hancock College, SB City College, and Brooks Institute
 - We can work with students for the taping, but we will need professionals to do the editing
 - We should arrange for phone banks to handle the calls in each region immediately after the showing
 - We should stage Town Hall meetings where people can watch it together then meet immediately afterwards
 - We should own the videotape so that we can show it repeatedly in local communities over time (e.g., on public access TV and in movie theaters before the feature presentation begins)

- The Kearns Group would be willing to work with any of the local groups on a *pro bono* basis to help produce a local version
- We should combine efforts with San Luis Obispo County since we share media outlets and then our cost would be cut in half
- We should engage public figures – e.g., mayors, sheriff, community leaders – before we go to the TV stations to request free air time
- We should develop our own video and use it to launch ALL of the Meth Prevention Network strategies county-wide after we report to the Board of Supervisors in October

Action Item	Description	Completed
#1	<p>A sub-committee of Sheila Kearns (Chair), Alice Patino (North County), and Carolyn Wood (South County) will develop a proposal (with estimated budget) for a comprehensive meth prevention campaign that includes a locally developed video to be used in collaboration with San Luis Obispo County.</p> <p>The draft proposal will be brought to this Task Force on 3/7, and to the Leadership Council on 3/12.</p> <p>Alice Patino will find someone from Mid-County to join the sub-committee.</p>	

2. Action planning: Distribution of Printed Meth Prevention Materials at Key Sites Countywide

- a. We identified representatives who will serve as a point of contact for each region (see action item #2 below).
- b. We reviewed copies of meth prevention literature that Lilia Bello had prioritized. The different regions of the county have different needs. For example, Tips for Teens is already widely distributed; the brochure from Journeyworks is already available at the drop-in center in Santa Barbara; however, Carpinteria has not distributed any anti-meth materials. Likes and dislikes of the materials varied by region. Laura Mancuso proposed that each region select its own literature. Sheila Kearns indicated that the materials could be customized by region, and we could create new pieces that incorporate features from several of them (e.g., use photos from “Inhaling the Devil” and text from the Vermont list of “Ten Ways Methamphetamine Can Mess You Up.”
- c. April Howard indicated that it will be more difficult to evaluate the materials distribution campaign if we use different materials in each region. The Leadership Council wants each Task Force to evaluate each action plan. An outcome evaluation on this action plan could involve, for example, surveying the people who pick up the literature. Some members of the Task Force were

surprised to hear that all of our action plans need an evaluation component; this was not taken into consideration when the strategies were developed at the Summit. We do not have baseline data on the level of community awareness about meth. The Task Force wants to proceed with distributing anti-meth literature rapidly, and wants to do only a process evaluation of this action plan (e.g., tracking the number and locations as materials are distributed rather than trying to assess any change in the level of community awareness that results).

Action Item	Description	Completed
#2	<p>Regional representatives for the materials distribution will be:</p> <ul style="list-style-type: none"> • Santa Maria: Teresa Menchaca (via Alice Patino) • Lompoc: ___? ___ -- Thom Allena will look for a representative for us on this • Santa Ynez Valley -- Lois Craig • Santa Barbara -- Shereen Khatapoush • Carpinteria -- Carolyn Wood <p>These regional representatives will identify which piece of literature they wish to use in their region and will bring a printed list of proposed distribution sites to the 3/7 Task Force meeting.</p>	
#3	<p>SHORT-TERM ACTION STEP: Alice Patino will look for meth prevention materials at the CADCA conference for Sandra Copley to use in the Maternal & Child Health Public Health clinics with Latinas (adults, not teens) who are new immigrants and often undocumented.</p>	
#4	<p>Alice Patino will send a memo to the Outcomes Task Force Chair indicating that we wish to proceed rapidly with the distribution of meth prevention literature countywide, and that we hope a process evaluation will be sufficient; more rigorous evaluation approaches should be reserved for more rigorous undertakings, such as a Crystal Darkness type campaign.</p>	

3. Potential collaboration with the Safe Neighborhoods Task Force re: DEC

- a. Alice Patino and Thom Allena described an initiative by the Safe Neighborhoods Task Force to create a coordinated, countywide DEC program and to track kids longitudinally to look at their health and educational outcomes. Although the EC&P Task Force supports this

undertaking in concept, we do not view it as part of our scope of work. Alice Patino would like to work with Ken Bambrick to further develop this concept.

Action Item	Description	Completed
#5	Alice Patino will check with Marian Medical Center to find out if they have a "S.C.A.N." child abuse detection network then meet with Ken Bambrick to further develop the proposal for a coordinated countywide DEC program.	
#6	Laura Mancuso will indicate to the MPN Project Team that the EC&P Task Force does not wish to take on a strategy regarding DEC.	

4. Action planning re: educating professionals

- a. This agenda item was deferred to the March meeting.
- b. Sandra Copley requests a meth prevention presentation for the Public Health Nurses and Service Aides.
- c. Alice Patino requests assistance with finding a dentist for a person in recovery who contacted Supervisor Gray's office.

Action Item	Description	Completed
#7	SHORT-TERM ACTION STEP: Sandra Copley will contact Esther Trejo and Ken Bambrick re: arranging for a DEC presentation to the Public Health Field Nurses and Service Aides.	
#8	SHORT-TERM ACTION STEP: Alice Patino will refer the community member in recovery from meth addiction to Community Health Dental Clinics of the South Coast in Nipomo.	

5. Logistics

- a. Future Task Force meetings will be held at People Helping People at 545 North Alisal in Solvang.
- b. After March, Task Force meeting days and times will change to accommodate Lisa Gilbert's work schedule and to coordinate with Leadership Council meeting dates.

Action Item	Description	Completed
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#9	<p>Upcoming meetings of the Task Force:</p> <ul style="list-style-type: none"> ○ Friday, March 7, 2008, 11 to 1:30, People Helping People, Solvang ○ Wednesday April 9th, 10 am to 12 noon, People Helping People, Solvang ○ Wednesday May 14th, 10 am to 12 noon, People Helping People, Solvang ○ Meeting dates for June through September are to be determined <p>Any Task Force member not able to attend a meeting should notify Alice Patino no later than 48 hours in advance.</p>	
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6. Hot Off the Press – New Things Learned!

People with pressing dental needs due to meth use (including the homeless and uninsured) can get affordable dental care from the Community Health Dental Clinics of the South Coast in Nipomo or Eastside Dental Clinics in Santa Barbara.

7. Conclusion

Meeting adjourned at 1:30 pm.