

Educated Communities and Professionals Task Force

***DRAFT * ACTION MINUTES**

March 7, 2008 – 11:00 to 1:30 – People Helping People, Solvang

In Attendance:

Lois Craig, People Helping People & Valley Prevention Coalition – filling in for Alice Patino as Chair today
Laura Mancuso, Task Force Facilitator
Jayne Brechwald, ADP Advisory Board
Sandra Copley, Public Health Dept
Sandy Fahey, ADMHS ECMHSN
Lisa Gilbert, ADP/ADMHS
Nancy Gottlieb, ADP/ADMHS
Sheila Kearns, The Kearns Group
Steve Powell, Carpinteria USD/Carpinteria Cares for Youth
Cindy Stevens, Valley Prevention Coalition
Carolyn Wood, Carpinteria Cares for Youth
Katarina Zamora, ADP/ADMHS

NOTES

1. Proposal for a Comprehensive Meth Prevention Media Campaign

- a. Sheila Kearns brought a written proposal for a locally produced multimedia campaign as an alternative to Crystal Darkness. It would cost \$17,000 to \$52,000, depending on how much volunteer assistance we are able to procure. The Kearns Group offers to coordinate the production of the documentary and other aspects of the campaign on a *pro bono* basis. If we combine efforts with San Luis Obispo County, we could split the costs. This approach would be preferable because:
 - Santa Barbara County would own the documentary and could use it repeatedly over time (e.g., showing on local cable access TV, or at community forums later) so that this is not a “one-shot deal”
 - The documentary would feature entirely local community leaders, people in recovery, etc.
 - We would use multiple “channels” to communicate our meth prevention message: television, newspapers, radio, the Dontw8.info website, digital storyboards, printed brochures, Town Hall Meetings, community forums, etc.
 - The multimedia roadblock event could be used to garner publicity for the launch of ALL MPN projects
 - ADP will be focusing on meth prevention as one of its top three priorities for 2008-09
- b. Potential groups to work with on video production and editing:
 - Black Diamond Productions, Santa Barbara
 - Life Chronicles, Salinas Street, Santa Barbara

- Richmond Productions, Santa Ynez Valley
- John Bowen, Santa Ynez Valley (did filming for “Project Alert” including “Pot or Not?”)

Action Item	Description	Completed
#1	<p>We will ask the Leadership Council, at its 3/12/08 meeting, for their review and comments, and for their approval for proceeding with developing a workplan (with action steps, timeline, budget, etc.).</p> <p>Laura will enter edits to the draft proposal. Nancy G will contact Nancy Vasquez to get it on the agenda. Lois will present the information to the Leadership Council.</p>	
#2	<p>Nancy G will ask the Leadership Council to contact the Sheriff regarding making Drew Sugars (formerly with Channel 12, and now Public Information Specialist with the Santa Barbara Sheriff’s Department) available to assist with this project.</p>	
#3	<p>Nancy G will contact the Alcohol & Drug Program Director in San Luis Obispo County to assess their interest in collaborating with us.</p>	

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

- a. We selected two brochures available from Journeyworks in Santa Cruz for the materials distribution campaign: 1) 45 Scary But True Facts About Meth (only in English at present); 2) How Meth Affects Your Brain (in both Spanish and English). We need them both in English and Spanish. Journeyworks will translate the first brochure if we order sufficient copies.
- b. As identified at the last meeting, regional representatives for the materials distribution will be:
 - Santa Maria -- Alice Patino (working with Teresa Menchaca)
 - Santa Ynez Valley – Lois Craig
 - Santa Barbara – Shereen Khatapoush (working through Fighting Back Santa Barbara’s existing task forces)
 - Carpinteria – Carolyn Wood
- c. **Carolyn** presented a list of potential distribution sites in Carpinteria, and **Sandra Copley** described distribution channels in Public Health.
- d. Laura met with the Chair of the Outcomes & Evaluation Task Force, and a process evaluation will be sufficient for this action plan.

Action Item	Description	Completed
#4	Shereen and Alice will bring a list of their local materials distribution sites/channels to the April meeting.	
#5	Nancy G will order large quantities of the two Journeyworks brochures in English and Spanish. She will also obtain sample copies to share with the Leadership Council on March 12 th .	
#6	Jayne will contact Family Service Agency (operator of 2-1-1) to tell them we are planning to distribute thousands of anti-meth brochures, and to inquire about their capacity to monitor any increase in call volume due to referrals from these brochures.	
#7	Laura will work with Lorraine Waldau (SBCEO) and Tricia Beebe (Coordinator of the MPN website at DSS) to devise an easy way for community volunteers to enter data online when they deliver materials.	

3. Action planning re: educating professionals

- a. The Treatment Task Force is already working on reaching CWS workers and judges. Our target audience will be medical professionals. Our approach will be to try to arrange for meth training as part of the “Grand Rounds” at local hospitals. These training events reach nursing staff and licensed psychotherapists as well as physicians.
- b. Potential presenters: Bruce Reed (pharmacist who has offered meth training previously, and teaches about alcohol and drugs at the Santa Barbara Graduate Institute). Carrick Adam (physician who works in Juvenile Hall and is on the Leadership Council).

Action Item	Description	Completed
#8	Information Gathering in preparation for the April Task Force meeting: Jayne Brechwald will contact Carol Henderson about Grand Rounds & Sandy Fahey will get information about Psychiatric Grand Rounds at Cottage Hospital (when do they occur, how are speakers selected, how far in advance, etc.) Lois Craig will contact Bruce Reed regarding his availability. Laura Mancuso will find out if Lompoc Hospital has Grand Rounds.	

	<p>Alice Patino will find out if Carrick Adam is available to do training.</p> <p>Alice Patino will find out if Marian Medical Center has Grand Rounds.</p> <p>Lois Craig will find out if the Santa Ynez Valley Cottage Hospital medical staff attend Grand Rounds in Santa Barbara, or if additional training is needed in the Valley.</p>	
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4. Misc. short-term action steps

Action Item	Description	Completed
#9	Nancy G will find out if the “Pot or Not?” is still available at no cost for use in schools.	
#10	Nancy G will provide a PowerPoint presentation to Steve Powell for use with his staff about adolescent abuse of prescription drugs.	

5. Logistics

Action Item	Description	Completed
#11	<p>Upcoming meetings of the Task Force:</p> <ul style="list-style-type: none"> ○ 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>	

6. Hot Off the Press – New Things Learned!

Carpinteria Cares for Youth is holding a community forum on May 6th in the City Council Chambers.

7. Conclusion

Meeting adjourned at 1:15 pm.