

## **Educated Communities and Professionals Task Force**

### **\*DRAFT \* ACTION MINUTES**

April 9, 2008 – 10:00 to noon – People Helping People, Solvang

#### **In Attendance:**

Alice Patino, Fighting Back Santa Maria Valley (Chair)  
Laura Mancuso, Task Force Facilitator  
Lilia Bello, ADP/ADMHS  
Mary Conway, People Helping People & Valley Prevention Coalition  
Sandra Copley, Public Health Dept  
Lois Craig, People Helping People & Valley Prevention Coalition  
Lisa Gilbert, ADP/ADMHS  
Nancy Gottlieb, ADP/ADMHS  
Cindy Stevens, Valley Prevention Coalition  
Nancy Vasquez, Meth Prevention Network  
Katarina Zamora, ADP/ADMHS

#### **NOTES**

##### **1. Meth Prevention Media Roadblock Campaign**

- a. At their March meeting, the Leadership Council requested that we develop a detailed workplan (including timeline, proposed budget, and responsible parties and their roles) for a locally produced alternative to the Crystal Darkness media roadblock. Further guidance from the Leadership Council:
  - Add Telemundo to list of local media outlets
  - Include the value of potential in-kind donations in the workplan so that the cost of the total effort is documented, not only the funds needed
  - Distribute flyers through FoodMax grocery stores in addition to Albertson's
  - Approach the following organizations/institutions for financial support: Regional Chamber of Commerce; local service clubs (Kiwanis, Lyons, Elks, etc.); COLAB; shippers and growers in Carp; Vandenberg Air Force Base; Sheriff's video production department; asset forfeiture funds at Sheriff's Department.
  - After airing the show, there should be community forums and Town Hall meetings.
  - Make sure everything is in both English and Spanish.
- b. Kathy Gallagher asks this Task Force to come up with three possible names for the local campaign for consideration by the Leadership Council in May.
- c. Nancy Vasquez shared "lessons learned" from phoning communities that have already done a Crystal Darkness campaign. Most of them did not evaluate their campaign. There was not generally an increase in demand for treatment, but a lot of calls requesting more information. They suggested featuring more content in the documentary.

- d. Our treatment providers report that there is available capacity for treatment, but most people who need it cannot pay for it.

Action Item	Description	Completed
#1	<b>Lisa G</b> will invite all Task Force members to join a sub-committee to develop the workplan to bring to the Leadership Council in May. Sub-committee members will include <b>Alice Patino, Sheila Kearns, and Cindy Stevens</b> . The sub-committee will also develop three potential names for the local campaign.	
#2	<b>Kathy Gallagher</b> is contacting the Sheriff re: our request to involve Drew Sugars.	
#3	<b>Nancy G</b> is contacting the Alcohol & Drug Program Director in San Luis Obispo County to assess their interest in collaborating with us.	

## 2. Distribution of Printed Meth Prevention Materials at Key Sites Countywide

- a. ADP has purchased the brochures from Journeyworks. Most of them should arrive in about two weeks; it will take another four weeks to obtain the one that is being translated into Spanish.
- b. The Task Force generated a draft list of data fields for a web survey to collect data on where and when brochures are distributed by members of the community coalitions.
- c. **Lilia B** spoke to Cynthia McNulty at FSA about tracking any increase in calls to 2-1-1 regarding meth. They already ask callers about the referral source, and will add the Journeyworks brochures to their list. ADP can also measure any increase in visits to their [www.dontw8.info](http://www.dontw8.info) website.
- d. The Task Force will re-evaluate the materials distribution at our final meeting in September, then hand it off to ADP for ongoing coordination.

Action Item	Description	Completed
#4	<b>Alice P</b> will prepare a list of distribute sites/channels for the Santa Maria Valley.	
#5	<b>Laura M and Katarina Z</b> will work with Tricia Beebe at DSS to prepare the web survey for collecting data on where and when brochures are distributed.	
#6	<b>Katarina</b> will develop an instruction sheet for volunteers with the community coalitions to guide them through how to	

	enter data online about where and when they distributed the Journeyworks brochures	
#7	<p>When the brochures arrive, Katarina and Lilia will contact the regional representatives and arrange to get the brochures in their hands.</p> <p><u>Regional representatives for materials distribution</u></p> <ul style="list-style-type: none"> <li>▪ Santa Maria -- Alice Patino</li> <li>▪ Santa Ynez Valley – Lois Craig</li> <li>▪ Santa Barbara – Shereen Khatapoush</li> <li>▪ Carpinteria – Carolyn Wood</li> <li>▪ Lompoc – Pat Brady</li> <li>▪ Public Health – Sandra Copley</li> <li>▪ Social Services -- _____</li> <li>▪ ADMHS -- _____</li> </ul>	

### 3. Educating medical professionals

- a. We have three potential trainers:
- Bruce Reed, Pharmacist at Cottage Health System/Santa Ynez Valley
  - Carrick Adam MD with the Juvenile Hall
  - Mark Guretic MD on the Board of Marian Medical Center
- Carrick and Mark are interested in teaching about new research findings on the effects of meth on the adolescent brain and how it differs from alcohol.
- b. CEUs can be provided by:
- PHD for nursing staff
  - ADMHS for MFTs, LCSW, and Psychologists

Action Item	Description	Completed
#8	<p>In order to proceed with planning for educating medical professionals, we need to gather more information about the need. Task Force members will contact key individuals and bring their replies to the May Task Force meeting.</p> <p><u>Assignments (see list of questions below):</u></p> <ul style="list-style-type: none"> <li>▪ <b>Alice Patino</b> will ask Carrick Adam MD and Mark Guretic MD</li> <li>▪ <b>Sandra Copley</b> will ask Carol Henderson-Nelson at Cottage Nursing Education and Dr. Gershoff at Public Health</li> <li>▪ <b>Lisa Gilbert</b> will ask Susan Michand at the Santa</li> </ul>	

	<p>Barbara Regional Health Authority</p> <ul style="list-style-type: none"> <li>▪ <b>Katarina Zamora</b> will ask Linda Ann at Sansum Lompoc</li> </ul> <p><u>Questions:</u></p> <ul style="list-style-type: none"> <li>▪ Is there a need for training of doctors and nurses locally about meth? How so?</li> <li>▪ Who is the target population that the training should focus on...adolescents? young adults? adults?</li> <li>▪ How long should the training be: one hour, two hours, ½ day or full day training?</li> <li>▪ Should it be general education about meth (e.g., what is meth, signs and symptoms of meth use, impacts of meth use, local prevention &amp; treatment resources) or more specialized (e.g., new research on how meth affects the adolescent brain)?</li> <li>▪ Has any other training been offered to doctors or nurses locally on meth recently?</li> </ul>	
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#### 4. Logistics

Action Item	Description	Completed
#9	<p>The remaining meetings of the Task Force are:</p> <ul style="list-style-type: none"> <li>○ <b>Wednesday May 14th, 10 am to 12 noon</b>, People Helping People, Solvang</li> <li>○ <b>Wednesday, June 18, 2008 -- 10 am to 12 noon</b>, People Helping People, Solvang (delete 6/11/08)</li> <li>○ <b>Wednesday, July 16, 2008 -- 10 am to 12 noon</b>, People Helping People, Solvang (delete 7/9/08)</li> <li>○ <b>Wednesday, August 13, 2008 -- 10 am to 12 noon</b>, People Helping People, Solvang...followed by Leadership Council meeting 1 to 4 pm Marriott Buellton</li> <li>○ <b>Wednesday, September 10, 2008 -- 10 am to 12 noon</b>, People Helping People, Solvang...followed by Leadership Council meeting 1 to 4 pm Marriott Buellton</li> </ul> <p>Any Task Force member not able to attend a meeting should notify Alice Patino no later than 48 hours in advance.</p>	

#### 5. Hot Off the Press – New Things Learned!

None at this meeting.

## **6. Conclusion**

Meeting adjourned at 12 noon.