

## Educated Communities and Professionals Task Force

### \*DRAFT \* ACTION MINUTES

May 14, 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  
Sandy Fahey, ADMHS ECMHSN  
Lisa Gilbert, ADP/ADMHS  
Nancy Gottlieb, ADP/ADMHS  
Shereen Khatapoush, PhD, Fighting Back Santa Barbara  
Steve Powell, Carpinteria USD/Carpinteria Cares for Youth  
Katarina Zamora, ADP/ADMHS

#### NOTES

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

- a. The Task Force reviewed a sample budget prepared by **Lisa** for a locally produced media campaign. The cost is not substantially different from hiring Crystal Darkness. Sheila Kearns has a new business venture and is not available. The Task Force recommends assembling a small group with specialized expertise in drug prevention media campaigns to meet with and assess the Crystal Darkness organization. Suggested members of this group:
  - Drew Sugars -- **Nancy G** to follow up with the Sheriff; **Sandy F** to ask Drew Sugars about his interest (neighbor)
  - Kate Schwass, CADA (staff person for CADA's Media Task Force) – **Nancy G** to ask Penny Jenkins for Kate's involvement
  - Alex Brumbaugh or someone from the drug education video production company in Carp where he works – **Nancy G** to contact Alex
  - Nancy Gottlieb, ADP/ADMHS & MPN – also Lisa Gilbert
  - A Teacher from either the Carp HS or SB HS Media Academy – **Steve** to recruit someone
  - Telemundo or Univision -- **Nancy G** will follow-up with Jenaro Valdez
  - Joe Martin, Univision in SM – **Alice P** to follow-up
  - A D.J. from Spanish language station in SM – **Alice P** to follow-up
  - New Manager at KCOY TV or AHC videographer – **Alice P** to follow-up
  - Project Manager (to be determined)

- b. **Nancy V** will contact Crystal Darkness about their availability to come to Santa Barbara.
- c. Possible names for the locally produced media campaign are:
  - Meth: Not Even Once
  - Don't Mess with Meth
  - Ice Burns
  - Life or Meth
  - Resist Meth

Action Item	Description	Completed
#1	<i>NOTE FROM TASK FORCE FACILITATOR: There was extensive discussion of the media campaign at the Leadership Council meeting on the afternoon of May 14<sup>th</sup>. The Sheriff offered to assist with producing the video documentaries. This substantially changed our course of direction. Updates will be provided at the June Task Force meeting.</i>	

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

- a. **Lilia** and **Katarina** distributed the Journeyworks brochures. 250 copies of each brochure were given to Steve Powell for Carp Cares For Youth; Shereen Khatapoush for Santa Barbara Fighting Back; Sandra Copley for the Public Health Department clinics; and Lois Craig for the Valley Prevention Coalition. Brochures will also be delivered to Pat Brady in Lompoc for distribution there. The fourth and final brochure should arrive in the next few weeks.
- b. **Laura** handed out a cover letter that guides people on how to log the distribution of brochures at the MPN website.
- c. **Shereen** handed out copies of a Teen Resource Guide for North County prepared by the Santa Barbara Regional Health Authority.

Action Item	Description	Completed
#2	<b>Katarina</b> will deliver brochures to Alice Patino's office. <b>Lilia</b> will bring a second set of 250 copies of each brochure to Shereen.	
#3	The regional representatives will ask those actually distributing the brochures to log into the MPN website so we know where, when, and how many were distributed (refer to cover letter for how-to).  <u>Regional representatives</u> <ul style="list-style-type: none"> <li>▪ Santa Maria -- <b>Alice Patino</b></li> </ul>	

	<ul style="list-style-type: none"> <li>▪ Santa Ynez Valley – <b>Lois Craig</b></li> <li>▪ Santa Barbara – <b>Shereen Khatapoush</b></li> <li>▪ Carpinteria – <b>Carolyn Wood</b></li> <li>▪ Lompoc – <b>Pat Brady</b></li> <li>▪ Public Health – <b>Sandra Copley</b></li> </ul>	
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### 3. Educating medical professionals

- a. Sandra Copley is planning training events for Cottage Hospital medical residents and Public Health Department staff.
- b. Task Force members are checking with other health providers regarding their level of interest and need.

Action Item	Description	Completed
#4	<ul style="list-style-type: none"> <li>▪ <b>Sandra Copley</b> will confirm training dates for the PHD clinics countywide</li> <li>▪ <b>Katarina</b> will continue to try to reach Margaret Weiss, Health Education, Sansum Lompoc and Patricia Herrera, Health Education, Community Health Clinic in Lompoc (main office is Nipomo)</li> <li>▪ <b>Lisa</b> will continue to try to reach Susan Machand at SBRHA</li> <li>▪ <b>Laura</b> will follow up on getting DEC handouts to Sandra Copley and Dr Carrick Adam</li> </ul>	

### 4. Logistics

Action Item	Description	Completed
#5	<p>The remaining meetings of the Task Force are:</p> <ul style="list-style-type: none"> <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</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 – <b>NOTE: This will need to be changed as the Leadership Council moved its September meeting to 9 am to 12 noon at the Marriott in Buellton on this day.</b></li> </ul>	

	Any Task Force member not able to attend a meeting should notify Alice Patino no later than 48 hours in advance.	
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**5. Hot Off the Press – New Things Learned!**

**Steve** shared anti-meth brochures created by students at Rincon H.S. that were very well-received!

**6. Conclusion**

Meeting adjourned at 11:45 am.