

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

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

September 3, 2008 – 10:00 to 12 noon – Via Phone Conference

#### **In Attendance:**

Alice Patino, Task Force Chair  
Laura Mancuso, Task Force Facilitator  
Dr. Carrick Adam, Santa Maria Juvenile Hall  
Mary Conway, People Helping People & Valley Prevention Coalition  
Sandra Copley, Public Health Dept.  
Asia Eichmiller, ADP/ADMHS  
Sandy Fahey, ADMHS ECMHSN  
Lisa Gilbert, ADP/ADMHS  
Nancy Gottlieb, ADP/ADMHS, MPN Project Director  
Shereen Khatapoush, PhD, Fighting Back Santa Barbara  
Nancy Vasquez, ADP/ADMHS, MPN Project Manager  
Katarina Zamora, ADP/ADMHS

#### **NOTES**

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

- a. The target date for the media “roadblock” is the 3<sup>rd</sup> week in January 2009. There will be two countywide Town Hall meetings, one in English and one in Spanish. Both will be held in Santa Maria. Fighting Back Santa Maria Valley is enthusiastic about hosting. All regional community coalitions are asked to help with outreach. News anchors from all of the TV stations will be invited to participate together in the Town Hall Meeting.
- b. Drew has begun speaking with KCOY. We still need to contact the other stations. He will need help from the Latino stations in editing the Spanish language documentary. Alice suggested contacting Michael Madriaga, Chair of the Hispanic Business Committee of the Santa Maria Chamber of Commerce. Katarina suggested contacting Lydia Pantazes at KCOY.
- c. Nancy V would like to identify a representative from each regional community coalition to serve as a liaison to the media campaign effort. She will contact the Executive Directors of Fighting Back Santa Maria Valley, the Valley Prevention Coalition, Fighting Back Santa Barbara, and Carpinteria Cares for Youth.
- d. Drew is still seeking names of individuals who might be willing to tell their stories in the documentaries, for both the English language and Spanish language documentaries. We are especially in need of: men; young people; and the family of someone who died from meth use.
- e. Drew is in need of a donation of \$7,000 to \$10,000 to purchase graphics for the documentaries.
- f. We are not able to use the name, “Meth...Not Even Once!” due to a copyright issue. Task Force members are asked to help identify alternatives.

Lisa suggested that we ask the interviewees from the documentaries to make the final selection of the documentary's name.

Action Item	Description	Completed
#1	<b>Task Force members</b> should continue to refer people who might be willing to tell their personal stories on camera. Drew will interview them and explain what it would entail.	
#2	<b>All Task Force members</b> are asked to help generate possible names for the media campaign. Laura will send out an email to this effect.	

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

- a. ADP purchased 19,400 brochures in total. All of the English language brochures have been distributed; ADP still has copies of the Spanish language brochures.
- b. Data has been entered at the website on the distribution of only 5,200 brochures.

Action Item	Description	Completed
#3	<b>Task Force members</b> need to continue to log into the MPN website ( <a href="http://www.stopmethinsbc.org">www.stopmethinsbc.org</a> ) and go to the Educated Communities & Professionals Task Force area to take the web survey about where, when, and how many brochures were delivered. The direct link to the survey is:  <a href="http://www.zoomerang.com/Survey/?p=WEB227QHLL6AXH">http://www.zoomerang.com/Survey/?p=WEB227QHLL6AXH</a>	
#4	<b>Nancy G</b> will arrange for brochures to be made available at the ADMHS C.A.R.E.S. locations.	

## 3. Educating medical professionals

- a. The Task Force reviewed pending requests for training (see attachment).
- b. Esther Trejo and Dr. Carrick Adam met to discuss meth training and share materials. They will collaborate on upcoming training events.
- c. The trainers need a simple handout that lists ADP providers by region, identifying perinatal and other providers.

- d. Laura shared an idea for a CEU reimbursement mechanism to encourage medical professionals to choose CEU courses on meth over time. We would need outside funding. The Task Force supported the idea.
- e. The task force members provided feedback to Asia on the “postcard” for use as a training handout.
- f. The task force discussed how the cost of substance abuse treatment is covered for low-income, uninsured clients (see “Hot Off The Press” below).

Action Item	Description	Completed
#5	<b>Nancy G</b> will email to Task Force members a copy of the PowerPoint presentation that Dr. Gottheil delivered to C.A.L.M.	
#6	<b>Dr. Adam</b> will contact Dr. Howard Ginsberg about his interest in helping with meth training.	
#7	<b>Asia</b> will update the screening questions on the “postcard” training handout to ensure its relevance to adolescents and send out another version for comment within one week.	
#8	<b>Asia &amp; Nancy G</b> will develop within one week a training handout that is a referral list of ADP providers by region (indicating perinatal and other). <b>Laura</b> will ask Tricia Beebe to post it at the MPN website.	
#9	<b>Laura</b> will write up the concept of a CEU reimbursement mechanism, to be administered by ADP, to encourage ongoing education of medical professionals about meth after the Task Force ends.	

#### 4. Logistics

Action Item	Description	Completed
#10	Our final Task Force meeting will occur on Thursday, October 2 <sup>nd</sup> by phone.  Any Task Force member not able to attend a meeting should notify Alice Patino no later than 48 hours in advance.	

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

How can low-income people gain access to drug treatment in Santa Barbara County? No one should be denied treatment based on ability to pay. If MediCal-eligible, the treatment may be covered by MediCal. All ADP-funded providers reserve a certain percentage of slots for an NNA sliding fee scale, although there may be a waiting list. Clients must pay *something* toward the cost of treatment (unless they are on General Relief) but it may be a very small amount, such as \$5 or \$10 per week

## **6. Conclusion**

Meeting adjourned at 11:40 a.m.

## SCHEDULE OF TASK FORCE & LEADERSHIP COUNCIL MEETINGS

	<b>Educated Communities &amp; Professionals Task Force</b>	<b>Leadership Council</b>
<b><i>Sept</i></b>	<p>Wed Sept 3rd 10 to 12:00 noon Via phone conference Dial 681-5400, access code 1903</p>	<p>Wednesday Sept 10<sup>th</sup> 9 am to 12 noon Marriott Buellton</p> <p>* Review draft report</p>
<b><i>October</i></b>	<p>Thursday October 2nd 10 to 12:00 noon Via phone conference Dial 681-5400, access code 201890</p>	<p>Friday October 10th 9 am to 12 noon Marriott Buellton</p>
<b><i>November</i></b>		<p>Tuesday November 4<sup>th</sup> *</p> <p>Target date for presentation to County Board of Supervisors:</p> <p>(* date could change – check for updates!)</p>