



MCRUD Steering Committee Agenda
Tuesday, Aug. 18, 2015 – 10:00 AM – 11:30 am

Alger Parks and Recreation
413 Maple Street
Munising, MI 49862
Call in number: 877-384-8838
Passcode: 5173936890

I. Call to order & introductions

Mike Tobias – PN
Katie Kritzenheim – Child and Family Services of the Upper Peninsula
Gery Shelafoe - Northcare
Sarah Derwin –Marquette County Health Department / MC2
Kelly Johnson-Sager - MARESA
Erin Viau – Public Health Delta and Menominee / Health Youth Coalition
Kelly Arnold – Public Health Department of Delta and Menominee / SAVE Council
Mark Boshaw – Mackinac County Communities that Care
Karianne Lesperance – Healthy Youth Coalition
Liz Sherman – Big Brothers/Big Sisters of Marquette and Alger Counties
Sarah Hanson – Healthy Youth Coalition
Michelle Maskart – Public Health Department of Delta and Menominee / SAVE Council
Karen Senkus – Chippewa Co Health Dept. / Chippewa Co Substance Abuse Coalition
Mary Jo O’Halloran – Alger County Communities that Care
Tom Ranta – Boys and Girls Club
Taryn Mack – Copper Country Mental Health

Phone:

Ashley Willis – St. Joseph Substance Abuse Task Force
Achilles Malta – Southwest Michigan Behavioral Health
Jessica Howell – Barry County Mental Health
Chris Farmer – Albion
Angie Gullekson – Oakland County Health Division
Lisa Peoples-Hurst – Berrien Co Health Department
Yvonne Goudreau – Little Traverse Bay Band of Odawa Indians (LTBB)
Lauren Stankovich – Care of Southeastern Michigan
Kayla – Care of Southeastern Michigan

II. Approval of February 24, 2015 and June 23, 2015 meeting minutes

III. Brief Round table Reports

Achilles Malta – coalitions working on underage drinking prevention. Focus groups, a parent group, email marketing, a third component was social media (facebook or coalition website), 4th component find a local media partner that would disseminate our information (local newspaper or a radio partner, local tv).

Jessica Howell – Barry County Mental Health – partnerships with local radio station. Billboard advertising; sharing prevention messages on facebook and twitter pages. A consistent message across the region.

Chris Farmer – Albion – a large part of our campaign was developing our facebook page. Took a health and wellness approach that go beyond underage drinking.

Angie Gullekson – Oakland Co Health Dept. – vendor education continues. Will be starting lifeskills program with the schools in Pontiac. November 6 is the Keys to Addiction Conference at Macomb ISD. The intersection between substance abuse and trauma. 9/12 Celebrate Recovery Walk and Rally. Comedian from HBO will be one of the main speakers.

9/25 8th Annual Oakland county substance recovery walk and rally. A slam poetry event.

Lisa Peeples-Hurst – Berrien County Health Dept - they had a successful underage drinking prevention campaign – Parents Who Host, Lose the Most was part of it and a project sticker shock project was implemented with two retailers. Two youth volunteers placed about 800 stickers. We also had yard signs “PWHLM.” Psas and health dept. facebook page. Send out information to all parents through Berrien Co ISD. Hosting Rx drug and heroin conference Friday, August 28, \$10. Berrien Co ranks top 5 in heroin overdoses. Fred Upton, greetings from the attorney general and other leaders who are dedicated to combatting co-sponsored by several folks, will have mcbap credits

Yvonne Goudreau – Little Traverse Bay Band of Odawa Indians – Doing the PHLTM campaign, alcohol edu in Emmet county; a cultural strategy “paddling into new generations.” continues. Created a vertical ID – 300 kids have gotten this new ID. Will be working on mj issues.

Lauren and Kayla – CARE of SEM. Finished summer camp. 107 kids were registered. National Night Out with local police departments. Working with the Teens Talking Truth group.

Karen Senkus – gearing up to do compliance checks. A monthly newspaper (evening news) Starting to schedule parent-teacher intro nights. 2nd annual conference 10/22 in the Saulte. Jermaine Galloway (Tall Cop).

Liz Sherman – Big Brothers/Big Sisters of Marquette And Alger Co. working with kids who are aging out of the foster care system.

Katie – Child and Family Services of the UP. Prime for Life in a couple of places and Botwin lifeskills in some areas.

Mary Jo O’Halloran – suicide prevention. Karen Senkus did two professional development days. Currently CTC process just completed our resource training and developing our community action plan. Developing mentoring program in Alger county.

Sarah Derwin – Marquette County Health Department – completed beverage server training, TIPS this was with a temporary licensee. They sent 4 people to come. Our coalition is going through summer restructuring trying to get them to do work in between coalition meetings. Creating new bylaws and looking at mission statements.

Mark Boshaw - Mackinac County CTC coordinator – working on getting the coalition built. Putting ads in the paper and getting banners made.

Taryn Mack – Member of Baraga CTC. Neon Nights, about 150 people attended, an awareness event; also working on recruiting members. A recovery and memory walk is planned for August 22.

Michelle Maskart – Save Council out of Delta County

Kelly Arnold – Will be having mocktails at the UP State Fair. 24 hour licensee packets. Trained in version 9 of prime for life and another class starting tomorrow. Hannahville community Indians would like prime for life. SAVE Group encouraging schools to do and use MIPHY. Starting all starts in the fall in 6 schools. April letters to motels and hotels; corsage cards reminding students to have a sober safe night. Video/poster contest.

Sarah Hanson – Healthy Youth Coalition - helped out community kids day. Losing DFC funding in September. Having a fundraiser 8/29. Workplace prevention education is going on. Helped out at National Night Out. Planning every 15 minute program...reality haunted house. Passed social host ordinance in Coleman and working to get a countywide ordinance.

Karianne Lesperance – Healthy Youth Coalition - Heart and Soul anti bullying, wellness, a 5k running program, teaming up with YMCA. Some kids won a courageous persuaders scholarship and trophy. Utilizing Instagram in one of their program. Senior letters in May. Their teen group participated in a focus group.

Tom Brimley – Boys and Girls club – Botwin Lifeskills. A goal is to get into the schools more.

Ashley Willis – St. Joe County – running our underage drinking campaign. Compliance checks coming up in September. Planned to do 45 of 65 retailers.

IV. Committee Reports & Recommendations

- a. Executive Committee (EC) – has not met. Upcoming meetings/events are below.
- September 18 - MCRUD 19th Annual Birthday/Reunion Celebration in Lansing.
 - October 27 – Steering Committee Meeting at PN in Lansing

VI. Local/State/National Issues or News

- **“Family Packs” of beer being advertised** – Ashley commented that whipped alcohol is clearly a product that underage kids would be interested in. It was also mentioned that jello shots were being sold individually at self-service displays. A suggestion was made to encourage local coalitions to talk with retailers to share their concerns regarding what products were sold. One idea that was discussed was that coalitions conduct a community scan - looking for what retailers sell what and talking to them on an individual basis about carrying those products. Others suggestions included continuing to discuss with our legislators and MLCC concerns about the emerging products that are youth aimed.
- **City of Troy closed shelving ordinance – see attached** – Nancy Morrison wasn't able to be on the call. Mike briefly explained their policy. A decision was made to create a brief survey and find out how many other communities have a similar ordinance and whether or not people are interested to work on a local or statewide ordinance regarding this issue.
- **Article “High Liquor Prices, Blame State, Not Store.”** Click [here](#).
- **Policy Update** – Mike gave a brief update.
- **United States Alcohol Policy Alliance Update** – Mike gave a brief update and encouraged people to attend the Alcohol Policy 17 conference in April 2016.

VII. New Business

- a. MCRUD DRAFT 2016 Calendar – see attached - Mike reviewed draft calendar. Lisa Peeples-Hurst offered to host either a May or August meeting (whichever date that didn't get scheduled for the UP).

VIII. Old Business –

- USDA Dietary Guidelines – Mike is planning on contacting Penny Norton to talk with her about the safe drinking guidelines.
- Teen Survey – Amy Buckingham who was working with Mike on this has not been able to work on MCRUD issues for the past couple of months. Mike will follow up with her.

IX. Resources/Upcoming Conferences – Some resources are hyperlinked so you can get more information. MCRUD also posts a lot of articles and announcements on its facebook page.

- September 10 - the Michigan Trauma Coalition is hosting an [Injury Prevention Symposium](#) at the Kellogg Hotel and Conference Center in East Lansing, Michigan.
- September 12 - Michigan Celebrate Recovery Walk and Rally – Belle Isle
- September 21-22 [16th Annual Substance Use/Co Occurring D/O Conference](#)
- [October 15 23rd Annual Parenting Awareness Michigan Conference –Marquette](#)

- October 15-16 – Supporting Individuals With FASD Through a Strength and Brain Based Approach – Wayne State University
- November 6 - **13th Annual Keys to Understanding Addiction and Consequences of Use** –
- [November 16 23rd Annual Parenting Awareness Michigan Conference – E. Lansing](#)
- [November 17-19 National Prevention Network Conference – Seattle, WA](#)
- March 22-24, 2016 – [21st Annual Michigan Traffic Safety Summit](#) – E. Lansing
- April 6-8, 2016 – [Alcohol Policy 17 Conference](#) – Greater D.C. Area
- [**Study Finds Huge Variation in Rates of Binge Drinking Across U.S.**](#)
- [Youth Drinking in the United States: Relationships With Alcohol Policies and Adult Drinking | Pediatrics](#)
- ["Talk They Hear You" app from SAMHSA](#)
- [**SAMHSA Headlines – June 12**](#)
- [**SAMHSA Headlines – July 13**](#)
- [**SAMHSA Headlines – July 23**](#)
- [**SAMHSA Headlines – August 6**](#)
- [**Powdered Alcohol Fact Sheet**](#)
- [Effectiveness Bank Bulletin – June 2015](#)
- [Effectiveness Bank Hot Topics July/August](#)
- [Effectiveness Bank Bulletin – July 31](#)
- [**Alcohol taxes fall, deaths rise in Finland**](#)
- [UDETC July Resource Alert](#)
- [UDETC August Resource Alert](#)
- [A new report from the U.S. Department of Health and Human Services.](#)
- [Kids Count Data Book 2015](#)
- ["Too Young To Drink"](#) an international campaign to educate about the dangers of prenatal alcohol consumption.

By consensus, meeting with adjourned about 11:30 a.m.

Minutes respectfully submitted by Mike Tobias