



**MCRUD Steering Committee Minutes**  
Tuesday, May 28, 2013 – 10:00 AM - 12:00 PM  
United Way of Bay County  
909 Washington Ave.  
Bay City, MI - Downstairs Conference Room

Call in number: 877-384-8838  
Passcode: 5173936890

**I. Call to order & introductions**

**Jeanine Kravetz – Sacred Heart Rehabilitation Center**  
**Goldie Wood – Neighborhood Resource Center**  
**Mike Tobias – Prevention Network**  
**Ken Dail – Prevention Network**  
**Wendy Bowlin – Huron County Health Dept**  
**Sarah Derwin – Marquette County Health Department**  
**Andrew Corey – Royal Oak Community Coalition**  
**Angie Gullekson – Oakland County Health Division**  
**Lisa Coleman – Genesee Health System**  
**Angela Rowell – Shiawassee County Catholic Charities**  
**Ashley – St. Joe CMH/ St. Joe Substance Abuse Task Force**  
**Yvonne Goudreau – Little Traverse Bay Band of Odawa Indians**  
**Arlene Naganashe – Little Traverse Bay Band of Odawa Indians**  
**Delita Smith – Little Traverse Bay Band of Odawa Indians**  
**Michelle Beeck – The Legacy Center for Community Success (Midland)**

**II. Approval of April’s minutes. Motion by Angie Rowell; seconded by Ashley Bergeon. Motion passed unanimously.**

**III. Special Presentation by: Goldie Wood, Neighborhood Resource Center**  
**Topic: Working With Community Festivals. Engaging Festival Organizers. See presentation on MCRUD website.**

**IV. Brief Round table Reports**  
**Wendy Bowlin – a lot of ROSC activities; working on Rx drug abuse prevention.**

**Sarah Derwin – coalition has given mini grants to high schools that participate in safe prom activities; hoping to get a 3<sup>rd</sup> container for Rx drugs**

**Andrew Corey – ROCC – attended the KCPC Youth Summit and brought a lot away from the event to help him do his job in Royal Oak. Just had their bike maintenance event and it went well. Working on implementing an Above the Influence campaign.**

**Angie Gullekson – Oakland County Health Division – just finished up the Life Skills program with two schools in Pontiac. Working on alcohol vendor education.**

**Lisa Coleman – Genesee Health System. Hip Hop extravaganza event for Alcohol Awareness Month. About 40 people showed up for the event and 5 people participated in the contest. African drummer and spoken work. Overall, a really cool event for first time and hoping to do it again next year. Partnering with many of our festivals this year to bring awareness around underage drinking and Rx abuse. Two focus areas: underage drinking Rx drug abuse.**

**Angela Rowell - Shiawassee Catholic Charities. STOP was approved for a YAC grant on a photo voice project. Will be walking in an upcoming parade. Drug take back day was very successful and was in the media. Val’s Pizza did put the drug take back flyer**

on their boxes this year. 3 red drug take back boxes in the county.

Ashley Bergeon – St. Joe Task Force. Finished alcohol comp checks. 8/28 failed. Offer tips training to failed vendors. Attempting to get the liquor law class scheduled in st. joe. It's about \$200/person. Participating in SMART summer campaign. Finished Project Alert in the fall. Sticker Shock campaign is coming up. Offering MIP class over the summer.

Yvonne/Arlene/Delita – LTBB. The “Parents Who Host Lose the Most campaign” is underway. Also, have alcohol edu with some high schools through their health class. Also using banners and billboards to get UAD information out. Starting some fact sheets (9 of them that addresses each of our contributing factors) and started a vertical ID now when they get their regular ID. Arlene – we had 7 schools participate through the Indian education. Went over very well. It's going to be the 1<sup>st</sup> Annual and we want to do it again. How to tap maple trees and collect maple syrup. Year end celebration included a sobriety walk. Also had a drummer. Led by local tribal veteran and children enjoyed it. Talking circles in 4 public schools.

Bay County Prevention Network – sticker shock in 7 places. Also sponsored a recovery comedy evening and town hall meeting on UAD. Community displays at hospital and at Sacred Heart Rehabilitation. Moving billboard on metro bus on underage drinking. 1150 letters went out on safe graduation.

EJ – Cass County – prom/grad letter went out 905. At last county 45 people had sent back response card to let us know that they used the info. Getting vendor ed info out. Working on SMART summer campaign.

#### **V. Committee Reports & Recommendations**

- a. Development - Partner w/ PN Dinner during SUD conference in September. We believe we will be receiving some BSAAS funding for next fiscal year. PN has recently joined the Lansing Chamber of Commerce and Economic Club. One school district and one community are interested in creating some resources for their school/community on the LOA Michigan portal. Looking into videotaping events and coalition activity.
- b. MCRUD Policy – see attached documents. Action Item. There was consensus to table this until June's meeting since people had not had a chance to review it.
- c. Executive Committee (EC)
  - June 25 – Gaylord.
  - July 18 - MCRUD 17<sup>th</sup> Annual Birthday/Reunion Celebration in Lansing. People are encouraged to attend and to nominate someone for a MCRUD Hero Award.
  - August 27 – Plan is to have a training or work shop. Lisa Coleman suggested “Above the Influence campaign” as a topic. Please let Mike know if you have any other suggestions for topics.

#### **VI. Local/State/National Issues**

- MADD Michigan is searching for an executive director.
- Recommendation that States move to .05 BAC – follow up with Katy Gonzales on research. F/u with OHSP
- MLCC Semi-Annual Public Comment Hearing – Wed. June 5 at 10am. Office is located at 25680 W. 8 Mile Rd, Southfield, MI 48033.
- Urban Outfitters selling products that promote prescription drug abuse

#### **VII. New Business** **No new business.**

#### **VIII. Old Business –**

- a. Coalition Directory – people are encouraged to check out the directory to be sure that there

local coalition is listed.

- b. Parent Power Works program. MCRUD appreciates the feedback we have received about the program and PN will be discussing if they think there is a way to use the program.

## IX. Resources/Upcoming Conferences

- [Report to Congress on the Nation's Substance Abuse and Mental Health Workforce Issues](#)
- [UDETTC May Monthly Resource Alert](#)
- June 26, 2013. [ICCPUD Webinar Series](#): To be hosted by the Centers for Disease Control and Prevention  
"The Health and Social Consequences of Adverse Childhood Experiences (ACE) Across the Lifespan: An Introduction to Prevention and Intervention in the Community," by Heather Larkin, Joseph J. Shields, and Robert F. Anda, *Journal of Prevention and Intervention in the Community*, 40(4), 2012. Click [here](#) for more information.
- [June 14 – Public Policy Forum](#) – Lansing. The Forum will feature Mitch Bean, former House Fiscal Agency Director. He will look back at the budget and tax decisions made over the last decade and their impact on where our state is today. Mr. Bean will also offer his perspective on Michigan's future economic opportunities.
- [May 2 – Town Hall E-Alert](#)
- **Using Public Health and Community Partnerships to Reduce Density of Alcohol Outlets**  
This study reviews the research on density of alcohol outlets and public health and describes the power localities have to influence alcohol outlet density. Community coalitions and public health departments can use evidence-based strategies, such as reducing alcohol outlet density to create healthier and safer communities. The study was published in the April 2013 online issue of *Preventing Chronic Disease* 2013; 10:120090. DOI: <http://dx.doi.org/10.5888/pcd10.120090>. You may read the article in its entirety by visiting the following link: [http://www.cdc.gov/pcd/issues/2013/12\\_0090.htm](http://www.cdc.gov/pcd/issues/2013/12_0090.htm).
- **America's Drop Out Crisis: The Unrecognized Connection to Adolescent Substance Use**: Experts at the Institute for Behavior and Health, Inc. (IBH) and the Center on Young Adult Health and Development (CYAHD) at the University of Maryland School of Public Health investigated the connection between adolescent substance use and the risk for dropout in the U.S. and published a report about their findings (March 2013). You may read the report in its entirety by visiting the following link: <http://preventteendruguse.org/pdfs/AmerDropoutCrisis.pdf>.
- Faces and Voices of Recovery [May newsletter](#) – Congrats to **Andre Johnson**, Detroit Recovery Project for receiving a Vernon Johnson Award!
- ROSC Spring 2013 Newsletter – see attached document.
- May 30 – 3:00-4:15pm – [UDETTC Webinar](#): **Idaho's Community Based Sentencing Programs - A Viable Alternative for Underage Offenders**
- May 13, SAMHSA launched, "Talk. They Hear You."— a national public service announcement (PSA) campaign that empowers parents to talk to young children about the dangers of underage drinking. Click [here](#) for more information.
- October 7-9, 2013 – [Global Alcohol Policy Conference](#) – Seoul, Korea
- Michigan Coalition for Fetal Alcohol Resources, Education and Support (MCFARES) Spring Newsletter – see attached document.
- Trailer for the documentary film Impact: [After The Crash](#) based on the 1988 Carrollton, KY bus crash. The crash is the deadliest drunk driving incident in history killing 27 people, mostly middle school and high school age.

- [Alcohol Alert 85](#) (NIAAA publication) - The Link Between Stress and Alcohol
- [TAP 33](#): Systems-Level Implementation of Screening, Brief Intervention, and Referral to Treatment (SBIRT)
- [Behind the Lens Newsletter](#) – State/Territory Underage Drinking Prevention Videos Project

Motion by Angela Rowell to adjourn; seconded by Ashley Bergeon; unanimously approved.

Minutes respectfully submitted by Mike Tobias.