



## Coalition Meeting Summary

Oct 20, 2020

5:15-6:30

Attendance: Julie Taylor, Education; Stephanie Pinnow, Civic; Megan Altfillisch, staff; Peder Johanson, Faith; Jen Wichita, Education; Katie Weber, Government; Bridget Craker, Health; Sabrina Meichtry, Parent, Chris Hughes, Law Enforcement

1. Welcome and Introductions: Julie led the welcome and everyone in attendance introduced themselves and the sector they were associated with.
2. Consent agenda: Budget, Staff Report, Previous meeting notes  
SWCAP accountant does not have the end of grant year budget ready yet, however we will most likely have a carry-over amount that we would like to use to continue with our Outreach efforts to the Hispanic community.
3. Upcoming events
  - a. Cultural Diversity Training will be held tomorrow. A recording of the training will be available afterwards to those who were unable to attend
  - b. Red Ribbon Week: materials have been purchased and sorted for students at each of the schools. Banners will be hung on the fences near each school. Megan has created a Red Ribbon Bitmoji Classroom, there will be a press release in this week's paper, with Red Ribbons available at Piggly Wiggly and PInnow Hometown Pharmacy for the general public to wear and promote drug prevention awareness. There will be a snapchat ad created to target the teen population.
  - c. Talk, They Hear You campaign: an awareness campaign similar to Small Talks that will be promoted in November
2. Updates
  - a. Public Health Message on You Tube  
Peder described the recording of the video discussion with Bridget Craken, Public Health Educator, and Chief Chris Hughes from the Brodhead Police Department. The recording has been posted on Better Brodhead's facebook page and on the website to keep the public informed of Green County efforts to address the rising COVID 19 cases. Peder plans to create a podcast from the audio of this video discussion.
  - b. STOP Act project update: The planning group has established what type of training they would like to conduct, but still need to narrow down the exact content. Waiting for follow up on a curriculum and then will plan to meet again to research content.
  - c. Y2Y: Better Brodhead provided tshirts and sweatshirts that Y2Y is using to incentivize student involvement with prevention activities. The students created a cover letter for some Small Talks

parent tips that will be sent out to all parents in the district. Better Brodhead also agreed to purchase some positivity stickers that the students will use to promote mental health.

10<sup>th</sup>-12<sup>th</sup> graders are working to create a buddy system for 9<sup>th</sup> grade students to promote a drug free lifestyle. Students are planning virtual youth activities with the hopes that they can eventually do a modified open gym activity sometime in the future.

1. Recent events discussion (Underage drinking, drug misuse)

The recent alcohol and drug overdose incidents were discussed. Parents are concerned with the rise in risk taking behavior by youth. The drug overdoses are still under investigation so the Chief was unable to elaborate on them, but suggested that Better Brodhead could promote drug prevention awareness. There were some concerns expressed that youth were frightened by what happened to their peers and nothing was being discussed at the school.

As a Drug Free Community coalition, this is a teachable moment for the coalition.

It was agreed that a working group would meet on Friday at 10am to discuss what activities we want to do. Those who agreed to be part of this planning group are: Julie, Stephanie, Jen, Sabrina, Megan.

Prescription Drug Take Back? Kathy is in discussion with the Chief about planning a medication take back and vape device take back event. She will update when plans are confirmed.

Next Coalition Meeting Nov 17th