



July 21st

Coalition Meeting Summary

Attendance: Peder Johanson (Faith), Hannah McMunn (Education), Bridget Craker (Health), Katie Weber (Gov.), Stephanie Pinnow (Youth Serving), Chief Chris Hughes (Law Enforcement). Sgt. Jay Williams (Law Enforcement), Megan Altfillisch (staff), Kathy Comeau (staff)

Apologies: Julie Taylor, Jen Wichita, Susan Pomatto

Absent: Brian Bennett, Christina Tway, Gabby McCarty, Cynthia Villavicencio

- Welcome & Intro
Peder led welcome and introductions
- Budget & Staff report
Jen Wichita and Paul Huffman were acknowledged for their donation of time working with Y2Y this past school year. This has helped to reduce the remaining Match needed to \$32,775. The rest of the budget was unremarkable.
The Staff report included a lot of providing information due to limitations for other types of strategies. New staff training was provided for Megan. Newsletters were created and distributed, with the summer edition newsletter reaching 2100 people. A number of meetings were held, and Eric from What the Fuss Technology provided website training for staff. There were no questions or comments about the budget or staff report.
- Cultural Competency Training- describe and set date
Santo Carfora is a Cultural Competency instructor who has been doing this type of work for many years. Due to recent events, the coalition felt this was an opportunity to offer a Diversity training for professionals in Green County. It was agreed that the training would be offered on August 25th between 1-4. It is a two-hour workshop so either 1-3 or 2-4 on that date.
- Hispanic Outreach Coordinator- Cynthia Villavicencio

Cynthia was unable to attend so Kathy described the outreach that Cynthia would be doing in the Brodhead area with the Latinx community. Cynthia would also be doing some informal interviews with families to gather data related to risk factors for substance use.

- Mask Up Green County Campaign- Megan described that Better Brodhead is promoting the Green County Health Department's campaign by posting Facebook reminders twice weekly, provide information on resources, and offering free face masks to people. Bridget Cracker, the Health Educator, explained that the campaign is about educating the public on wearing face masks and making face masks available. The toolkit that is on the Public Health Website, will soon be available in Spanish. The weekly prompts have helped to provide ideas to share on other Facebook pages. Anecdotally, more people seem to be wearing face masks. There has been some push back from individuals, but not businesses. The Health Department will provide a tip sheet on moderating a response and talking points for why people should wear a mask.
- Small Talks Campaign- Kathy describes and updates what we are doing Created by the WI Department of Health Services, the Small Talks Campaign takes the place of the Parents Who Host campaign and is also not tied to a specific time of year. Small talks promotes talking to youth beginning when they are 8 years old, and having short informal conversations about substance use. Done regularly, this normalizes the conversation and also gives the youth some guidelines on what is acceptable and unacceptable. Better Brodhead will be promoting that parents talk to their kids. Resources for how to talk to them are on the DHS website. This DHS is offering free yard signs, posters, window clings to distribute. These items have been ordered but we don't know yet when they will be delivered.
- Website revision- Megan discussed making some revisions to the website that would make the information more accessible and easier to navigate. She requested that people look over the website and let her know what they like, dislike, and any suggestions they may have on changes.
- Hootsuite- Megan discussed the new Hootsuite platform that we have subscribed to to manage all the social media accounts in one place. Kathy mentioned that we are having trouble moving the Instagram account to Hootsuite due to our Facebook page being identified as someone else's business. Bridget suggested contacting Facebook and said she would send an email contact. Hannah said this has happened to another Facebook account and requires Facebook to request permission from the person listed as the business owner. Megan will investigate.

- Updates:
 - Data Committee- Kathy said the committee reviewed the YRBS and Community Survey to identify areas where there were gaps in information and how to gather that information. It was agreed that we would do stakeholder interviews with law enforcement and educators. The next meeting in July 29th and the group will be examining the parent focus group and youth focus group data.
- LGBTQ+ Committee- Megan summarized the LGBTQ+ Advisory Committee, saying that they examined the survey findings. Out of the 115 people who took the survey only 4 people were not educators, so further data should be collected from Health and Law enforcement to identify any training needs that they may have. The majority of the people were less comfortable with transgender, and many people listed 'don't know' to questions asked. It was agreed that due to schools being under pressure during COVID 19, that a recorded presentation/training would be created and distributed to school districts for educators to access when they were able.
- Y2Y- Jen W. was unable to attend the meeting. Kathy provided a brief update that Y2Y is working on doing a virtual game night and is contacting other school clubs to see how they are doing things virtually.
- Better Brodhead is partnering with Alliance for WI Youth (AWY) to promote a training for providers on prescribing opioids. This free training complies with the WI requirements and provides free CEUs. Better Brodhead will be sending out 200 invitations to providers across Green County.
- Kathy asked Peder about setting up a classroom at the church for the Hidden in Plain Sight. During a recording of the display, having a 'parent' look through the items was discussed. Hannah suggested that we should have a disclaimer at the beginning due to the content. Bridget suggested that there may be age restrictions on YouTube. The other option discussed was to not make the recording public and distribute it directly to parents.
- Next Meeting: August 18th 5:15pm

Due to the increase in COVID-19 cases, the coalition meeting will remain virtual through October. Things will be reassessed at that time.