



ASAP Coalition Meeting Minutes

Tuesday, June 23, 2014

10:00 a.m. – 12:00 p.m.

Attendance:

Abigail Wilson-	BayCare Behavioral Health	Leslie Noland	GulfCoast Jewish Family Services
Adam Cohen	Bays Florida	Liana Dean	BayCare Behavioral Health
Amanda Schuknecht	New Vision	Melissa Giles	YFA
Andria Peek	BayCare CHAT	Missy Coyle	Baycare CHAT
Anna Leslie	WTOG-TV CW44	Monica Rousseau	ASAP
Art Roward	Pasco Sheriff's Office	Nicole Krusiewicz	Coalition for the Homeless
Ashley Huff	Walgreens	Randy Holm	Juvenile Arbitraion 6th Court
Betsy Westuba	Suncoast Yellow Ribbon	Scott Bigley	Windmoor Healthcare of Clearwater
Chris Wittmann	Trinity Pain Center	Shelah Neece	BayCare Behavioral Health
Chrissie Parris	BayCare CHAT	Tom Dunnini	Operation PAR
Gabby Flores	Healthy Start Coalition of Pasco	Tom Sheehan	Operation PAR
Georgia Briek	Fl Department of Health - Pasco	Deborah M'Gory	Baycare
Heather O'Dell	BayCare Behavioral Health	Maria Elena Rosenbloom	BayCare NBH
Kathy Moore	USF-FMHI	Dawn Easter	Pasco Mental health Foundation
Krista Jones	Saint Leo University	Ginger Brengle	MADD
Krista Martinkovic	BayCare Behavioral Health	Joan Browne	Turning Point of Tampa
Lawson Jolly	Saint Leo University		

I. INTRODUCTIONS:

Introductions and Approval of Minutes: No meeting minutes. Motion to approve minutes pushed to next month. Called to order at: 10:07am

II. GUEST SPEAKER:

Dr. Kathleen Moore from USF presented main findings from the 2015 Pasco County Drug Indicator Report. The printed versions of the report will be available for the coalition at the

next meeting. The indicator reports are great resources for community and state decision makers.

III. S.W.O.T. ANALYSIS

As part of annual strategic planning, participants engaged in a discussion in which they reflected on the strengths, weaknesses, opportunities, and threats of the coalition. The data from the discussion will be used to guide ASAP sustainability plans. The following is part of what was mentioned during the meeting. For more detailed notes, please contact Monica Rousseau

- **Strengths:** Communication with community partners via newsletter and emails; we bring all community partners together (good representation of community entities and sectors); Good youth involvement ; We don't have a crisis that we are all rallying around because we are preventing crisis; Participation in community events (i.e. health fairs); Good use of social media; Open to hearing what others have to say; Conference; Organized (agendas, minutes, speakers); Data driven; evidenced based; Educational materials (i.e. pamphlets); Using the resources of our existing partners; Products that are created; Community involvement; Coaster campaign; Partnership/collaboration
- **Weaknesses:** Don't market to other sectors; need more time spent on relationship building with other sectors; We don't have a crisis that we are all rallying around; We don't tend to communicate with people who don't already know of us; we have lost some of our members; Offer more of an opportunity to have control over ASAP initiatives, speakers at meetings, more time to speak at the meetings (not just the 2 minutes at the end), We don't always identify as a collective entity; Participant ebb and flow (i.e. faith based); Advertising of strategic planning opportunities – we need more members involved; Drop boxes are only at PSO
- **Opportunities:** Learn the language to grow the membership of other sectors; Brand expansion/marketing to other sectors; Get more data from county entities (i.e. schools); Connect “small crimes” to youth substance abuse (data point to research); Interactive learning opportunities/education for youth; Go to other sectors where they are and talk to them about what we do; Create a template power point on ASAP for membership to use; Offer CEU's; Go to other people's meetings (will increase attendance); Communicate who does represent ASAP ; Clarify relationship of ASAP in community- have a few true faces of ASAP; Create a volunteer group that can strategic plan; Increase the membership's participation in the newsletter and being a speaker at meetings; Expand to other target populations; Influence policy related to issues we are addressing (i.e. drop box locations); Fundraising – sponsorships for conference; More education and resources for parents; Use of newsletter-business cards, promote others, connect with legislators.
- **Threats:** Stigma (mental health, substance abuse); Funding; So little time to participate; Not enough staff to get it all done

IV. CONFERENCE COMMITTEE UPDATE

The 4th annual Drug Abuse Prevention Conference had approximately 380 attendees! Overall, conference evaluations were positive. Some constructive feedback included the following: 1). provide opportunity to ask panelists questions, 2). have longer break-out sessions and 3). provide the option to attend more than one break-out session. **Thank you to conference sponsors, vendors, speakers!**

Members at the meeting provided additional feedback which included the following: offer CE's for \$30, charge for lunch, include registration fee, perhaps hold at a school during Spring Break, hold at a university, capture data about attendee and tell sponsors where their money is going.

V. ALCOHOL INITIATIVES

- Continuing the coaster campaign
 - Still gathering feedback from St. Patrick's day coaster campaign. Difficult to collect information as they are a business and are very busy. 3000 ordered and distributed.
 - Next campaign is on July 4th. Posters and coasters will be provided. Not just do at bars but perhaps give out at outdoor events.
 - Establishments receptive to initiative - want people to come back
 - Paired with a free service...AAA tow and go. Relationship with local AAA. Partner with them on media campaigns?
 - Idea: T-shirt/sticker for designated drivers around holidays. Partner with establishment to get a free appetizer or something for persons who are designated driver.
 - Gil Dogs reached out and wanted to partner with ASAP.
- Shark Frenzy
 - Went really well. Town hall meeting in May (different time frame next year).
 - Lower attendance than Cyclone Rally but this year at a new location (Anclote High School)
 - Had 16 vendors and about 100 attendees. Thank you to partners who participated.

VI. STAND:

At Shark Frenzy a social norming, positive PSA was completed in partnership with CW 44. Students each made a positive promise. The idea began from an idea at an East side STAND meeting. The video can be viewed on the ASAP website.

VII. ASAP BUSINESS:

New website is now live but remains a work in progress. Information will continue to be reorganized and updated.

VIII. ROUNDTABLE:

- Together We Stand event this summer (8/13/15 at Wesley Chapel high school). Hosted by Pasco County Schools. Contact is Molly Blair.
- Georgia Briek-shout out to YFA for going tobacco free in October of this year. Please let people know that going tobacco free is an option and contact either she or Gabby Flores for additional information.
- Tom Dunning (Operation PA): Census is continuing to grow. Working on being a “better neighbor” in the community.
- North Bay Hospital: American Cancer Society is doing a Light Your Porch campaign. Please contact Leslie Gervase.
- Gabby Flores: Provided about 100 pack-n-plays to parents in need. Thank you to partners who assisted in providing information (CCP, Tobacco Free Partnership, CHAT, ASAP).
- Ginger Bringle (MADD): working with Sharon Hall. Open to present Power of Parenting, Power of Youth, and talk about other MADD services.
- Nicole (Coalition for the Homeless of Pasco County): no more funding for some homeless programs. They have a waiting list in hopes of another grant coming in. They are in need of funding to serve families on this waiting list. No family shelters in Pasco County. Please contact Nicole for more details
- Dawn Easter: If you are working with 10-16 year olds, interviews are being done to inquire about their experience with the system of care. A \$20 incentive is offered. Please contact dawn for registration packet.
- Shelah Neece: MJTF decided on a mission statement at last meeting which will be posted on the ASAP website. Committee working on a presentation that has a variety of components that may speak to various audiences. Meetings held first Tuesday of every month at 10:00. Hidden In Plain sight activity has taken off due to ASAP-CHAT collaboration. Will be taken to school open houses this coming school year to educate parents about where youth may hide drugs, paraphernalia, razors, etc. It has been very well received.
- Joan Browne (Turning Point of Tampa): Hiring several position. On July 16th have a free event for older adults on use and misuse of substances that also includes over eating and food addiction. More information to be posted to website.
- Abby Wilson (CCP): Stephanie Campbell has moved on to another position. They are down to 2 staff. They anticipate hiring a replacement.
- Heather O’Dell: CHWR now meeting every month...second Monday of every month.
- Anna (CW 44): If you need help with outreach or media campaign let her know.
- Suncoast Suicide Prevention & Suicide Prevention Coalition: September 9th outreach event, Spring fundraiser, and other events.
- Adam Cohen (Bays Florida): Prevention program for under 18 youth in NPR is moving forward. Two pilots running this summer then will be opened up to everyone. Referrals will be provided at the next meeting.
- Tiffany & Krista from St. Leo: grant continuing: Open to partnerships.

Meeting adjourned 11:57PM.