



Wednesday, November 8, 2006
11:30 a.m. – 1:00 pm
SLV Mental Health Center

MINUTES

Attendance: Katy Baer, Melissa Barnes, Mary Benavidez, Tye Boyer, Nancy Molina, Sandra Colley, Nelda Curtiss, Sue Davis, Kathy Gilmore, Lucia Hand, Nelda Curtiss, Berry Hawkins, Paula Hendricks, Henry Herrera, Charlotte Ledonne, Liza Marron, Shoshanna Montoya, Ashley Pacheco, Amy Raya, Ileen Rivale, Sandra Santa Cruz, Cindy Schreiber, Jerry Stucky, Liz, Tabeling-Garcia, Adam Vasquez, Della Vieira, Victoria Romero, Clarissa Woodworth, Jim Relyea, Alexis St. Juliana (Vista Leader, guest), Josh Garcia, Chris Woodworth, Gail Garcia, Crystal Loch and Erica Trujillo.

Call to Order and Welcome – Paula Hendricks, Co-Chair Thanksgiving

Minutes from 10/11/06 meeting were made available ([see Minutes 10/11/06](#)). Sue Davis made a motion to approve the minutes. The motion was seconded and the motion carried.

Member Highlight – Della Vieira – Alamosa County Nursing Service (see handouts). ACNS is dedicated to service to community. Includes Public Health: Preparedness Plans, i.e., Pandemic Flu, Childcare Classes to Providers, Toddler/Infant Checks, Wellness & Preventative Services and Home Health: skilled nursing care and options for long-term care and nursing home placement prevention. Have 8-10 case managers who enroll and help connect to other services in the community. Employ Personal Care Providers – unskilled care providers who help with housekeeping, cooking, shopping, etc. Also, speech, occupational and physical therapists on staff. Services to Youth Track. We are in flu season -- flu shots: 1-5pm on Tuesday, \$15 for adults and children -- will leave info on table.

Coalition Survey – Liza Marron (see handout). Liza made short questionnaires available which asked Coalition members how the organizers (Capacity-Building Committee) are doing in response to the expressed needs of the membership during the Coalition Retreat. The survey also polled the membership to determine best day and time to hold Coalition meetings.

Media Committee Presentation: “How to Reach Your Market” by Liz Tabeling Garcia, Paula Hendricks and Nelda Curtiss (see handout).

Paula said that next week is the Great American Smoke-Out – Quitline has a big push to get the message out – “spit kits” and “mommy kits” are now available.

Liz Tabling gave handouts of the presentation and said that what sells is the bad stuff and this is what the media promotes. However, there is a new approach called social norming. An example of social norming/marketing are Nike ads which show people doing extraordinary things wearing Nike shoes. Another example of social marketing is the STEPP campaign whose goal is to counter Countering “big tobacco.” STEPP had been focusing on negative messages (nasty lungs, brain on drugs) and scare tactics. Research showed that teens are

surrounded by negative messages and they wanted to find positive messages. The key findings of research were that teens understand the choices they make impact their futures. They want to be in control of their lives. Choice is universal and relevant. Teens make choices whether they want to or not. “Choice” is an online strategy -- Own Your C campaign. Chaffee County did the “Now you know” campaign; others: “Just the facts” campaign, “This is us,” “Look at us.”

Recommendations for getting local media to respond: Keep it simple; keep it newsworthy; pictures showing action; identify everyone in the picture. The Media Committee is available and willing to help.

Henry Herrera said the perception that kids in rural communities engage in drinking more, may not be necessarily true. He asked the kids their opinion about social marketing approach and they responded that they didn’t think it was very effective because it was not strong enough. Henry asked the Monte Vista Middle School kids, what percentage of kids engage in weekend parties. They said about 30-50%. He asked the same question of the Alamosa High School students who said between 40-50%.

Berry Hawkins wondered how people are going understand the seriousness of these problems in the community with social norming. He doesn’t think parents will do feel the need to take action through positive messaging. Tye responded that the key is education and that parents and public need to be education on these matters.

Lucia Hand said that at the start of Chaffee County social norm campaign, teens and parents didn’t believe it either, but research shows that after 5-years of successful social norming campaigns are having a positive effect. The key is perception.

Liza asked the students if kids are honest in answering the survey. They replied NO. They say that most of the kids don’t take they surveys seriously or lie and brag about it. Some don’t read it. Lucia said that in every research tool there are questions designed to allow account for those instances. Jerry Stucky said she believes we will have better results from focus groups.

Youth Breakout - Students break out for their separate meeting.

Round Robin

Nancy Molina spoke about the scholarship opportunities through Americorps for service-learning. This is open to anyone to pay for outstanding student loans, graduate school, etc. You have to be 17 years of age. She and her team were going to be presenting the information tonite at 6:00 pm at ASC’s School of Business.

Tye Boyer said there would be a “PeaceJam Slam at the University of Denver. Workshops help with skill-building: peaceful resolution at school and home and capacity-building

and community resources. The cost is \$45 per kid, but that money was not an issue, because there can be youth sponsors.

Katy Baer said there is a Breastfeeding Meeting on Thursday, Nov. 30, 12-1:30 at the WIC Office. Bring your own lunch. Trying to help mothers successfully breastfeed, go back to work or to school. Breastfeeding helps to reduce obesity in childhood.

Sue Davis said the Health Trends & Data Committee meets next Tuesday at 8:30 a.m. at the Rocky Mountain Prevention Research Center. Thank you to all the participants of Evidence-Based Training. The 12-week Coming Alive worksite program is continuing to recruit businesses through November. Nov. 29 is training for site coordinators.

Victoria Romero talked about the TIGERS transition program.

Sandra Santa Cruz told about the two excellent trainings she had recently attended: Drug Free Communities and STEPP New Employee Orientation. She stressed there are many available resources and that they are FREE!

Clarissa said the Life Skills training (an evidence-based curriculum) for high school was scheduled for December. Evidence-Based training COPAN RFP coming out soon. It needs to be written in November/December. Next COPAN meeting will be on Nov. 17, 12:30 pm at MHC. Valley-Wide is the lead agency on the COPAN 5-year plan.

Henry Herrera said Priscilla Ortega will be working with Alamosa High School on Barriers to Achievement: drugs, alcohol use; attendance.

Cindy Schreiber stated her focus was on helping people understand wellness technology and could be gifts for Christmas for you or your family.

Paula Hendricks said that the Quitline is really starting to work here in the valley. Calls in to the Quitline are up since September. There are posters on table -- please take them. Liza Marron talked about the CPP Training in Denver that she recently attended. It was wonderful training – spelled out needs assessment process and talked about how to create the strategic plan. CPP is working closely with Health Trends & Data Committee.

Charlotte Ledonne said the Nightingale Awards are in February (see handout). The awards promote nurses in the valley. Please consider nominating a nurse. Also, the new HIV testing site is at Planned Parenthood. Sherry Hayes can administer the test at low or no cost. Charlotte expressed that 'social norming' poses a dilemma – SLV has a low HIV infection rate and that's why resources go somewhere else. Since 1982, less than 40 cases have been documented in the valley.

Youth Share: Melissa Barnes reported on the Youth Committee meeting. They brainstormed an anti-tobacco slogan and came up with: BYB – Bust Your Butt (cigarette butt). Also, for the Silhouettes project – “Fulfill your inner Pirate” (or “Moose”).

Della Vieira R.N. – Re: flu shots. Are we ready for a pandemic flu? Thanks to Henry for contributing excellent ideas,

communications and linkages to educational, healthcare, special populations regarding the pandemic flu plan.

Ileen Rivale – CPP training is going to help with her STEPP Strategic Plan. Liza doing MAPP and it will be possible to integrate all 3 processes for Saguache County. Was disappointed that the sales tax referendum didn't pass, but it opens up an opportunity during the assessment process and help people to understand why it's needed.

Berry Hawkins -- Kiwanis Club Southfork serves children. They started serving Thanksgiving dinner for the whole community at community center 4 years ago. The food is great and last year, they served over 600 people. All are invited to attend this year's Thanksgiving Dinner. There was intensive recruitment this year for Childcare Provider Training – they now have 53 enrolled in Monte Vista. It is mandatory training for Headstart. 10 more scheduled in January. Contact Berry. Joyce Housden's Teen Committee Alcohol Compliance Check was disappointing – Creede tested 4 establishments and 2 failed. In Monte Vista the whole operation failed due to businesses knew who the agents were. Saguache County was 80% failure (4/5).

Lucia Hand said that 'social norming' is not the solution for every social issue and suggested a better strategy would be to change community policy. Sandra Colley reiterated that Nov. 16 is the Great American Smoke-Out. Costilla County Commissioners will be signing a proclamation to that effect on Nov. 14. "If you can quit for one day, you can quit for good."

Kathy Gilmore and Gail Garcia, Conejos County Prevention Team. There is a new Casastart Program in Antonito. Also, Winter Olympics.

Next SLV Prevention Coalition Meeting:
TBD pending results of today's questionnaire.

Meeting adjourned at 1:12 p.m.

Upcoming SLV Prevention Coalition Committee Meetings

- **Youth Involvement Committee**
- Wednesday, November 15, at 6:00 pm at B&G Club (dinner served)
- **COPAN Coalition** - Friday, November 17th at 1pm at Mental Health - (eat b4 you come)
- **Health Trends and Data Committee** - Tuesday, November 28 at 8:30 am at the RMPRC
- **SLV Breastfeeding/Early Childhood Committee**
- Nov 30 from 12:00noon to 1:30 pm at the Alamosa WIC office, 128 Market St. Brown bag lunch, 589-5860, Katy Behr.
- **Capacity Building Committee** (1st Friday ea month, 8:30 am at SLV MHC) Friday, December 1, 8:30 am at SLV MHC
- **Prevention Policy Board** (Quarterly: 2nd Friday lunch, location tbd) Friday, January 12, 11:30-1:00 pm, location tbd
- **Media** - tbd
- **Underage Drinking Task Force** Tbd