



Welcome – Mavi Valdez-Apodaca, Co-Chair

Attendance: Robert Gurule, Kay King, Jeffrey Johnson, Terry Ebel, Kristela Mata-Hartshorn, Sherise Valdez, Shayna Congress, Rick Esquibel, Nancy Teeter, Peggy Ibanez-Swicegood, Sue Davis, Ruby Favela-Garcia, Nancy Molina, Sandra Collier, Berry Hawkins, Eileen Rivale, Charlie Valencia, Briana Roybal, Mary Benavidez, Mary Ellen Fleming, Sandra Santa Cruz, Vivian Gallegos, Bill Gleason, Mavi Valdez-Apodaca, Della Vieira, Priscilla Ortega, Charlotte Ledonne, Nelda Curtiss, Julie Geiser, Paula Hendricks, Clarissa Woodworth, Liza Marron, Beverly Miller

Approval of Minutes – Priscilla Ortega made a motion to approve the June 13 Coalition Meeting Minutes. There was a 2nd by Della Vieira. Motion carried and Minutes were approved.

Coalition Strategic Planning

Needs Assessment Survey – Liza Marron

There were 30 surveys completed by Coalition members. Liza asked everyone to take a few minutes to review the results of the Survey. Liza stated that one of our objectives is to promote a *wheel of health*. We should be addressing the entire SLV community and reach out to rural areas. There was a general consensus that youth should be included. Most everyone is satisfied with how we are coming along, although members felt it is important to hear more from law enforcement.

Liza tallied and summarized the comments. Clarissa thought it needed more specificity. The word “prevention” came up the most numerous times.

Question #1: “Do you believe we are making a real difference in the lives of young people and their families?”

Responses: 20 YES/4 NO/6 Not sure

- Comment: “A lot of this work takes time. We haven’t been together long enough to have made a difference yet.”
- Clarissa: Following the Valley Courier article on liquor compliance checks, someone commented to Clarissa that “kids are still going to drink.”

Question #2: “What is your understanding of the strategic plan of this coalition?”

Responses:

- Inclusive collaboration; more youth; rural and outlying areas; not only substance abuse, but healthy lifestyles for our community; wholistic.

Question #3: What could we do to be even more effective in the work we are doing as a coalition?”

- Nancy Molina stated that access to “quantitative data” would be very helpful. For instance, in reference to the work the Coalition has been doing on alcohol prevention, is there data to show how much it has dropped?
- Clarissa responded that right now evaluators in OMNI are reviewing the last 3 years of trend data and hopefully we will have that information soon. EPI data and ASPIRE databases will be able to be accessed by Prevention Partners who have entered data. You’ll be able to look at your county and compare to state statistics. We want to be sure that it is good data. There are 4 sites in the SLV that will be working with the ASPIRE database. We will make information accessible to our coalition partners. The system is a little complicated to use at this point.
- Barry Hawkins said he realizes that good behavior is part of our plan, but the “negative” is what people hear. Barry thinks we need to create “positive” news by a focus on “appropriate activities.” We have to generate more publicity on positive reinforcement of good behavior.
- Liza noted that the Governor’s Office acknowledged and rewarded youth who are doing positive activities in their schools and communities – big stories in the newspaper.
- Clarissa suggested that we do “special marketing.”
- Sue Geiser commented that perhaps the typical structure of coalition is not conducive

to involving youth. We should brainstorm and talk with kids to see how best to reach other kids.

- Clarissa suggested enlisting a celebrity to support the prevention work we do with youth. Kids really listen to those celebrities they really think are cool.
- Liza suggested a youth-run meeting.
- Brianna said if you want to include youth, the meetings should take place later in the day.
- Nancy suggested a youth-run “youth summit” centered around prevention. It would also be an opportunity to gather data. Make it fun.
- Priscilla was excited about the recent STARS/Ignite Leadership Conference and would like to set up a similar summit for SLV youth. The conference promotes abstinence from tobacco, drugs, alcohol and sex. Katrina Ruggles took 11 kids -- 9 students from Saguache, Monte Vista, Alamosa, Costilla and Conejos counties attended. Participating students will visit other schools on their return. Priscilla would like to organize a Youth Summit to be held on September 15.
- Eileen Rivale said that STARS does not meet OMNI’s requirements as an “evidence-based program.” Lucia Hand needs help convincing ADAD that STARS is a recognizable program.
- Della Vieira mentioned that there is a mentoring component in the high schools and middle schools.
- Rick Esquibel said that this year they will be asking for more parent involvement.
- Terry Ebel said that Katrina meets with the kids after school and has been doing this for several years. College students mentoring younger kids is also very effective because they can connect with kids on a heart level.
- Liza said that the leaders in the schools are kids who take a stance on being drug free. They want to be drug free.
- Charlie recommended involving youth as consultants to develop youth coalitions in their schools – their representation is an important part of this coalition. She suggested youth-led activities to involve

youth from all over SLV. It may be difficult to get kids to these meetings, but maybe we can create an incentive.

- Sue Davis said that money is a good incentive and that Alamosa County has stipends for CPP.
- Barry Hawkinds said that he doesn’t know if young people realize that good behavior has a big impact on their careers and that youth should know what personnel directors look for.
- Priscilla said that it’s important to let kids know that there are lots of scholarships out there and most require community service.
- Sandra Santa Cruz said that it’s great to involve the kids who are doing well, but it’s also important not to forget the kids who aren’t doing so well. We can’t afford to lose a generation of kids to drugs and alcohol.
- Bill Gleason said that the kids who worked with Habitat for Humanity grew and supported each other.
- Sandra Santa Cruz talked about the Mural Project with youth in Antonito that focuses on prevention of underage drinking. The project is creating a lot of excitement in the community. The youth will have opportunities to acquire many different skills through this experience and some are also eligible for summer employment slots for through Rocky Mountain SER.

Clarissa said we should begin to plan the next 6 months of meetings. Liza can take the lead, however SLV MHC staff should not be planning the next meetings. A committee could decide what we want to do at meetings re: presenters, trainings. Clarissa asked for volunteers for the meeting planning committee.

Nancy Molina volunteered to be on the meeting planning committee.

Liza asked for ideas regarding presenters, a month in advance and asked coalition members to e-mail their suggestions as soon as possible.

Clarissa suggested a half-day retreat to talk about upcoming presentations; training needs; evidence-based marketing; data collection; CPP timeline. By March/April we want to be able to say this is what our data looks like now, determine our needs and plan that out.

Nancy Molina remarked that the coalition is getting so big that we should set up a calendar with plans for 6 months ahead.

Paula Hendricks spoke about a recent regional retreat on tobacco that she attended. She experienced a *World Café*, where the results were quite eye-opening. Tables were set up and each table had a different subject. There was 15 minutes to discuss a particular subject or topic and then move on to another table. A lot of new ideas and new direction came up.

Mavi said that retreat location is important. Barry said travel time needs to be considered. Liza suggested the Sand Dunes Board Room. Barry suggested the River Club in South Fork.

Clarissa said that we could use a similar model for the youth summit. She asked if there were any particular good days? Any bad days? Consensus not to hold the retreat on a Monday.

Liza suggested the retreat in place of our regular meeting for August.

Liza said that our funders are requiring the coalition to form a *Key Leader Committee* and a *Policy Committee*. This is a requirement for CPP funding. We are trying to please our funders while meeting the needs of our coalition members. Liza suggested that we should convene a meeting with our key leaders twice a year.

Julie Geiser said that she thinks what our funders are interested in regarding instituting a Policy Board is the actual ability to create change, not merely to identify the people who are most visible. Therefore, we should involve people who can truly change policy, i.e., school board, city council, county commissioner, etc. They should be able to make written policy changes.

Clarissa said that funders are going to be combining and integrating funding. They want an integrated board and communities. They are struggling to do that at their level.

Julie said the most difficult thing is how to develop a comprehensive coalition without getting more and more complicated. We need to speak as one voice – funders are stuck on this notion. Right now, our coalition looks like it's primarily Alamosa-based.

Eileen Rivale said members of policy board should take responsibility to attend CPP meetings in other counties so that each county knows what's going on in the other counties. Sue Davis has been attending Rio Grande CPP meetings.

Clarissa -- 2nd week of August not good. 15th COPAN. 17th & 18th ASIST training. Mavi said that school in Monte Vista begins August 17/Alamosa schools return to school on the 28th, Rio Grande on the 21st.

Charlie suggested that an email that people can respond to be sent out.

Round Robin – facilitated by Priscilla Ortega

- **Paula Hendricks** said she has tobacco posters on table to distribute -- please feel free to take one. For the past 2 years, she has taught “train the trainer” on tobacco education and will be doing the training at the end of September -- trying to get kids from every school there. *Smoke-free* in Colorado in effect – going over great. Paula said “we’re going to be saving lives”.
- **Della Vieira** said she has met with Chamber of Commerce who distributed Smoke-Free materials – signs, table tents and information regarding the new Smoke-Free law. The Chamber is very supportive -- they included Info in last month’s newsletter. Della met with MHC staff and gave cessation materials; she has Quitline materials to distribute. More people will be trying to quit. Alamosa school district got funds for cessation and prevention activities with a focus on middle-schoolers. She is going to the annual meeting.
- **Mavi Apodaca-Valdez** is going to be at the middle school August 17-25 – anyone interested in connecting with kids and teachers?
- **Mary Ellen Fleming** is getting ready for SLV County Fair which begins August 7-11. This may be a good opportunity to set up an information booth or display. It can be a stand alone table.
- Brianna Roybal said the Costilla CPP is working on the upcoming Santa Ana celebration. They will participate in the parade and have a booth with information bags (including flyers and brochures) and water bottles. Water bottle labels include Prevention contact info.
- **Charlie Valencia** said she just turned in the CPP grant application for 2nd phase. The Strategic Plan is due in March.
- **Eileen Rivale** said she finished writing the Saguache County grant application and Saguache Public Health is the fiscal agent. Sandra Collier and Eileen got together to order water bottles – put magnets and Quit Kit inside. Center got a 3-year K-12 initiative grant funding. Saguache school Superintendent would not approve it, however there is a teacher getting funding through Methodist Church. In August, Eileen will attend cancer and STEPP Coalition meetings in Ft. Collins. 3 students in STARS program.
- **Berry Hawkins** said the Tobacco Cessation Implementation will be on August 1st-18th. He will be visiting those businesses most affected.

Those, who in the past were most opposed, have now accepted the policy. There have been a lot of questions, such as regarding outdoor patios. Barry stated he is only a resource for information, he can't give advice. They have to make their own decision. Barry is excited about the way things are going. Phone calls are an indicator – lot of people interested in quitting.

- **Paula Hendricks** stated that Quitline is at full capacity – they couldn't handle the volume of calls and had to hire new staff.
- **Sandra Collier** said she's experienced a similar response in San Luis and Blanca. Smoking patrons were hopping mad at the change. Restaurant owner was thinking of installing an outdoor patio and asked if the state would buy her business ash buckets. The answer was no. Otherwise, the change is going well for the most part. Most everyone is in compliance. Tobacco Program partnering with Tobacco Program in Costilla County and helped write the CPP grant. She will be attending state tobacco meeting on Aug 7-10.
- **Liza Marron** announced that MAPP training re: data collection all over SLV was going to be held at 9:15-10:45. COPAN meeting at 11:00 am-12 noon to discuss strategic planning for the walking and biking program.
- **Paula Medina** – Reconciliation Program. Peer mediation training beginning in the schools in the fall.
- **Beverly Miller** talked about the recreational activity for GANAS teens from Antonito she helped to coordinate. The kids spent a Sunday afternoon at the water park, had pizza and attended the Sunday evening concert in Cole Park. The kids had a great time. Thank you SLV MHC for providing van transportation.
- **Terry Ebel** thanked all of the supporters who attended the last Tu Casa luncheon. It was the cover story in this month's newsletter. The next luncheon will be held on Aug. 2 at Calvillo's from 12 noon-1pm where SLV Immigration Services will make a presentation on "Immigration Law." Wednesday, Sept. 1 at noon the Anti-violence subcommittee (valley wide group) meets. Sexual Assault meets next Wednesday, July 26 at a breakfast meeting at Efrem's (pay your own).
- **Kristella Mata-Harshorn** said that she is now at Tu Casa as a clinician and working closely with VORP.
- **Sherise Valdez** is the new Prevention Director at Boys & Girls Club. As the former Social Director, Sherise has a solid connection with youth at Monte Vista and La Jara.
- **Priscilla** mentioned that Adam Vasquez and Steve Clark are also working with the Boys & Girls Club by helping with Smart Moves.
- **Rick Esquibel** – the Prevention Team have been working on the Ignite Conference Working and the Stars Program with Katrina Ruggles. We also created the Antonito Mural Project with a small grant from Colorado Department of Transportation. Mi Animo is always looking for mentors. July 29 is Colorado Cares Day. We will also participate in ASC Cares Days which focuses on community service. We participated in the Santa Ana festivities – parade, handing out popsicles, prevention information and had a booth at the park. July 29th in Monte Vista– valve cover racers will involve kids from all over the valley.
- **Peggy Ibanez-Swicegood** talked about Walmart's Safe Neighborhood Grant and that applications will be available soon (\$750 grants). Walmart has a small monthly donation budget. Fax your request on letterhead to 587-3836.
- **Sue Davis** talked about her work on planning stages of evidence –based health promotion. Working with Coalition's EPI Committee to gather information. She is also recruiting for Healthy Family Project/Diabetes Type 2.
- **Ruby Favela-Garcia** is working on "211" fundraising. They need funds to keep 211 going and don't want to lose this important SLV resource. 211 is asking all the counties to help. Ruby submitted application for a grant. Dialing 211 on cell phone directs to Denver, but works fine on regular land lines.
- **Nancy Molina** is getting ready to do strategic planning for their VCF's programs. Her work with the GANAS group in Antonito is ongoing. Her goals are to better serve youth in the valley and to promote service learning which yields great benefits for community, recipients and youth.
- **Priscilla Ortega** said if you'd like to submit articles or announcements for the newsletter, please contact Nelda.

Next meeting will be the retreat, place and time to be announced.

Meeting adjourned at 9:16 a.m.

Next meeting: August 16 at Rio Grande Club starting at 10:30 a.m. – for info email lizam@slvmhc.org