

Colorado Prevention Partners (CPP)
Community Infrastructure Meeting (Day 1)
April 27, 2009
Location: Colorado Department of Transportation

Mel started off the meeting giving an overview of the new grant year application.

- Applications were handed out to those communities who needed them but the application will also be available electronically at <http://cpp.omni.org/>.
- The application will be very similar to last year's except for the fact that this year will be a 9 month year and that there is a sustainability plan that needs to be included. The instructions for the sustainability plan are available electronically and any questions can be asked to OMNI RPC's, or DBH.
- Stan stated that this is the 5th and final year of funding so communities need to be on track with spending. At the end of the fiscal year each community should have a zero balance in funds.

Rochelle with OMNI discussed and handed out the CPP Communities Prevention Strategies and Areas of Focus document.

- The purpose of the document created by OMNI is to give communities an opportunity to network with one another around certain strategies or focus areas.
- This is a working document and if a community is not listed or should be listed under a strategy or focus area, the community should contact their OMNI evaluation liaison.

Sustainability TOT Overview

- Cheryl and Honey presented and provided a handout
- There are 3 keys to sustainability:
 - Organizational Capacity
 - Effectiveness
 - Community Support
- There are worksheets online for people to use or if they want a hard copy they can contact Honey or Cheryl.
- Mini-training may be in the future on the keys of sustainability.

How Can You Impact Policy

- Carmelita Muñiz presented and handed out a folder from the Colorado Providers Association that contained a membership application, a member list, information about the association, a list of resources, a diagram about how a bill becomes a law in Colorado, and a legislative directory.
- CPP staff are encouraged to reach out to the elected officials in their communities to introduce themselves, educate officials about the group's mission, and invite officials to events the group sponsors.
- The Providers Association is dedicated to improving and assembling services while making sure that these programs are available to everyone in Colorado for today and the future.

- Anyone can join The Providers Association but if a community is interested, no CPP funds, Block grant funds, PDD funds, Leaf funds or any other government funding may be used to pay for the membership because the Association's activities involve lobbying.

Jim Adams-Berger shared some additional information on The Providers Association:

- When communities join The Providers Association they can support lobby activities by resources.
- Right now the association is focusing on treatment and in the next year it will focus on prevention and intervention.
- The membership fee will hopefully drop soon so that many members will be able to serve in The Providers Association.

Youth Engagement

- Chanel Freeman shared that the State Prevention Youth Engagement System is the model being investigated for gaining youth participation at the state level. Other questions being investigated are:
 - How do we use what youth engagement is already in place in communities in order to advise that state?
 - Should we hold a Youth Prevention Summit? Volunteers will be needed to look into this possibility and to plan the event.
- Would like to build a curriculum to guide other youth about what is going on in each individual's community. Educating youth about initiatives can help with skill building and knowing about resources.
- The state youth engagement committee is partnering with another youth engagement pilot program in Portland, OR. Volunteers will be needed to revise and pilot the program in Colorado.
- A planning committee will start this month so that the program can get started. Chanel will email communities to see who is interested.

Technology Opportunities

- Pueblo presented their community website and they have placed their ads on YouTube.
- Montelores shared a PowerPoint presentation about web based media and their website. They have also created a blog which they recommended to everyone because it is easier to keep up to date and it can also be free depending what type of blog you create. Facebook is a great way to reach youth, parents, and some professionals. Twitter is a good way for professionals to interact with other professionals.
- Andrea from the BACCHUS Network spoke about the many different ways that they network with colleges across the nation. She stated that technology is beneficial to provide resources and information, engage an audience, be accessible, and timely. The BACCHUS Network has 4 different websites, a listserv, newsletters, campaigns, YouTube, blogs, and archives.
- Ailala, Andrea, and Janna from OMNI presented about a new website called Wiki. A Wiki is a collaborative site where users can generate an account. Here

- members can all work off of one document without the hassle of continuous emails. OMNI will be using Wiki internally first to see how it runs but wanted to present it to the communities to let them know it may be something that will be used in the future. The RPC's will discuss with their communities about how they feel about the Wiki to see if this is something that they would be interested in.
- Chanel created a data document on social media tools which was presented but not yet given to the communities. As soon as it is finished, she will email the document to the communities.

Community Sound-bites

- Montelores
 - Teen Maze
 - Healthy Kids Colorado Survey (HKCS)
 - Jeff Lickenbock and Jay presented at a meeting that discussed how the director and the evaluator need to be in synergy together for the projects to work.
 - Received the Rural People Rural Policy grant
- Pueblo
 - Teen Maze
 - Allowed children to act out positive and negative scenarios while parents could watch from above to see what the children would be going through.
 - There was a rock climbing wall, the Bat Mobile, the local news, and Jonathan Judge from the Colorado Meth Project.
 - Paintball tournament that included youth and city officials.
 - The teen council has participated greatly in helping to put together all of the events.
 - Higher education
 - Updating the website and the YouTube channel. Comcast will also be putting out PSA's.
 - Put together a parent night
- Las Animas
 - Combined coalition with the PBB to work on a policy change which is working on drinking in local ball parks.
 - A new evaluation liaison has started who is from Trinidad which is important to help understand community dynamics and history.
 - Organizing Youth Against the Influence (OYAI) is a youth group that has been put together from the coalition.
- Garfield
 - The policy committee has 6 issue statements and has prioritized working with students in schools and health/medical care centers with patients affected by substance abuse and mental health problems.
- Weld
 - Actuality came out to Windsor High School in the fall and did focus groups and surveys to see how the students felt about drugs and alcohol.

Many of the students felt that their high school had a bad reputation and they wanted to change that. The students decided to start a campaign called DEFY. So far they have a street team that distributes stickers, wrist bands, and lanyards. The next step in August, when school returns, will be an 18 month campaign utilizing statistics and banners will be released. They have support from the school district, the students, and teachers.

- WCPP provided an executive summary of the HKCS
- The Strengthening Families Program is being done in Greeley and they have trained 14 facilitators.
- Social marketing materials have been developed for a campaign targeting parents of middle school youth with the theme “Let them know your limits”.
- Putting together social marketing posters and print ads. One of the print ads will be in the cover of the Greeley Stampede program this summer.
- Alcohol retailers have materials specific to their businesses that have come out of ideas from the Responsible Alcohol Retailers Group.
- WCPP will also partner with the Colorado Meth Project.
- Grand Futures
 - There were 536 people trained through TIPS training in Grand County.
 - Steamboat and Craig Counties are trying to pass the social host ordinance
 - The social host ordinance is holding adults and youth responsible for hosting underage parties or supplying alcohol to underage children. This does not mean their own children but others children. They are trying to approach the situation in a positive manner so that they make allies and not enemies of the situation.
 - Steamboats’ teen council did a survey about what is needed for teen in the town and the most popular thing was teen space. The teens then went to the city council about getting this space and the council agreed to give them \$73,000 to build a new area for teens.
 - Routt County has the highest alcohol statistics for youth but the police are doing a great job. Four years ago the compliance rate was 67% and this year it is 100%.
 - John Underwood came to the high school to talk about how alcohol affects performance since 68% of the kids there are involved in athletics.
 - There are now 3 coordinators for Grand Futures.
- Denver
 - Is in the top 3 for candidates for the Partnership for a Drug Free America achievement award.
 - The Safe Summer Kick Off Event will include items like a bbq lunch, a dunk tank, a resource fair, and an art contest. The winner of the art contest, which the topic will be about living safe and sober, will be used to turn into a billboard or a mural somewhere around Denver. It is anticipated that between 600 and 800 people will be attending.
 - DFC application has been sent in which Denver and Weld Counties are partnering together to do a mentoring project.
- Mesa

- There have been 6 drunken driving fatalities in March and 3 of them have been underage. This has caused the coalition to receive much more publicity and has had the highest press coverage since 2001. Mesa received a 30 minute TV slot about drunk driving and a local journalist is going to join the committee to get more coverage and information.
- Some of the ideas that are being used for social marketing are surveys for adults about underage drinking which showed that only 30% felt like they had enough information to talk to their kids. They also are making parent guides about drugs and alcohol, and inserts about the brain, athletics, and one that is aimed directly at the parents. Some gas stations and liquor stores are helping by passing out the fliers.
- Putting together a treatment committee because currently there is not a place in the community for people to go for treatment. A document was created about adolescent treatment for parents so they know what and how to talk to their kids about. This is also being given to school counselors. A 2-1-1 program is also being worked on by the coalition so parents can call and get information about youth treatment.
- Kit Carson
 - Implementing the Protecting You/Protecting Me curriculum.
 - The youth coalition now has a youth coordinator.
 - The community is getting ready to move past the schools and getting ready to get into the community.
 - There was an alcohol related accident where no one was hurt but the community does not want to talk about it. People do not want to talk about underage drinking.
 - The coalition has become very strong and serious about what is going on in the community.
- Gunnison
 - Brooke is the new evaluation liaison and lives in Crested Butte.
 - Parent surveys were administered and the results showed that 60 % of parents talk to their kids about drugs and alcohol.
 - Some of the events that have been put on were a town hall forum that was able to get Spanish speaking parents involved, a fiesta for the summer, and a middle school dinner/dance that helped educate parents about underage drinking while the kids were at the dance.
 - They created a HKCS data handout and distributed it to the parents.
 - The Prevention Times newsletter is distributed in Gunnison and Crested Butte newspaper.
 - The social marketing campaign is called “NOW is the time to talk to your kids about drugs and alcohol”.
 - A survey was also distributed to parent regarding the county’s social marketing campaign. It was given out at the dance, is on Survey Monkey, and the website to see if parents are recognizing the marketing.
 - The community is hiring a SBIRT health evaluator to help with community treatment.
- Prowers

- A local truck stop on the community is a popular restaurant for adults and youth to go to and they recently applied for a liquor license. The community produced enough petitions to make sure that the restaurant did not receive the liquor license.
- The police chief is making sure that people are not getting away with illegal acts and when they are caught the persons name and picture are being placed in the newspaper. A rape occurred in the community and was facilitated by underage drinking with the alcohol being supplied by adults; those adults have been charged with felonies.
- Breathalyzers are now being placed at the school. The situation was not even taken to the school board it was just approved and many parents wanted this also. It was at homecoming and prom. Prom talk letters were also distributed to parent and were in the local newspaper.
- The social norm campaign is not quite there yet but articles are being placed in the paper every week.
- There will be two 25 year old women who are going to be teaching Project Alert.
- The youth are going to start selling positive youth buttons at the Cinco de Mayo festival.
- The youth will be doing community service this summer which will increase the alternative activities for youth since there is not much activity in the summer.
- The community presented a slide show of their youth.
- Alamosa
 - Parents Who Host Lose the Most campaign is coordinated with three other CPP communities (Costilla, Rio Grande, and Saguache) and has placed ads in the local paper, stickers on liquor bags, TV ads, banners, messages on marquis, and is being focused on a lot now due to prom and graduation.
 - The community has built up a strong team in the past month.
 - The teen council is being developed by 2 women and also 2 Adams State College interns and will look into this group becoming a SADD chapter.
 - A prevention newsletter and parent survey is being put together.
 - A new policy is being chosen and a CORE survey is being administered to local colleges.
 - The San Luis Valley Prevention Coalition created a Capacity Committee for recruitment and retention.
- Rio Grande
 - Parents Who Host Lose the Most campaign is coordinated with three other CPP communities (Costilla, Rio Grande, and Saguache). In Rio Grande they are putting stickers on liquor bags and beer cases and are also printing up laws for parents to be given out at the liquor stores.
 - A survey was given out at the community health fair to get an idea about if the community knows that this program exists.
 - There were 4 awards called Swimming Upstream that was given out to local companies who are participating in underage drinking efforts and positive community activities.

- The coalition reviewed the community's strategic plan. They went through it page by page and gave the coalition updates of all the data from the plan.
- The community is working with a marketing company, getting sponsors, and trying to get the word out about sustainability.
- San Luis Valley Mental Health Center funds CASA Start programming in Rio Grande County and those coordinators attend RGPP meetings, which helps facilitate information exchange between the coalition and the schools where CASA Start program leaders work.
- Costilla
 - Parents Who Host Lose the most is being coordinated with three other CPP communities (Alamosa, Rio Grande, and Saguache).
 - Students in Sierra Grande got donations from the community to put on an after prom which was the first after prom they have had in 15 years. Anecdotal evidence suggests that this was successful in prevention of underage drinking.
 - Fiscal agent in now Costilla Public Health.
 - SADD is starting at Centennial School.
 - Protecting You/Protecting Me and Project Northland are going well.
 - All of the school districts are working together to participate in alternative activities.
 - Surveys are being passed out at local health fairs.
- Saguache
 - Parents Who Host Lose the most is being coordinated with three other CPP communities (Alamosa, Rio Grande, and Costilla).
 - Pearl is no longer the evaluation liaison and at this time there will not be another one hired.
 - Some alternative activities include 2 after prom programs.
 - Brain trainings will be conducted in May with students in Center.
 - Parent guides for substance abuse prevention were distributed so that parents can help their children make good decisions and have resources to assist them.
 - The community is participating in Assets Training and Poverty Training. TANF dollars will be used for the Assets Training.

Wrap-up

- Matt will update the CPP Advisory Council in the morning on April 28.