

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: September 9th, 2016 from 8am-9am

WHERE: Mercy Health – Hackley Campus Room 1503

CALLED BY: Chief, Ken Sanford

RECORDER: Rachel McCoy

ATTENDEES: Bob Jakubowski, Ken Sanford (MTPD), Tom Schultz (Tyler Sales), Sarah Klein Horsman (Life Counseling), Sally Birkam (MCC), Bill Regan (Baker), Michael Poulin, Laura Fitzpatrick (HP), Missy Gallegos (Public Health), Dave Boone (RPPD), Roger Squiers (WHPD), Jennifer Bustard (MSHS)

MINUTES

Call to Order – Chief Sanford chaired this month's Muskegon ALI meeting. Introductions were made at 8:10am. August meeting minutes were approved.

Ride with Pride Update

Mona Shores Ride with Pride

Jennifer Bustard gave an update on the Mona Shores Ride with Pride for the 2016/2017 school year. Two cars have been donated for this year's Ride with Pride by a local car dealer and Ramos and Sons Auto Body. She had stated that tardies have been a big focus, and out of 1288 students not one student was tardy today. This is a prime example of the culture change that has been made because of the PBIS and Ride with Pride. Officer Passchier held a pledge booth for parents and students to learn more about the program on class registration day.

Orchard View Ride with Pride Replication

Chief Sanford announced that Ride with Pride was successfully launched during a morning assembly in front of 600 students. Two banners were made for the big day. Chief Sanford stated that Revel Marketing did a great job with the banners and Principal Dan Bolhuis has done a great job pairing Ride with Pride with PBIS. Ken and Dan have secured over \$2,000 worth of gift cards for this year's winners, but Orchard View has only secured a half a car from Ramos and Sons. A parent group is trying to recruit more parents to help organize donations and other tasks throughout the year.

Health Project staff stated that over \$3,000 in printing is still set aside to assist Orchard View for printing however, MAISD has picked up most of the costs. Laura Fitzpatrick suggested that a committee be created to assist with keeping the Ride With Pride brand standard and to provide resources for schools that would like to replicate the project earlier in the school year.



MEETING MINUTES



To Dos:

- ✓ Rachel and Laura will put together a meeting after October for Ride with a Friend brand standard and funding opportunity for school districts.

2016/2017 FaceTheBook Marketing Committee

MiPHY Parent Education/Prevent Don't Provide

Rachel McCoy updated members on the awareness campaign and the Facethebook Contest. She stated that after the last Muskegon ALI meeting, the ideas of reaching parents to not provide was discussed but the committee decided that they do not have enough capacity to reach multiple schools through outreach. The committee instead discussed possible venues and platforms to successfully reach parents. Ideas were radio ads, cinemas, billboards, etc. Launch of this project could potentially be during the Winter months.

Facethebook Campaign

Rachel stated that the committee members have made contacts with possible billboard opportunities that would benefit this year's campaign. The media committee still have hundreds of the Facethebook brochures left over from last year's contest, so the committee decide to use what is left and order not as many brochures this year to cut costs. Sara De La Rosa suggested that the winners of the Middle School should win a pizza party and some school swag. The high school winner could win a pizza party at the Cinema Carousal and a chance to also watch a free movie. Jennifer Bustard suggested making a Principal's meeting at MAISD to present the campaign. Details of the campaign to still be discussed.

Alcohol Collegiate Awareness Week

Muskegon Community College would like to have Muskegon ALI there on October 19th from 11am-2pm to help them celebrate Alcohol Collegiate Awareness Week. Michael and Bill Regan will work with the City of Muskegon and Norton Shores PD to get gym car, etc. Baker College would like Muskegon ALI present on October 17th from 10am-2pm. Tentative dates are October 17th- 21st. Laura stated that the coalition applied for a Town hall meeting grant and received a \$500 stipend. The coalition could use the \$500 to print posters or flyers to pass out during Alcohol Collegiate Awareness Week.

Mercy Health Substance Abuse Update

ROSC – Recovery Oriented System of Care

Laura reported that the Health Project received a small planning grant to work on Mercy Health's recovery oriented system of care to align the multiple projects.



MEETING MINUTES



Sobering Center

Sandra Klein Horsman stated that the Sobering Center started in July and is working very well. After Mercy Health medically discharges an inebriated patient, KPEP will pick up and take the patient to the Sobering Center where they will be given a sandwich and a place to sleep. After becoming sober they will receive information about resources available to them and a referral to Mercy Life Counseling which has received 19 referrals who are connect with a peer support specialist. So far, one person has gone through twice and was referred again. Once they were referred a recover coach was called.

Screening Brief Intervention and Referral to Treatment

Sandra also stated that the SBIRT project at Mercy is also underway but had some challenges as a result of the information technology. There has been ongoing effort to provide training to the nurses, social work team and Mercy Life and the process will continue to improve.

Other Good and Welfare

The Muskegon Area Medication Disposal Program (MAMDP) announced they are coordinating the next time back event which will take place October 22nd from 9am-1pm. Location – TBA. Stay tuned by visiting their website: mamdp.com

KnowSmoke Coalition welcomes all community members to the Aug 31 community meeting from 1-2:30 at the Lakeshore Chamber of Commerce. 2016 KnowSmoke Zombie Walk will take place October 15th in Hackley Park. Please visit Knowsmokezombiewalk.com for more information.

Bob Anastas Tom Shultz stated that Bob Anastas is coming back. He will be speaking between February and March in the schools. If anyone is interested, please contact Bob.

MiPHY Data/Focus Group Laura asked the group if anyone had any questions that should be asked to a focus group. Chief Squires asked if the question "How are you getting it from the home?" could be asked to clarify that information.

Next Muskegon ALI will take place on October 14th at Meeting Place at Baker College from 8am-9am.

