

**Coalition for a Drug Free Muskegon County
Knowsmoke Coalition**

MINUTES

DATE: Monday, February 22, 2016
TIME: 9:00 a.m. to 10:30 a.m.
PLACE: Brew House- 255 Seminole Rd, Muskegon, MI 49444

ATTENDED: Cyndi Powers (MCHP); Rachel McCoy (MCHP); Joel Jarvis (1 in 21); Missy Gallegos- Public Health; Cinti Mwangu- Public Health; Laura Fitzpatrick (MCHP)

Call/Welcome/Introductions Rachel McCoy and Cyndi Powers called the meeting to order at 9:10. Introductions were made.

Minutes November minutes were approved.

**1 in 21 Partnership –
Agreement**

Cyndi Powers sent a letter to the coalition members explaining the 1 and 21 partnership. This will be an awesome partnership to increase prevention and community health improvement efforts between the two groups regarding tobacco.

Laura explained that the goal is to merge both groups, but the Knowsmoke Coalition will still be maintained by the Health Project. Laura explained the collaborative bi-laws that are in place to help the group make decisions elect a chair, assist with projects, etc. Stevi Riel has been elected as the 1 in 21 chair, so Stevi will also help merge the two groups together with Kori Bissot assisting with strategic planning, work plans, and action plans. Members from both groups have a lot of passion to move the needle in community and with this partnership, the Knowsmoke Coalition and 1 in 21 will work together to move forward.

Missy stated that Knowsmoke has made those connections because 1 in 21 has really helped Knowsmoke push some of their efforts especially regarding the Tobacco Pathway and working with Providers.

To-Do

- Laura will send the bi-laws to the members to understand each coalition's structure.
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**Tobacco Work Plan
2015-2016**

Rachel, Laura, and Cyndi worked on the Tobacco Work Plan for the 2016 year. Future events were discussed in detail.

KBD- March 16, 2016

Kick Butts Day has been a day to get the youth involved. Cyndi mentioned in the past with Kick Butts Day, schools have gotten involved with poster contests, events, etc. Rachel suggested that a couple questions are posted on social media pages for a chance to win prizes. Maybe a "know your facts about tobacco" with an incentive. Joel Jarvis suggested a hashtag to use to join the conversation. Missy also stated that in the past, a press release was delivered to the community.

GASO- October 17, 2016

Cyndi stated that the coalition should re-create the E-newsletter email blasts for GASO day because they were a huge hit between the community and the Employers Association. The goal for this year is to really engage and motivate more people to quit smoking.

To-Do

Missy suggested that for future events that Knowsmoke hosts, there should be a media plan for each event to plan out collaboration, a timeline, and to reach more people through media.

2016 Zombie Walk- October 22,2016

Cyndi stated that this year, Knowsmoke will not have the financial support from Public Health but there are funds available. Cyndi proposed that the event is scaled back.

Laura suggested that the youth become more involved with planning and the overall messaging.

To-Do

Student Survey to be conducted to help with ideas for the 2016 Zombie Walk.

Hidden in Plain Sight Project

Cyndi explained the Hidden in Plain Sight which would involve all of the coalitions. A room would be set up with drug paraphernalia, cutting, mental illness, etc. This would educate parents, educators, caregivers, etc. on how to talk to their youth about these addictions and how to identify if their child is adopting an addictive behavior. Cyndi would like to put more effort and time into this project.

Tobacco 21 Movement

Trinity Health supports increasing the legal tobacco age from 18 to 21 years old. The group needs to be notified of what is going on in the state / local level.

Tobacco Policy Updates

The Muskegon County Board of Commissioners passed Ordinance No. 2015-48 which prohibit the sale of vaper/ e-cig/ and alternative nicotine products to minors .The Health Project ,Public Health, and members of ALI collaborated on the E-Cig efforts to reach local retailers and notify them of the policy change.

Next Meeting:

**Next Meeting: March 28, 2016
9:00-10:00**

**Location: Convention & Visitors Bureau
610 W. Western Ave. Muskegon, MI 49440**