



# Muskegon Alcohol Liability Initiative

## MINUTES

**DATE:** February 12, 2016  
**TIME:** 8:00 a.m. – 9:00 am  
**PLACE:** Hackley Campus- Mercy Health Hospital 1700 Clinton St, Muskegon, MI 49442  
**ATTENDED:** Lori Sinclair (NSPD); Michael Poulin (Sheriff's office); Sarah De La Rosa (M&RS); Passchier (NSPD); Andy Rush (MPD); Jeff Lewis (MPD); Brandon Poel (NSPD); Senator Geoff Hansen (MS); Vondie Woodbury (HP); Sandra Klein Horsman (MLC); Stevi Riel (HP); Jenn Brennan (CCWM) David Boone (RPPD); Bob Jakubowski; Rick Johnson (MNPd); Laura Fitzpatrick (HP); Rachel McCoy (HP); Ben Bempong; Jason Carlson (DOC); Missy Gallegos (PH); Catalina Burillo (HP)

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### Welcome and Introductions

The meeting was called to order at 8:10 am. Introductions were made.

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### Approval of Minutes

Minutes for the meeting held in January were approved, with correction to include the \$500 mini-grant to support the Mona Shores Ride with Pride 2016.

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### Retail Education

#### Alcohol Retail Education Update

Rachel announced that the 2016 Alcohol Retail Education packets will be finished for distribution at the next ALI meeting in March. Rachel passed around a rough copy of the this year's packet. Rachel thanked Tom Schultz for helping her order the I.D. booklets for the Alcohol Retail Education Packets.

#### E-Cig Packet Distribution

Missy Gallegos thanked everyone for helping Public Health and Knowsmoke distribute the E-Cig and Vape Retail Education packets due to the City Ordinance, which was passed in December. Missy posed a question as to where law enforcement could dispose of Marijuana paraphernalia that they may find. The group decided that the MAMDP take back locations at local pharmacies and police stations can be used to dispose of the e-cig and vape products. Missy distributed the packets to the different jurisdictions after the meeting. Fruitport Township, Muskegon Township, and North Muskegon packets are ready to be picked up at the Health Project.

#### Action Item:

- Fruitport, Muskegon Township, and North Muskegon packets are still to be distributed.
  - Rachel will send out the MAMDP brochures for Missy's distribution to the schools for E-Cigarette disposal.
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### Compliance Check Procedures

Jared went over the distribution procedures of the Alcohol Retail Packets and the timeline for distribution between March 21<sup>st</sup>- April 15<sup>th</sup>. Further procedures and information will be discussed at the next ALI Meeting.

Missy stated that if law enforcement could pass out the E-Cig Retail packets with the Alcohol Retail packets, that would be easier for the team.

#### Action Item:

- Rachel will send out the new 2016 Compliance Check Form.
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**Mercy Health  
Communications**

Laura Fitzpatrick introduced Vondie Woodbury, VP of Community Benefit for Trinity Health and founder of the Coalition for a Drug Free Muskegon County. Vondie was recently appointed to the Community Anti-Drug Coalition of America's Blue Ribbon panel on Screening, Brief Intervention and Referral to Treatment (SBIRT). Vondie spoke about the group, its makeup, and task that include coming up with policy suggestions for the federal government and to explore opportunities to enhance coalitions with tools to train and help implement SBIRT in their own communities. The model has exciting possibilities in connecting communities with evidence based program. Senator Hansen asked if this could possibly be administered through the school system and discussion followed that while currently a clinical model with privacy considerations, the team could look into the possibility.

**Continuum of Care for Substance Abuse Treatment**

Laura mentioned that Mercy Health will be working on an internal collaboration to align the multiple initiatives relating to substance abuse treatment in anticipation of the SBIRT implementation at the ERs on July 1, 2016. This collaboration includes the ER, primary care, pathways to better health and Mercy Life Counseling. The Health Project will submit a request for funding application to the LRP on February 17th.

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**ALI Marketing  
Campaign****Update**

Rachel gave an overview of the past campaigns that ALI had accomplished through social media and PSA Contests, then introduced this year's campaign. Rachel passed around several flyers that Julie Rogalla had created for the team to promote in the schools. Sarah De La Rosa had also shared details of the contest and the concept. The team shared that each school's poster winner will receive a 25\$ gift card to Best Buy and the Grand Prize Winner will receive a free Fit Bit and their design on a Billboard. Jared shared that originally, their concept was a social media selfie contest; but after receiving insight from the Youth Leadership class at Mona Shores High School the billboard idea was created. Jared thanked Captain Michael Poulin, DJ, Revel, Julie, Chief Gale, Sara Trombley, and others for their involvement with this campaign. The packets will be distributed to the Youth Leadership team, so the students can start to meet with principals next Tuesday. Voting will start March 25<sup>th</sup> and the winner will be selected on April 1<sup>st</sup>.

**Superintendents Meeting- March 14<sup>th</sup>**

Rachel shared that she was able to establish a spot on the next Superintendents board meeting on March 14<sup>th</sup> to discuss the Billboard Contest. Rachel also stated that her team met with Kristin Tank from MAISD. Kristin assisted the group with promotional ideas for their contest inside the schools.

**Website Update**

Rachel updated the group on the process of submitting materials to Revel for the ALI website. ALI will have their own website dedicated to inform the community of their prevention strides and community involvement. Revel is currently working on a basic website for the ALI Campaign.

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**School Outreach****Ride with Pride Update**

Jared is continuing to work with the students on this year's Ride with Pride.

**Mini Grant- Alcohol Awareness Week**

Rachel and Laura created a Mini-Grant Application for the Community Officers and schools to partake in Alcohol Awareness month April, 2016. Each school who completes an application will receive \$500.00 to go towards a school project, whether that be guest speakers, support for school assemblies, awareness events during athletic events, funding for pre-prom messaging and/or promotion of safe parties, etc. The Officer will have to interact with a school leadership group and/or classroom. The school will have to send the Health Project an invoice. No grants to students, but to school districts only. Application deadline is March 7<sup>th</sup>, please send filled out application to Rachel McCoy at [Rachel.mccoy@mercyhealth.com](mailto:Rachel.mccoy@mercyhealth.com).

**Possible Speakers**

Following up with the mini-grant opportunity, Jared asked the group if anyone knew of any guest speaker opportunities for Alcohol Awareness month. Bob Anastas has been a guest speaker in the past during Alcohol Awareness month.

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**Legislative Update**

Laura announced that the DFC Executive Committee approved a new policy committee that will explore legislative activities and recommendation in collaboration with all the subgroups. Senator Hansen gave a briefing on the current legislative activities that included changes to the Michigan Grape Council funding that supports education for farmers, wine makers and distributors to also include brewing information. Senator Hansen also briefly discussed his work on the Detroit Public Schools reorganization.

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**Other Good and Welfare**

Jenn Brennan thanked local law enforcement for volunteering to speak on a discussion panel for the **8<sup>th</sup> Annual Case Managers Forum**. She also thanked DJ Hilson for his informational presentation about violence in our community and how media depicts a different story.

Chief Lewis announced that local law enforcement are hosting a series of **Coffee and Conversation with a Cop** events throughout different parts in Muskegon. The Muskegon Police Department's first event will be held on February 15, 2016 at Rykes Bakery 1788 Terrace Street from 8:30 a.m. to 9:30 a.m. Chief Lewis also stated that this will be a monthly event where community members who have questions for their officers will have a chance to talk to them about their concerns over coffee.

Stevi announced that the Health project currently has two open **Community Health Worker (CHW) positions** at the Health Project. If anyone knows of anyone who would be a great fit, please contact her at 231-672-3201.

Rachel stated that Tom Schultz could not be here today, but he wanted to make the coalition members aware of a funding opportunity through the **Muskegon County Community Foundation**. Members decided that Rachel will write for this grant to provide more funding for the coalition and it's efforts. The application requires collaboration between at least two enforcement agencies. The application deadline is March 15<sup>th</sup>.

**Action Item:**

- Members agreed that the Health Project should write the grant on behalf of Muskegon ALI with Rachel taking the lead.
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**Next Meeting**

Next meeting will be on Friday, March 11, 2016 at 8:00 am at Baker College 1903 Marquette Ave, Muskegon, MI 49442. Meeting will be held in the Meeting Place .

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