

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: October 14th, 2016 from 8am-9am

WHERE: Meeting Place – Baker College

CALLED BY: Brandon Poel

RECORDER: Rachel McCoy

ATTENDEES: Bob Jakubowski, Ken Sanford (MTPD), Bill Regan (Baker), Laura Fitzpatrick (HP), Missy Gallegos (Public Health), Roger Squiers (WHPD), Jennifer Bustard (MSHS), Jon DeMol (PHMC), Jon Gale (NSPD), Brandon Poel (NSPD), Rick Johnson (MSPD), Greg Poulson (MSP), Sarah De La Rosa (M&RS)

MINUTES

Call to Order – Brandon Poel chaired this month's Muskegon ALI meeting. Introductions were made at 8:10am. September meeting minutes were approved.

Ride with Pride Update

Mona Shores Ride with Pride

Jennifer Bustard updated the group on the Mona Shores Ride with Pride and stated that this year a new online component has been added by sending out mass emails to student and parent bodies. This has contributed to the success rate of pledges signed in the high school. Brandon Poel reported that in the middle school, 6th grade has the highest participation rates so far.

Orchard View Ride with Pride Replication

Chief Sanford updated the group on the Orchard View Ride with Pride and stated that 70% of students in the high school have signed the pledge. Dan Bolhuis and Ken were able to highlight the program at homecoming by displaying banners during the game. Great Lakes Ford has agreed to provide one car for the Ride with Pride recipient in 2017. Sanford stated that he will be meeting with a parent group once a month to help establish donations.

2016/2017 FaceTheBook Marketing Committee

MiPHY Parent Education/Youth Access Campaign

Sarah De La Rosa updated the group on the last media committee meeting that was held. A youth access/adult awareness campaign is to be created to satisfy the MiPHY data, which recorded an increase in alcohol access among youth in the home. The committee will meet with Revel Marketing to create a radio ad which will hopefully run either during the winter months or during spring break. Rachel has scheduled a principals' meeting in December to inform the principals about the campaign and the Facethebook campaign.



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Facethebook Campaign

Chief Gale stated that the Facethebook brochures will be updated and the committee will print either 3,000 or 5,000 brochures based on the amount of brochures that are still left from last year. The team decided on recreating the flyer for the contest by putting an image of last year's billboard winner. Sarah noted that by putting the prize amount on the flyers last year may have not been appealing to students. Chief Gale asked the committee for any ideas for this year's prizes. Ideas mentioned were to give school swag and donated prizes to the middle and high school runner-ups. The 1st place high school winner would receive a pizza party at the Cinema Carousal and a showing of a free movie along with their poster on a billboard. 1st place for middle school would be a pizza party in the classroom. Jennifer Bustard stated that it would be a good idea to present this to the leadership teams and have a fundraiser to raise funds for prizes. She also noted that big prize values draw students in and are more eye catching. Also noted was a change in testing which has been moved to April in all county-wide schools, so the best time to launch the campaign would be January-February and have the posters due in March. **The next campaign meeting will be Thursday, October 27th from 10am-11:30am at NSPD.**

Alcohol Collegiate Awareness Week

- Baker College - Monday, October 17th from 11am-2pm
- Muskegon Community College - October 19th from 11am-2pm

Bill Regan stated that the GEM car will be provided by the Sheriff's Office and he will continue to work with City of Muskegon PD. Norton Shores PD are providing the simulator and City of Muskegon are providing the drunk goggles. Officers are to arrive at 10:30am to set up.

Party Patrol Distribution

Rachel McCoy stated that Tom Shultz had printed Party Patrol banners for each school along with PSA announcements. Banners were distributed to each jurisdiction after meeting.

Prescription Drug Update

The Muskegon Area Medication Disposal Program (MAMDP) announced that it is coordinating the next take back event which will take place October 22nd from 9am-1pm at the Muskegon Fire Department on Terrace. Chief Gale stated that he is working with Brian Harris on possibly resizing and redesigning a new disposal box to safely dispose of medications at law enforcement and pharmacy locations. PDF and JPEG versions of the MAMDP take-back flyer will be attached in the meeting minutes so other agencies can post this information on their social pages and print flyers.



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Other Good and Welfare

Student Support Summit – Empowering Adults to Answer a Silent Cry Michael

Pyne from HealthWest is inviting law enforcement agencies to participate in the November 7th Student Support Summit that is being held at Montague High School Auditorium from 8:30 a.m. -3:30 p.m. Flyer is attached.

KnowSmoke Coalition is excited for the 2016 KnowSmoke Zombie Walk taking place on Saturday, October 15th in Hackley Park. Please visit knowsmokezombiewalk.com for more information.

MiPHY Data in Action Laura stated that there will be a MiPHY Data in Action presentation at the MIASD, hosted by Public Health, Health Project, and Lakeshore Regional Entity. The main goal is to present the data to school educators and administrators and have them work on their own plans to bring back to school.

Coalition Celebration Laura stated that on November 17th the coalition for a Drug Free Muskegon will be hosting a Coalition Celebration day and encourages all coalition members to attend. The day will consist of coalition activities along with a light dinner and a presentation at the end.

A Masquerade Ball benefiting The Hope Project hosted by Woman's Life Chapter 907 will take place Saturday, November 5th at the Frauenthal Center. For more information on The Hope Project please visit: <http://www.hopeprojectusa.org>

Mercy Health Substance Abuse Update Laura gave an update regarding Mercy Health substance abuse treatment enhancements that were discussed at the Muskegon ALI meeting. The Sobering Center is now operational and is running well with partners from KPEP, Mercy Life Counseling and the Pathways to Better Health program. According to Michelle Bierman, Mercy's Director of ER, six people are now in recovery. The Screening, Brief Intervention and Referral to Treatment (SBIRT) program is also operational and while a slow start is now showing 50% of all ED patients being screened for alcohol abuse. Members discussed whether a source of alcohol question could be added to the screening for youth. Laura said she was not aware if one existed and would inquire if this was an option on the electronic medical record currently being used.

**Next Muskegon ALI will take place on November 18th at the MAREC from 8am – 9am.
Breakfast will be served.**



**Muskegon Alcohol
Liability Initiative**

A COALITION OF
HEALTH PROJECT

A COMMUNITY BENEFIT MINISTRY OF  MERCY HEALTH