

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: November 18th, 2016 from 8am-9am

WHERE: Meeting Place – MAREC Building

CALLED BY: Jared Passchier

RECORDER: Rachel McCoy

ATTENDEES: Bob Jakubowski, Ken Sanford (MTPD), Roger Squiers (WHPD), Jennifer Bustard (MSHS), Jon DeMol (PHMC), Tom Shultz (Tyler Sales), Tim Bahorski (MPD), Joel Engel (Behavior Health), John Severson (MAISD), Brandon Poel (NSPD), DJ Hilson (Pros), Sarah De La Rosa (M&RS), Ashley Westerlund (MAISD), Travis Bolles (WHPD), Jason Carlson (MDOC), Sandra Klein Horsman (MLC), Michael Pyne (HealthWest)

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Call to Order – Officer Passchier called the meeting to order. Introductions were made at 8:10am. October meeting minutes were approved.

2017 FaceTheBook Marketing Committee

FaceTheBook Update

Sarah De La Rosa reported that the new Facethebook brochures have been ordered. The color has changed to match this year's contest theme. The brochure is more alcohol specific and includes graphics that were also on the Muskegon ALI website. Posters and flyers are to be printed through MAISD before the two Principal meetings in December.

Sarah stated that this year's contest is including middle and high school students. High school students will receive a swag bag by Y-Knot Embroidery. The Grand Prize winner will win their poster design displayed on a billboard, donated by LAMAR Advertising and a free pizza/movie party at the Cinema Carousal for 10 of their friends. Middle school grand prize winner will receive a pizza party for a class of their choosing.

Mona Shores Ride with Pride Update

Officer Passchier reported that the students wanted to apply for a grant or partnership to collaborate on "Strive for Safer Driving". Elementary has kicked off their Ride with Pride program. Officer Passchier and Sara Trombley have started heading out to community members to start fundraising for Ride with Pride prizes.



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Orchard View Ride with Pride Update

Chief Sanford reported that a parent group has been put in place to help with fundraising and community engagement. Chief stated that the parents are really excited and determined to have a successful first year.

MIPHY Presentation by Stephanie Vanderkooi

Stephanie Vanderkooi from Lakeshore Regional Entity, presented the alcohol stats from this year's Michigan Profile for a Healthy Youth (MIPHY) data. *(See attached presentation)*

Highlights from the presentation:

- Muskegon achieved a continual decline in the following between 2008 and 2014 in the percent of HS students:
Recent Use: A 37.5% reduction, compared to a 33.9% in Michigan.
Binge Drinking: A 47.3% reduction, compared to 32.1% in Michigan.
Ever Been Drunk: A reduction of 31.5%.
- 2016: Intermediate Outcomes: Amount of change since 2010
Easy Access: A 21% reduction
Inaccurately High Perception of Peer Use: A 30% reduction
Parental Disapproval: A 70% reduction
- 2016: No differences worth noting by grade level or by gender
Note: When you combine these top two it means that **94% of drinkers are doing so at a home.**

Stephanie stated that the Muskegon ALI Marketing Committee could create focus groups to determine how youth are specifically getting alcohol in the home. Parents have the mentality of "this is how we acted when we were young". Members asked if parents know the law of consequences? MAISD staff indicated that Muskegon ALI should look at the ACES study to look at the factors of alcoholism In the home, etc.

Coalition members came up with ideas to incorporate parent messaging into several tactics:

1. Parent Forums during Registration Day
2. Sporting Events
3. Parent/Teacher Conferences
4. PSA's/School Newsletter
5. Social Media



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Next Muskegon ALI meeting will take place on January 13th
at the Baker College from 8am – 9am.
Breakfast will be served.



**Muskegon Alcohol
Liability Initiative**

A COALITION OF
HEALTH PROJECT

A COMMUNITY BENEFIT MINISTRY OF  **MERCY HEALTH**