

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: October 20, 2017 from 8am-9am

WHERE: Mercy Health Hackley Campus - 1053

CALLED BY: Shane Brown (Sheriff's Office) & Sarah De La Rosa (M&R)

RECORDER: Rachel McCoy (Health Project)

ATTENDEES: Gary Allore (Mercy Health), Rob Rogers (Fruitport HS), Jared Passchier, Scott VanWylen (NSPD), Roger Squiers (WHPD), Tom Schultz (Tyler Sales), Brandon Poel (NSPD), Tim Bahorski (Muskegon PD), Autumn Gillard (Trinity Health), Eli Fox (MCC), Dave Boone (RPPD), Terry J. Sabo (State Rep.), Jason Carlson (MDOC)

Call to Order – Lt. Shane Brown called the meeting to order at 8:10am. Introductions were made. September minutes were approved.

Media Committee Presentation

Sarah De La Rosa and Health Project staff gave a brief overview of the past and current initiatives that Muskegon ALI has been recognized for. The Facethebook campaign, partnership opportunities with Silent Observer and Alliance for Marijuana Prevention were also mentioned. See attached.

Media Committee Update

Sarah De La Rosa updated the group on where the media committee is on the 2018 Facethebook campaign. The committee is working with a graphic designer to update the brochure and the posters for this year's contest. A social norming aspect has been tied into the campaign due to the low numbers of youth drinking in the Michigan Profile for a Healthy Youth data.

Eli Fox from Muskegon Community College updated the committee on the success of the National Alcohol Collegiate Week at Baker College and at MCC. REVEL Marketing and Muskegon ALI members successfully completed designing and implementing a college campaign in less than a week's time. T-shirts, Koozies, website, flyers, social media posts, and floor graphics were created with messaging targeting college age students. The messaging wasn't specifically telling the students not to drink because most college age students are over 21 years old, but reinstated the message of making safe choices and being educated on what a 1 drink is.

Ride with Pride Update

Orchard View High School

Chief Wypa reported that Orchard View is having an assembly to kick off Ride with Pride Program.

Mona Shores District

Office Passchier has partnered with the student council to partner with the BeNice campaign. Will be rolling out partnership on October 25th.



**Muskegon Alcohol
Liability Initiative**

A COALITION OF
HEALTH PROJECT

A COMMUNITY BENEFIT MINISTRY OF  MERCY HEALTH

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Fruitport

Rob Rogers reported that classroom teachers have passed out the pledge. The Parent committee will be distributing pledges out during parent/teacher conferences. Since signing the pledge, more students are reporting incidents.

Western Michigan Christian School

Jared reported that the middle school students are creating ride with pride posters, and are hanging them around the school to raise awareness. Restaurants were able to donate free lunches as part of incentives. School and NSPD officer are still working on obtaining a moped.

Long Term Strategic Planning

Laura distributed the DFC's draft of the long term strategic plan that incorporated previous strategies as well as a new emphasis on college age young adults.

Sobering Center Update

Michelle Bierman updated ALI that the Sobering Center subcommittee is currently working on an A3. The initial focus will be on decreasing opioids with acute pain. The subcommittee will be meeting again in Nov. (date TBD). Sobering Center referrals have decreased over the past 3 months. Michelle is currently determining current condition to identify obstacles in referrals to Sobering Center and Life Counseling getting referral from hospital for follow-up. When there is a referral from the hospital to Life Counseling close to 50% of patients are accepting a recovery coach referral. Michelle does not have current data to give you in regards to number of referrals.

State Policy Update

The updated minor in possession law has raised some concern due to the fact that it is now a civil infraction and may not warrant for blood draw. Before, the minor in possession law was a misdemeanor with no jail time. Members questioned if there were any discussions with the courts on how they will be handling these crimes on their end. Representative Sabo stated that it is a Senator Rick Jones bill. Officers recommended that policy makers should find out how this change will impact each county before passing a bill without investigation.

Other Good and Welfare

The next Medication Take Back will be at the Muskegon Fire Department on October 28th from 9am to 1pm.

Next Meeting will be held on November 17th at Baker College from 8am-9am.

