

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: August 18, 2017 from 8am-9am

WHERE: Meeting Place – Baker College

CALLED BY: Shane Brown (Sheriff's Office)

RECORDER: Rachel McCoy (Health Project)

ATTENDEES: Sarah De La Rosa (M&RS), Tim Bahorski (Muskegon PD), Martin Miller (MSP), Bill Wright (Baker), Dave Nelson (NMPD), Brian Rypstra (FPPD), Jill Keast & Jon DeMol (Public Health), Jared Passchier (NSPD), Roger Squiers (WHPD), Ken Sanford (MCSD), D.J. Hilson (Prosecutor), Tom Schultz (Tyler Sales), Shane Brown (MCSO), Don Kalisz (Revel), Danielle Webb & Jonathon Stepanski (Revel)

Call to Order – Lt. Shane Brown called the meeting to order at 8:10am. Introductions were made. June's Minutes were approved.

Media Committee Update

Sarah De La Rosa reported on the Media Committee's July meeting. The committee will be focusing more on college age students and binge drinking due to the changes in the DFC Strategic Planning. The committee will still plan their yearly middle and high school targeted campaign. Due to the success of last year's billboard contest, the committee would like to hold another billboard contest this year, but with a twist. Jon DeMol mentioned that this campaign might be more focused towards social norming, which makes the positive behavior and choices recognized. Social Norming is promoting a more positive behavior due to positive statistics/data. Negative messaging can have a negative effect.

The FaceTheBook Brochure will have to be updated as there were new laws that were passed since then. Jill Keast mentioned that the Office of Highway Safety and Planning is promoting a 360 campaign, which is a campaign that ALI could piggy back off of because of consistent messaging. The campaign is geared towards making sure people make it home and make the right choices. 360 Campaign and interactive video can be found at www.michigan.gov/360

Alcohol Collegiate Week Ideas

The media committee would like to develop an insert or flyer showcasing the positive data around binge drinking to highlight that not all students are doing it. Attending a new school can be stressful and students can look into negative ways to cope.

Eli Fox stated that Muskegon Community College (MCC) has their own surveys that they conduct and Eli can help ALI conduct a new survey. Baker and MCC utilize the CORE survey, which could help ALI gather data regarding college students and binge drinking. The CORE survey mirrors the same questions that are asked in the MiPHY survey. Jill reported that the MiPHY is due again and is collected every other year.



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MEETING MINUTES



To-Do

- Eli and Jill will revisit the CORE survey in a couple months for updated data

Ride with Pride Update

Orchard View High School

Orchard View will be continuing the Ride with Pride Program this year after the success of their first year introducing it to the students.

Mona Shores District

Office Passchier stated that this year, officers will be present during freshman orientation to talk to them and their family about the program. Last year, Passchier tried to get pledges signed digitally using their google account, but not a lot of pledges were signed and returned. Officers will have student and parents sign the pledge at orientation.

Fruitport

Rypstra reported that they are in the process of securing a car. Currently, they are waiting for a response from a dealer. The parent committee will be meeting soon to establish logistics.

Western Michigan Christian School

Currently, Western Michigan Christian is going through some administrative changes, so some items have been put on hold. A Ride with Pride banner was created by Revel for Western Michigan Christian.

DFC Strategic Planning Update

Committee members who attended the strategic planning session discussed the brainstorming session. Even though college students will be our main target, we will deter away from focusing on youth.

"More than one-in-four (26.5%) of college students reports binge drinking in the past two weeks and 11.9% report use three or more times per week (Core Alcohol and Drug Survey, Muskegon County 2014.)"

But Why? #1: Not knowing legal/social ramifications getting caught using (ages 16-20 and 21-25)

But Why Here? - brainstorm

- Can't happen to me/Superman Syndrome
- It's fun/cool/making memories
- Glamorized by media – work hard/play hard



MEETING MINUTES



But Why? #2: Drink as a coping strategy for untreated mental illness (ages 16-20 and 21-25)

But Why Here? - brainstorm

- lack of treatment
- hereditary
- lack of exercise
- lack of treatment
- increase stress, family problems, economic pressure/lack of support & positive
- escape from problems/reality
- less expensive
- stigma

But Why? #3: Not recognizing problem (addiction), not understanding risk with consumption

But Why Here? - brainstorm

- support from peer group
- social media message
- culture
- no boundaries
- not knowing your limits

Silent Observer Update

Tom Shultz reported that the Silent Observer committee met last week, and they are happy to report that the committee has seen significant results from the campaign. They have had a total of 5 tips reported and another 3 tips to process, resulting around \$9,000 tips cashed out.

Silent Observer has \$1,900 left in the media budget and with the Chamber golf outing, more money will be raised. Constant messaging will be posted throughout the L.C. Walker Arena for a whole year. The committee discussed ways to reach out to the business committee, and ideas for a short commercial for businesses to use was discussed. The employers were interested in a video and poster campaign for their tv screens in their businesses. Also, putting together an engagement plan to reach out to churches and community groups. Different messages will be conveyed to these groups as well.

Shane said that Silent Observer could promote a video contest within the schools and utilize the school broadcasting groups. Tom stated that all Chiefs should be receiving a monthly report via email based on the quantity on tips. If you are not receiving this report, please contact Tom Schultz at tomschultz@tylersalesco.com



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Party Patrol

Tom will be printing Party Patrol banners and PA announcements for schools to Utilize. 3ft banners are useful in the past. Banners could also be used for basketball season. Banners and PA announcements will be ready for pick up at the Health Project August 24th.

Eli Fox stated that MCC will be hosting their Jayhawk Frenzy Informational Fair on August 29th and 30th. Muskegon ALI could have a booth.

To-Do

- Sarah De La Rosa and Rachel McCoy to connect with Eli Fox on booth.

2017/2018 Budgets

Health Project staff reported that July 1st marked the beginning of the Mercy Health's fiscal year budgets with new community benefit dollars to be dispersed to the coalitions. Coalition budgets were reduced this year, but Muskegon ALI was able to maintain their \$6,000 in funding. Muskegon ALI also receives money from Partnership from Success and Lakeshore Regional Entity. All coalition chairs will meet with Health Project staff by September to discuss budgets.

TIPS/Serving Education

Norton Shores PD created a google website for volunteers review a PowerPoint and take a quiz. Could this be a tool that Muskegon ALI could have on their website?

As long as the training will meet the need of every municipality, and how organizations are keeping track of trainings online. The state recognizes TIPS as a 3 year certification. Jared to consult with Jon on logistics.

To-Do

- Officer Passchier to consult Jon DeMol with online beverage server training.
- Officer Passchier to consult with Health Project staff and Revel.

Other Good and Welfare

Mediation and Restoratives Services Annual fundraiser

Fundraiser will be held at Oceana Golf Club on September 8th at 8am registration. Please contact Sarah De La Rosa with questions at sdelarosa@mediatewestmichigan.com

Next Meeting will be held on September 15th at Baker College from 8am-9am.

