

MEETING MINUTES



MEETING TITLE: Muskegon ALI

DATE & TIME: November 17, 2017 from 8am-9am

WHERE: Baker College

CALLED BY: Shane Brown (Sheriff's Office)

RECORDER: Rachel McCoy (Health Project)

ATTENDEES: Roger Squiers (WHPD), Tom Schultz (Tyler Sales), Chad Wilson (Muskegon PD), Dave Boone (RPPD), David Wypa (MTPD), DJ Hilson (Prosecutor), Chief Jon Gale (NSPD), William Wright (Baker Campus Safety), Jon DeMol (Public Health), David Nelson (NMPD), TPR. Martin Miller (MSP), Dan Bolhuis (Orchard View High School)

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

Recovery Coach Presentation – Mercy Life Counseling

Recovery Coaches assist in finding resources and services in the community to help their clients during the recovery process. They are trained as a "mentor" for people seeking or already in recover. Mercy Health Life Counseling receives referrals from Mercy Health affiliated emergency departments, and outside sources may also connect with Mercy Health Counseling to assist others in being connected to a recovery coach. Recovery Coaches help patients with:

- Connecting to professional and non-professional resources available in the community.
- Assisting with building healthy social networks.
- Supporting positive change by helping anyone, including persons coming home from treatment or the criminal justice system to avoid relapse.
- Working on life goals such as work, education, and relationships.

Call Mercy Health Life Counseling at 231-276-3582 for assistance.

Silent Observer Update

Tom Shultz reported that Silent Observer has surpassed the amount of tips this year compared to last year, and the quality of tips has improved significantly. Silent Observer has made their first Party Patrol arrest regarding underage drinking. 75% of the tips are through the app.

Western Michigan Christian and Mona shores created customized messaging "not in my school" to encourage reporting anything suspicious report using the app. This campaign might role out to every school in the county.

Tom stated that Silent Observer put together a community engagement plan with customized materials for businesses, schools, and partnering agencies. Tom asked the committee if ALI or AMP can donate funds and have an answer by the first of the year.



**Muskegon Alcohol
Liability Initiative**

A COALITION OF
HEALTH PROJECT

A COMMUNITY BENEFIT MINISTRY OF  MERCY HEALTH

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Subcommittee Update

Jon DeMol updated the committee on the changes on the FaceTheBook brochure. Four social norming statistics based on the MiPHY are located on the back of the brochure:

75% of high school students have never been drunk.

82% of high school students are not currently drinking alcohol.

98% of students are refusing to ride with someone who had been drinking.

93% of high school students think their friends are not drinking.

Flyers, posters, and billboard templates are to be printed. The committee will meet again in December to assemble packets for the Mona Shores youth group to distribute to other school districts in Muskegon County. Jon passed around the brochure and had agencies notify himself or Health Project staff on any changes that need to be made.

Ride with Pride Updates

Orchard View High School

Principal Dan Bolhuis gave an update on the 2017 OV ride with pride. The school was able to give away \$2500 worth in prizes away at the last ride with pride. The event was held in the auditorium instead of the gym due to the size of the car. Dan stated that schools need to correct behavior and send a message to the student body that negative actions are not acceptable. Due to the Ride with Pride Program, students have looked for alternative ways to correct their negative actions and behaviors to continue participating in the program. The OV FaceTheBook Billboard Contest entry was made into a banner to be hung in the school. OV has had an overwhelming 68% of the student body sign the pledge. This year, 75% of students have signed the pledge.

Mona Shores District

Chief Jon Gale gave an update on the Mona Shores Ride with Pride. 90% of students signed the Ride with Ride pledge. Every two weeks, someone wins a parking spot for ride with pride. Officer Passchier and the Mona Shores Broadcasting Team are currently working on a PSA for the school, regarding different parts of the pledge. A convertible Mustang will be given away at their end of the year assembly.

Western Michigan Christian

Officer VanWylen had drunk driving simulators and GEM cars were driven while using drunk goggles in Western Michigan Christian's parking lot to raise awareness of the topics in the pledge.

Fruitport High School

No update.



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Ride with Pride Expansion

Health Project staff notified the committee that Muskegon ALI has received a \$4,000 grant from the Muskegon Community Foundation for the expansion of Ride with Pride. This grant will help other school districts with printing and marketing costs.

Retail Education Committee

Sarah De La Rosa, Jared, Scott, and Jon DeMol volunteered to assemble packets this year. Jon stated that from October 2016 to October 2017, he conducted 135 tip trainings in Muskegon County.

Shattering the Myths Event Alcohol Speaker?

Sarah Elizabeth Panzau - <http://www.theday.com/article/20110427/USR04/110429665>

Other Good and Welfare

Free cab rides being offered Wednesday, November 22nd through Thanksgiving, and will start back up on December 15th for Christmas season.

Next Meeting will be held on January 19th at Baker College from 8am-9am.

