



Social Host Ordinance Meeting Minutes
Thursday, July 16, 2009, 1:00-2:30 PM
Kaiser South Medical Center

Attendees: Erika Green, Phuong Duong, Jack Ta, Tami Silvera, Joelle Orrock, Cyndra Krogen-Morton, Amelia Stults, Dana Covington, Charles Rios, Becky Wood, Misty Dailey, Angela Da Re, Anne Staines, Stephanie Landrum, Christy Adams, and Nkiruka Chizea.

I. Welcome and Introductions

- Bus ads Presentation- *Anne Staines*
 - a) There are several layouts to choose from. The ads are targeted toward parents; however it should be the youths' voice behind it. The overall effect is to make adults aware of the issue and cause them to be responsible adults.
 - b) The ad that is chosen will be displayed inside 200 buses for 3 months (October-December) in the RT system.
 - i. **Concepts:**
 - a. "I'm Cool Enough- I want my friends to like me for me. Not because my parents let them drink at my house."
 - b. "Don't bring peer pressure home- Mom...Dad...You make it harder to just be myself when you offer my friends alcohol at our house."
 - ii. **Concerns:**
 - a. Most of the youth in the ad are Male & Caucasian. We need more diversity since many of the youth who ride the bus are Black and Hispanic and should be able to identify with the ad.
 - b. Will the ad be translated into different languages? The answer is "not yet" but down the road.
 - c. The teens in the ads look too clean-cut. Charles suggests finding teens that also have tattoos and piercings to be more representative of the teen population.
 - c) Anne asks that anyone in the coalition who has pictures of local youth ages 16-18 should e-mail her at anne@proprose.com.
 - d) Christy inquires about the steps someone would take in getting feedback from parent groups.
 - i. Ann states that it's important to start from general → specific. Get the general impressions of each bus ad and go over them individually again, having parents be honest about their feelings toward it.
 - ii. Before testing however, we would like to have more authentic photos.

II. Stakeholder agency/program presentation- *Misty Dailey*

- Misty is in charge of a program called "Driving at home". She does video presentations and talks at various high schools. The message in the program focuses on peer pressure and the importance of teens realizing that they too can be involved in



fatal car accidents. Misty is sure that the program is having an impact in the choices that teens make and urges coalition members to come to a presentation to give her useful feedback.

III. Marketing workgroup update- *Christy Adams*

- “Thank You” to those who piloted the Parent Pledges.
 - a) The certificate can be better; please give ideas to Christy.
 - b) Buttons, key chains, and/or rubber bracelets can also be made and distributed to parents.
- Best way to get parent pledges to parents:
 - a) It cannot just be handed to them. Erika asserts that it would work best at an event/activity that relates directly to drugs or alcohol use.
 - i. We can pass these pledges out to organizations within the coalition and they can present them to parents using the best mode for they know. We also have the pledge translated in Spanish. In terms of other cultures/languages, active youth we come into contact with can take the pledge to their parents and communicate the message to them.
 - Back to School night is another idea. A student-run table would attract parents better than a parent-led table.
 - Town Hall meetings, 20-30 club presentations
 - b) The point is to show that there’s some communication between parents and their teenagers and that there’s some knowledge about the issue.
 - c) MADD: Parents Do Matter- Becky will be attending PTA meetings and can take Parent Pledges to those meetings.
 - d) Christy will get more printed out and will give them to those who need them.

IV. Policy workgroup update- *Becky Wood*

- Elk Grove PD gave us their social host. Once Karen approves it, we can proceed to the city manager.
 - a) Becky will make the Elk Grove social host available to coalition members so that everyone can be certain we’re on the same page.
- Family Preparedness Fair: Red Cross and Elk Grove PD will be present.
 - a) This event is in September, and this would be a great opportunity to pass out the Parent Pledges. We can also potentially have more of the bus ads on a banner/board for display purposes.

V. Data workgroup update- *Dana Covington*

- There are still many teens drinking in Sacramento County, and we are still working on getting full zip codes from other trauma centers. Kaiser South, Sutter Roseville, and UCD Medical Center are participating in the study.
 - a) We know that screening and brief intervention has been effective for adults, but we don’t know yet if it will be effective for teens.



VI. Progress on coalition strategic plan- Christy Adams

- Assigning action items:
 - a) E-mail photos to Anne at anne@proprose.com for the bus ads.
 - b) Christy will finalize the Parent Pledge and print them out for distribution.
 - c) Christy will also bring water to the next meeting for everyone.
- Upcoming events: *Angela Da Re*
 - a) Save The Date: NCADD is offering free prevention training in Sacramento at the Sierra Health Foundation on Garden Highway. It is a 3 day primary prevention training for alcohol, tobacco and other drug use.
 - i. The point is to be aware of different areas that community members can work in to prevent the use of drugs and alcohol by teens that haven't used drugs yet.
 - ii. Day: August 31, September 1st, and September 2nd. Time: 8:30-4pm. There is no cost for this event.
 - b) Potluck on a weekday afternoon for everyone- TBA

Next Meeting:

Thursday September 17, 2009

2:00 – 4:00 pm

Location- Kiwanis House