

## **Columbia County Connects Coalition Meeting Minutes February 12, 2010**

**In Attendance:** Nancy Schaper, Heather Stenberg, Liz Miller, Jess Ritschke, Luke Malkowski, Kendalynn Luetkens, Bob Harm, Russell Schieber, Karen Torgerson, Lyle Burmeister, Curt Hossman, Karen Nelson, Monique Hicks, Patti Herman, Joanne Grassman, Jeff Melby, Andrea Schneiter, Meg McCullough, Tim Belleau

NEXT MEETING: April 9, 2010

### **COMMITMENTS:**

Luke will check with Culver's to see what groups are on the calendar for 10% donation fundraising

### **Call to Order/Introductions**

The meeting was called to order at 8:32am. Introductions made around the table.

### **Review Agenda**

Members were asked if there were any additions to the agenda. Meg will update on Channel 3 and JUDO.

### **Approval of Minutes**

Motion for approval of December, 2009 minutes was made by Liz Miller and seconded by Nancy Schaper with the correction to the Asset Builder Celebration date (new date of March 25). Minutes approved.

### **Special Guest from Dane/Columbia Tobacco Prevention**

Special guest Lyle Burmeister was introduced. He has been the Youth Coordinator for the last four years for the Dane County Tobacco Coalition. Now he will be the combined coordinator for Dane and Columbia counties. Ryan Shean is on leave so combining the two coalitions is slower. Lyle would like some interlocking of the two coalitions by taking what's been learned between the two counties and combining that information.

Lyle discussed that he has the duty of starting a FACT group with \$500 grant for combined coalition. His mission is to get out the word of 7-5-10 and getting youth to speak about it. There is a FACT kit to use for the county. A minimum of six youth would be needed to work with a state trainer coming in to train the youth. This would be a youth-led group with an adult advisor. This is a good way for youth to engage in tobacco issues. Anyone wishing to help Lyle out would be appreciated.

### **Upcoming Events**

Link N Learn

The Link N Learn will be held at the Green Lake Conference Center on February 17. There will be a keynote speaker and two 45 minute breakouts. Lunch will be served and then the participants will write a plan for to accomplish something by May 5. Participants will need to videotape their commitment. In the past over 200 students have attended from a five county area; mainly north Adams, Columbia, Marquette, Green Lake, and Waushara. Students from the ten Columbia County school districts have been invited but the majority will be from Pardeeville as they will be doing a breakout session. Meg will be conducting a breakout on the Teenage Brain.

Jess Ritschke has been working with Paula on a dating violence kit. The movie *Twilight* has been used as an example of a girl abused by her boyfriend. This is being used as a leeway to messages regarding unhealthy relationships. There is also a handout that is a label for songs to see if the song is healthy/unhealthy regarding relationships.

### Community Survey

Meg stated that all members should have gotten an email on the survey. A special edition of newsletter will be mailed out with reference to the survey which is similar to the 2002 survey. While the 2002 survey was called the *Community Readiness Survey*, this year's is entitled *Community Perception Survey*. Bookmarks to be handed out at libraries and possibly at schools regarding the survey will need to be sent out in the next few weeks. When people are done with the survey, there is an additional like for entering their name to win an iPod touch. E-mails with a link to the survey will be sent to our entire database in the next week which can then be passed on to others. Random addresses will also be used for postcards.

### Summit on Healthy Youth

March 9<sup>th</sup> has been set as the date for the Summit on Healthy Youth which will be held at Bethlehem Lutheran Church. This will be an opportunity to bring all schools together to share the CHOICES survey data. Schools can dissect the information and come up with a plan of how the information will be used. The hope is that 75-100 people will attend this year. Last year 100 people attended and the feedback was great.

### Asset Builders

Karen T. stated that the Asset Builder Celebration will be held March 25<sup>th</sup> at Beth Lutheran Church. As of today, we have 38 nominations, but would like to see a total of 40. The committee will meet on February 12 to go over nominations. The goal this year is to try to minimize staff time used to get letters sent. The committee is also trying to get someone from Channel 27 to attend. This year the Sheriff will introduce the MC. Channel 27 said to call the station a month before the event to see if someone could attend. Work will begin soon on details of food, etc. Paula's Pardeeville youth group will do the catering on the ice cream bar as a fundraiser.

### Movie Night

8 youth groups – Tim stated that each of the 8 youth groups has been supplied with a video camera. The objective is to do a 5-10 min video with a healthy message from retreat. On March 23<sup>rd</sup> the youth

groups will come together at CESA to present videos and PSAs. Tim is working with Mud Dog Media and will fine tune the winning video which can they be used on school website and other areas.

### **CHOICES Data**

Tim reported great news on the trend data. Tobacco and alcohol non-use rates match with Search and CHOICES. Trends are increasing for non-use. The trend that sticks out is that the alcohol non-use rate in 2001 was 78%, but now has increased in 7<sup>th</sup> grade. Social Norms 63% non-use rate has gone to 67%. The non-use rate is still at 89% in Middle School.

Meg mentioned that Pierce's in Portage is re-doing their cards after March 8<sup>th</sup> and patrons will need to re-designate the charities they wish to donate to. This is a perfect time to designate Columbia County Connects as a recipient. The number is **1636**. It would be best to only choose one charity as the amounts will be split between multiple charities.

Meg also mentioned that someone was asked to put an advocacy action of the month in the newsletter. She is reminding members that advocacy actions are part of the newsletter. Please give Meg an e-mail with feedback.

### **Sustainability Plans**

Tim asked members to refer to the December minutes. No one has stepped up so he wants to revisit the plan to have county-wide Culvers Restaurants hold a 10% night for CCC. A date needs to be set on when we are going to proceed with it. The concern is that Culvers is already being asked for donations for the Asset Builders Celebration which means the next available times are April and May. Nancy stated that someone will need to be on site when the 10% night is held. Karen T. suggested that this should be planned which could start in early April. This could be done after the April 9<sup>th</sup> meeting. Luke stated that it depends on how many groups are on the calendar for doing a 10% night. Luke will look at the availability on the calendars as he is an employee. Jeff suggested that Columbus and Portage should do the fundraiser on the same night and Nancy's suggestion was to do the fundraiser before school is done for the summer.

Tim suggested that if a Silent Auction is going to take place it should probably take place in May of 2011. Then students could put projects together than can be used into the auction. No one has contacted the youth groups yet. This can be planned at the April CCC meeting.

### **Update on JUDO**

The increase of the fee to \$90 has been implemented and an online class has begun through Third Millennium Group. There will be surveying of classroom and online classes to see if there are any behavior changes. There is a fee of \$60 for the online class; excess will go toward CCC funds. Curt reviewed Third Millennium and stated that an individual takes an assessment and goes back to social norms about behaviors. Third Millennium infuses WI laws in process. This tool is on a timer with periodic quizzes and items for parents as well. Patti mentioned that Whitewater uses this. Meg stated that registrants are checked for eligibility before they are able to take the class online.

## Updates

### Prescription Drug Roundup in Lodi

This was held at the Police Station and Curt stated that 500 containers of drugs were collected. Some parents even brought their kids. The process itself was a success. Some police departments have lock boxes where you can dispose of prescription drugs. Curt went to places like nursing homes and got a good response. Lodi will be doing another drug roundup on May 15<sup>th</sup> to heighten awareness of the issue.

Curt is also working with Renewal's program and talked to students. He has also gone to Lodi Middle School to talk about bullying as well as doing units on alcohol advertising and stress and alcohol.

### Youth Leadership

Tim stated that a retreat with 120 middle school students was held in December. The students did rock climbing at Boulder's and then spent the other half of the day with Tim. The high school retreat was rained out in the fall and then was snowed out in December. The retreat was finally held February 3<sup>rd</sup> with 115 students repeating the same schedule as the middle school. The afternoon with Tim was spent working with video cameras to do PSAs.

### Social Norms

A new poster will be sent to schools next week and larger ones will be printed for each building.

### YAK – "Step Up, Speak Out"

Luke stated that YAK (Youth Advisory Council) has changed its name. The group will now be known as "Step Up, Speak Out". The group started out basically as a Pardeeville school group, now members are youth from all over the county. On April 1<sup>st</sup> the group will be doing a human billboard to get the message out regarding alcohol abuse, which is aimed at the alcohol industry. In the past, alcohol ads found in grocery stores were put on a wall that was called the "Wall of Shame." The message of that wall was, "Do you see from the eyes of youth?" Pictures have been coming in to Paula.

### Teen Court

Meg stated that a member of Teen Court (Alanna Stapleton) is trying for her Girl Scout Gold Award. The project she chose was to completely re-vamp the Teen Court Training Manual. She re-wrote the training manuals and re-created interactive games. Alanna also created a film using Teen Court student volunteers; writing the script and filmed in at the Columbia County Courthouse. She presented the film to volunteers and asked for input on what needs to be changed. Kudos and thanks to Alanna for handling that massive project. Teen Court numbers are down and at this time there are no cases. Meg stated that numbers over the county are down for juveniles and adults. Even the jail population is down.

### Other

Channel 3 contacted CCC and would like to do a story on county data as a result of the Daily Register article. The story will air on the 10:00 evening news on Saturday, February 13. Meg will be interviewed as well as others who will be included in the story.

Joanne stated that part of a New Day Coalition is working on parity for substance and mental health. The Wisconsin Legislature introduced a bill that covers only 10 employees instead of 50 for substance addition. This bill passed in the Senate and will go to the Assembly on February 22<sup>nd</sup>. Both Fred Clark and Keith Ripp support the bill. Anyone living in their respective districts is asked to call or write to state that they also support the bill and ask that the Assembly pass it. Information can be sent to Tim who will then forward it on to Fred Clark and Keith Ripp.

Jess Ritschke stated that there will be a fundraiser for Hope House on February 24<sup>th</sup> at Wintergreen. Come if you are able to and please spread the word about the fundraiser.

### **Next meeting date**

The next Columbia County Connects coalition meeting will be held April 9, 2010.

A motion to adjourn was made by Karen T. and seconded by Nancy. Motion passed. Meeting adjourned at 10:30 am.