

**LowCountry Alliance for Healthy Youth  
(Zoom) Meeting Minutes  
June 21, 2021**

**Meeting called to order 6:00 pm** by Chair Wendy Cummings

*Attendance:*

Wendy Cummings (Chair/Cross Schools THY Co-Advisor), Jim Berl (Youth Serving Organization/Rec Center) Francine Norz Tobin (Government Organization/Solicitor's Office), Dr. Loretta Novince (LCAHY/DFC Grant Consultant), Wade Bishop (Substance Abuse Agency/BCADAD), Galen Sturup-Comeau (Substance Abuse Agency/BCADAD), Pastor Lisa Schrott (Faith Based Organization/First Presbyterian HH), Cheryl George (Health Professional/THY Co-Advisor Bluffton HS), David Martin (Business), *Presenter:* Andrea Ingle (Bluffton High School Assistant Principal) *Staff:* Tia Bowers (DFC Grant Project Coordinator), Laura Pirkey (DFC Project Director/THY Youth Coordinator), Guest Presenter, Mrs. Ingle.

**Minutes:** Minutes from May 17, 2021 meeting approved.

**GUEST SPEAKER**

**Cultural Awareness of our Community**

**Presentation by Andrea Ingle**

*Assistant Principal of Bluffton High School*

**Strategic Prevention Framework (SPF) and Cultural Competency.** Prior to Laura Pirkey introducing Mrs. Ingle, originally from Venezuela, Dr. Novince presented a brief review of the Strategic Prevention Framework (SPF). The SPF Framework guides coalitions in developing the infrastructure needed for community-based public health approaches, leading to effective and sustainable reductions in youth substance use. She noted that incorporating cultural competency into LCAHY's comprehensive prevention plan is a requirement of the DFC Grant Program. Addressing issues of diversity and cultural competence throughout the Strategic Prevention Framework (SPF) increase the probability of decreasing risk factors and increasing protective factors within diverse populations. It was noted that representation from diverse cultures on the community board is needed. **See link to Strategic Prevention Framework.**

**Highlights of Mrs. Ingle's Cultural Competency Presentation: How cultural awareness allows us to build understanding of other cultural groups.** She explained that within a Latino country there are different cultures depending on the city, state, or region. People from different cultures may also view time differently. Elderly are viewed as authoritative figures. The importance of education becomes secondary when a country is at war or in poverty. Drinking age in Latino countries is 18, and most teens start drinking at 16. Questions presented by the Community Board included: Are the Latino countries educating teens on risks of drinking? Yes but alcohol is very accessible and teens may not appreciate the risks. As for attitude on marijuana, it is difficult for them to understand since there is so much advertising that promotes marijuana including use of medical marijuana. Marijuana is not typically used in the home by adults. Teens are accessing outside the home. Francine asked for ideas on how to get Latino parents to attend an event/training. Ms. Ingle said that attendance increases when the speaker is of interest to their issues. For example, a presentation by an immigration lawyer drew attendance at a meeting organized by the school. Several suggestions presented by Ms. Ingle included a presentation on stress, providing information about teens obtaining their driving licenses or permits, which could include the dangers of drunk, drugged, and distracted driving. Ms. Ingle also suggested having a LCAHY table with a Spanish speaking representative at school open houses. **See link to Cultural Awareness of our Community.**

**Strategic Prevention Framework (SPF)/Board Roles:** Following Ms. Ingle's presentation, Dr. Novince reviewed the role(s) of the Coalition (12 Sectors of the Board) in applying the Strategic Prevention Framework's seven elements, which are required by the DFC Grant Program.. **See link to Strategic Prevention Framework.** One of the roles in implementing the SPF is to promote LCAHY's activities and messages through their respective sectors and within their organizations. Francine suggested that an easy way to do that is to promote on your social media and with your contacts. There was also a Board conversation on identifying underrepresented individuals/organization on the Community Board. Several recommendations included having representation from HH and Bluffton Town government, the American Cancer Society and/or the American Lung Association.

**12 Month Action Plan Activities to be implemented prior to the end of Grant Year 4, September 29, 2021 were reviewed/discussed. See below. DFC Coalitions are required to use the 7 Strategies of Community Change. See link to the 7 Strategies of Community Change.**

#### **Strategy 1: Provide Information/Increase Awareness**

- Staff information resource tables at school open houses and community events. (To Accomplish) *Tia will confirm School Open House dates.*
- Encourage the Coalition Board to forward LCAHY E-News, LCAHY brochure, and LCAHY website link to resources, and to promote LCAHY's public health awareness campaign. (In progress)
- Recruit coalition members from community sectors, organizations, and races/ethnicities underrepresented or not represented. (To Accomplish)
- Youth Coalition to conduct recruitment at their respective schools. (To Accomplish)

#### **Strategy 2: Increase Skills**

- Educate/conduct the "We ID the LCAHY Way" trainings for establishments that serve and sell alcohol. Conduct PREP trainings. **(To accomplish or in progress)**
- Inform/educate security guards, at gated communities, and rental property owners about social host laws, laws regarding use of illicit drugs (e.g. underage drinking, marijuana, and opioid/heroin), and monitoring suspicious activities. (To Accomplish)
- Provide We ID the LCAHY Way training for community festival event coordinators and volunteers. **(To be determined)**

#### **Strategy 3: Provide Support**

- Continue to identify resources in Spanish and/or translate English resources into Spanish. **(In progress)**
- Collaborate with and support local private and public schools to offer annual professional development training on youth substance use/abuse and related risk behaviors. **(To Accomplish)** *Wade reported that on Aug 3, 2021- there will be training for Beaufort County School District school administrators on Drug Identification. He believes there may be space available and it could be open to Board members to attend.*

#### **Strategy 4: Increase Access/Reduce Barriers**

Conduct Compliance Checks and/or patrols of "hot spots" locations (e.g. Coligny, Sandbar) and/or summer events. **(In progress at Coligny)** *Wendy reported that Law Enforcement- BCSO- Hilton Head has taken advantage of grant funds to have additional patrols at Coligny. They will give us data on any arrests or warnings given. Those patrols will go through August 2021.*

#### **Strategy 5: Incentives/Disincentives**

- Recognize businesses that do not provide/sell to minors, support underage drinking laws/marijuana laws, and do not sell vaping products/paraphernalia to minors. **(To Accomplish)**

- Acknowledge pharmacies with Take Back Programs. **(To accomplish)**  
*We still have some work to do on recognizing businesses who do not sell alcohol and vaping or tobacco products to minors. Mary Lou Haraburd created a recognition certificate for businesses. Recognition of pharmacies is to be accomplished.*

#### **Strategy 6: Change Physical Design**

- Post signage (underage drinking and e-cigarette laws) at establishments and designated community festivals that serve and sell alcohol, and vaping/e-cigarette products and paraphernalia. **(To accomplish)** *David Martin reported that he needs help with signage in business establishments. Laura thinks youth would be interested.*

#### **Strategy 7: Policies or Regulations**

- Advocate for the inclusion of vaping/e-cigarettes in local smoking ordinances. **(Communication with Town of HH in progress.)** Town of Bluffton amended their Smoking Ordinance in 2019) *Wendy reported that she will follow-up with the Town of Hilton regarding status of incorporating vaping into their Smoking Ordinance.*
- Advocate/educate for the adoption of a social host ordinance/policy (similar to the underage drinking social host ordinance), which would apply to anyone serving and or providing substances such as marijuana, e-cigarettes/vaping products, prescription drugs, and other illicit drugs to youth. **(To Accomplish)**

#### **AD-HOC COMMITTEE ASSIGNMENTS: 12-MONTH ACTION PLAN UPDATES:**

**Teens for Healthy Youth Updates:** Laura announced that Ashley Aimes will serve as THY co-advisor at HHCA. She further reported that Board member Jennifer Weidner, who will have two children at McCracken Middle School, expressed an interest in a Teens for Healthy Youth group at the middle schools. Board members supported the idea. Dr. Novice said this can be explored and be written into the grant for years 6-10. Lastly, Laura reported that THY Bluffton distributed water bottles with marijuana Myth cards/and drug facts inserted to almost 1,200 students. Additional water bottles were given to rising 9<sup>th</sup> graders at McCracken Middle School.

**Sustainability Fund Development:** Wendy will report on funds raised on the inaugural May Day 5k at a later meeting.

**Virtual Training Opportunity/ SC Smoke-Free Summit:** Mr. Millings, Cheryl George, Dr. Novince, Tia, and Francine Tobin participated in the virtual training. One initiative through S.C. Smoke Free is a virtual parent presentation on e-cigarettes, which LCAHY could launch locally. A SC Smoke-Free trainer can facilitate the training, or interested Board members could be trained to co-present with one of their presenters.

**LCAHY Public Health Awareness Campaign:** On behalf of Mary Pat with WSAV, Dr. Novince asked Tia to show the two most recently DFC grant funded LCAHY public health awareness commercials released. One commercial features a message on impaired and distracted driving and the other features a message on increased youth substance use during the summer months. Galen suggested he could include these links in the newsletter for his agency. **See links to LCAHY commercials.**

Meeting Adjourned 8:14 pm  
Next meeting is July 19, 2021.

Respectfully submitted, -- Francine Norz Tobin, Recording Secretary