

LCAHY Community Board Meeting
January 24, 2022
Zoom

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

Minutes: Minutes from November 29, 2021, meeting were approved. It was noted that a meeting was not held in December.

Attendance: Wendy Cummings (Chair, Schools/Cross Schools THY Advisor), Francine Norz Tobin (Governmental organization/ Solicitor's office), James Berl (Youth Serving Organization/Hilton Head Rec Center), Dr. Loretta Novince (LCAHY/DFC Grant Consultant), Lucia Valladeras (Youth/THY Bluffton), Galen Sturup-Comeau (Substance Abuse Agency/ BCADAD), Jill DelGuercio (Schools/HHCA THY Advisor), David Martin (Business/Piggly Wiggly), Joy Nelson (Media/THY Advisor MRHS), Kylie Nelson (Youth CIA/THY May River/LCAHY Intern), Sydney Wood (Schools/THY Advisor HHP), Mariah Kinnie (Schools/THY Advisor May River), Tia Campanella (Business), Ashleigh Hames (Schools/ HHCA THY Advisor), Jennifer Weidner (Parent/HE. McCracken Middle School), Cheryl Rodreguiz (Parent/Bluffton HS). Staff: Rachel Kasal (DFC Grant Support Staff), Blanca Aranda (DFC Grant Project Coordinator), and Laura Pirkey (DFC Grant Project Director/THY Coordinator/Advisor). Guest: Brandon Fargo (Media/WSAV).

DFC Grant Update: Dr. Novince presented DFC/ONDCP expectations for future DFC grant process and application. She stated that all applicants are required to use the strategic planning framework and that the 7 Strategies of Community Change are to be used in creating the 12 Month Action Plan. There was a brief discussion about increasing board membership where there was underrepresentation in certain sectors.

LCAHY Public Health Awareness Campaign Update:

WSAV- presentation by Brandon Fargo: Brandon reported that LCAHY's public health awareness campaign, currently being streamed has produced positive results. All streaming devices like apple tv are being targeted. In case of LCAHY we have targeted certain categories of people like households with children and the categories in the 12 sectors. He noted that streaming is the most influential way to advertise. WSAV is still running ads on face book for LCAHY. The messaging seems to be extremely effective on face book. He reported that similar targeting is being done on face book. The facebook analytics tell us that people are watching the ads to completion. 122,000 people have seen the LCAHY ads on television either streaming or traditional broadcast/cable. The campaign has been running great and people are watching the ads all the way through. WSAV analytics will be submitted in the February DFC Progress Report.

Risk and Protective Factor Exercise for Teen alcohol and other drug use/abuse:

Dr. Novince pointed out that the LCAHY Brochure highlights risk factors in the domains of Community, School, Family, and Individual/Peer. She then asked Laura Pirkey to provide instruction in completing the exercise during the zoom meeting. Laura asked everyone to go to their email and complete survey, which addressed both risk and protective factors for teen alcohol and other drug use/abuse in the community, school, family, and individual/peer.

Marijuana Logic Model Exercises: Dr. Novince asked everyone to review the links on the meeting notice, which summarized the responses to the suggested interventions for 1) Reducing youth access to

marijuana and 2) Reducing youth approval of use of marijuana that were collected at the November meeting.

DFC Grant 12 Month Action Plan: Ad Hoc Committee Updates

Teens for Healthy Youth:

THY Bluffton HS: Laura Pirkey, THY advisor, announced that THY has raised \$750 through Venture Endurance Company. The Funds were raised at the Hilton Head Marathon where the youth volunteered. She then reported THY has set up their own social media. On Instagram, you can follow through teensforhealthyyouth1. She further stated that they plan to push out mental wellness information on this Instagram. Everyone who uses Instagram is asked to follow. Bluffton HS Teens for Healthy Youth reported that they will do a presentation to athletes and parents during the Spring Athletic Presentation with a focus on the dangers of substance use. Cheryl Rodriguez, Board member and parent of a Bluffton HS athlete and THY member, was instrumental in connecting the athletic department to THY. THY Bluffton HS is working with McCracken Middle to schedule a time to do a Prevention Plus Wellness presentation to all 8th graders.

THY Hilton Head Prep: Sidney Wood, THY advisor, reported that they are working on recruiting younger students as many members are about to graduate. They put out a newsletter on Juuling in January to try to get messages out about the dangers/risks of E-Cigs. The newsletter was put in school bathrooms. THY Hilton Head Prep also did a Stress-Free Fair at which students were given stress balls, popped bubble wrap, had hot chocolate. It was well-received. This was the second year they hosted a Stress-Free Fair.

Hilton Head Christian Academy: They also held a Stress fair and handed out prayer cards. Members are working on Instagram posts for new Instagram page.

THY May River High School: Kylie Nelson, THY president MRHS, reported that they too are working on recruitment because many students are graduating. They also had a club fair at school and THY had a table there attempting to recruit new members. Additionally, THY May River created a mental health awareness bulletin board during January, Mental Wellness month.

THY Hilton Head Christian Academy: Jill DelGuercio, THY advisor, stated they also had a stress fair. They handed out prayer cards. They also developed Instagram posts for the new THY Instagram page.

LCAHY Intern Report:

Kylie Nelson, THY May River president has been interning at our LCAHY office under the mentorship of Dr. Novince. Kylie stated that she has been working on fact card and brochure on marijuana. Kylie is also giving support to Pastor Santo, our faith-based CIA, and has been updating the faith-based contacts.

SC Communities that Care CTC Student Survey Update:

Wade Bishop thanked Jill and Sydney, THY advisors, for their support in making arrangements with their respective private schools to have the survey administered to their students. He further reported that KeKe Swinton, with the Beaufort School District, has made arrangements for students to take the survey online, and for first time Beaufort Academy, a private school in Northern Beaufort County, will participate in the survey.

LCAHY Public Health Awareness Campaign Update cont.:

Joy Nelson, Media CIA, gave an update on the radio campaign. She has been working every month or so to change out the 30 second commercial that is running on 4 different radio stations. She is currently collecting information from students on what is stressing students now. She reported that COVID is stressing students COVID is controlling their lives.

Prioritization of 12 Month Action Plan of Activities Earmarked for Completion in the Spring: Wendy introduced two activities, the annual Community Forum, and the May Day 5K for discussion. Following a discussion around the challenges of planning and holding both events in the Spring, it was decided that the Community Forum would be held in the Fall prior to the end of grant year 5, Sept. 29, 2022.

Sector Outreach: Wendy stressed the importance of sharing LCAHY E-News, and using Facebook and Instagram to promote campaign messaging and initiatives.

Other:

“We ID the LCAHY Way” Training:

David Martin (Business CIA) reported that he made a trip to a new VAPE store on Hilton Head and met with owner about checking IDs. David and Wade will work together to bring another We ID the LCAHY way training to restaurants. He also plans organize another We ID the LCAHY training at Island Rec Center for those who will work at the community festivals/events.

Announcements:

Blanca was introduced as newest staff part-time member- as DFC Grant Coordinator. She is an adjunct professor at USCB and has a master’s degree in psychology. Rachel, also part-time staff, will serve as DFC Grant Support Staff.

Galen announced that the Beaufort County Alcohol and Drug Agency is hosting a two-day Drug Impairment Training for educational professionals. The purpose of DITEP is to teach professionals to recognize the signs of impairment and tell the difference if the impairment is due to a medical issue or a perception altering substance. He asked if LCAHY could share this information with individuals who will benefit from this training.

Next meeting is February 28th at 6 pm.

Meeting adjourned 8 pm.

Respectfully submitted, -- Francine Norz Tobin, Recording Secretary