

LCAHY Community Board Meeting
September 20, 2021
Zoom Meeting

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

Attendance: Wendy Cummings (Chair/Cross Schools THY Advisor), Dr. Novince (DFC Grant/LCAHY Consultant), Francine Tobin (Government/Solicitor's Office), Galen Sturup-Comeau (Substance Abuse Agency), Jennifer Weidner (Parent), David Martin (Business), Florentina Hartley (Schools/THY Advisor HHIHS) , Sydney Wood (Schools/THY Advisor HHP), Cheryl Rodriguez (Parent), Kendra Carrol (Government Organization/Solicitor's Office), German Martinez (Youth/THY BLHS) , Shirley Velazquez (Youth/THY BLHS), Dana Pena (Youth/THY HHIHS), Vanity Bradshaw (Youth/THY BLHS), Javier Rodriguez (Youth/THY BLHS), Elsey Moreno (Youth/THY HHIHS), Kaylee Zhu (Youth/THY) Staff: Rachel Kasal (Support Staff), Laura Pirkey (DFC Grant Project Director and THY Coordinator)

Minutes: Minutes from August 23, 2021 meeting approved.

Meeting Objective: To identify local conditions contributing to underage drinking, a pediatric health issue. Those in attendance participated in a Logic Model Exercise, which serves as a framework for planning interventions to prevent and reduce youth substance use. Create Logic Models, which serve as a framework for planning interventions to prevent/reduce youth alcohol, tobacco (e-cigarette), marijuana use, and misuse of prescription drugs. DFC funded coalitions are required to create Logic Models, which serve as a framework for planning interventions to prevent/reduce youth alcohol, tobacco (e-cigarette), marijuana use, and misuse of prescription drugs.

Dr. Novince facilitated the Board brainstorming session using a PowerPoint presentation, which introduced youth substance use/abuse, a pediatric/public health issue. It was noted that youth who drink/binge are more likely at risk for changes in brain development and a number of health compromising behaviors. She also noted that in 2021 many questions remain about how circumstances impacted by COVID-19 have affected youth substance use and their mental health. Preliminary research found higher rates of anxiety, depression, and traumatic stress among adolescents. She further stated that an analysis of reducing adolescent substance use suggests the value/effectiveness of public health campaigns after which she highlighted the LCAHY public health awareness campaign.

Following the above presentation, the Board was introduced to: Steps to Creating a Logic Model, 4 Elements of a Logic Model along with an illustration, and Adding Data to the Logic Model. Due to time constrictions, it was noted that data points would not be identified Prior to the Board working on each of the two respective logic model exercises to 1) reduce youth access to alcohol and 2) to decrease approval of use, a poll was taken. Poll questions were taken from the SC Student Communities that Care Survey (CTC). In the Logic Model exercise, which identified the root cause ("But Why?") to be easy access/availability, the responses to the CTC questions, which asked students 1) During the past 30 days, how did you usually get the alcohol you drank? and 2) Who provided the alcohol? became poll questions for the purpose of collecting data on the Board's perceptions. Following the poll, student responses on the 2020 CTC Survey administered prior to the closing of schools in March due to COVID-19 were compared to the Board's Poll responses. Board perceptions to the poll questions were very different from the student responses. A review of the student CTC data found more students reported the their source of alcohol was, "Someone gave it to me at a party." A discussion followed as to "But Why Here?" What local conditions allowed this behavior to happen. It was noted that the local conditions must be specific

as to actual behavior – not just an attitude. The Behavior identified can be changed. Several responses included: beach parties, easy access to fake ID's, access from older friends/siblings, high level of parental drinking/party attitude in a vacation destination.

After the Logic Model exercise, which addressed Easy Access/Availability to alcohol, the Board worked on the second Logic Model exercise, Favorable Attitudes toward Youth Alcohol Use. Prior to the exercise, a Poll was taken to assess the Board's perceptions of student responses on the CTC survey to: How wrong is it for someone your age to drink alcohol? Other questions assessed risk/harm of binge use, peer approval of alcohol use, and parent approval. 51.6 % of 11th grade students reported it was not wrong for someone their age to drink. Whereas adult perception was that only 10-20% of teens would report it was not wrong for someone their age to drink. Board discussion led to a "But Why?" identified as students think that it is not wrong for someone their age to drink alcohol, a (favorable attitude) and low perception of harm/risk. Other root causes, ("But Why?") reported by the Board included general adult approval of use by neighbors, grandparents, teachers, coaches, co-workers. It was also noted that 25% of 11th grade students reported use of alcohol is big part of my school social life on the 2020 CTC survey. Once the local conditions are identified "But Why Here?" next steps will be to brainstorm interventions using the 7 Strategies of Change

See link on the meeting notice to the PowerPoint presentation, which details the Logic Model Exercises.

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

Teens for Healthy Youth Reports- tabled till next meeting.

We ID the LACHY WAY Training: David Martin reported that he received an email from the Reilley Group of Restaurants (own 8 restaurants- 70-80 Servers) on Hilton Head. They would like to have the "We ID the LACHY Way" training presented to servers prior to the holidays and prior to Memorial Day. David will contact Wade Bishop and give him an update.

LCAHY Public Health Awareness Campaign/Talk They Hear You Campaign: LCAHY has promoted and partnered with the Talk They Hear You Campaign (which is posted on a banner of the LCAHY website) since the inception of the Coalition. The campaign aims to reduce underage drinking and substance use among youths under the age of 21 by providing parents and other adults with information and resources they need to address alcohol and other drug use. Recently, resources were added to address talking to teens about marijuana use, vaping, opioids, underage drinking and other drugs. The Talk They Hear You Campaign supports the goals/objectives of LCAHY's public health awareness campaign, Be Part of the Solution: Send Clear Messages Youth drinking and drug use are unsafe, unhealthy, and illegal.

Meeting Adjourned 7:50 pm

Next meeting is October 18, 2021.

Respectfully submitted, -- Francine Norz Tobin, Recording Secretary

