



LowCountry Alliance for Healthy Youth (LCAHY)

Zoom meeting April 19, 2021

Meeting Minutes

Meeting called to order 6:03pm by Chairperson Wendy Cummings.

Minutes: March 15, 2021 minutes approved. Officer Lauren Lee motioned to approve the minutes and a second to the motion was made by Wade Bishop)

Attendance: *Board:* 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), Cpt. Lauren Lee (Law Enforcement/SRO HE McCracken), Cheryl George (Health Professional/THY Co-Advisor Bluffton), Jennifer Weidner (Parent/Bluffton High School), *Youth:* Joseph Hemmings (Youth/THY Bluffton High), Payton Ward (Youth/THY Cross Schools) *Staff:* Tia Bowers (DFC Grant Project Coordinator), Laura Pirkey

CDC/DFC GRANT UPDATES: UDERAGE DRINKING LOGIC MODEL: Dr. Novince introduced the Underage Drinking logic model template with the "But Why" exercise stating that most in attendance are familiar with the E-Cigarette Logic Model created by the Board in February 2020. One of the DFC grant requirements is for DFC coalitions is to create logic models addressing local conditions as to why youth use of substances such as underage drinking, marijuana, e-cigarettes, and misuse of prescription drugs are youth substance issues in their communities. Once the logic models are created by the Board, Board input is given around how interventions can be made using the 7 strategies of community change. She presented the following findings from the 2020 CTC data (grades 7, 9, & 11), which will be used in creating an updated underage drinking logic model: Data on perception of risk/harm was presented, and she noted that when a person perceives underage drinking is not harmful, it normalizes the use. Data on peer approval of use was addressed. She added that THY is educating their peers about the risk/dangers of alcohol and other substances. Perceptions of parent disapproval of alcohol use was higher than peer disapproval and that peer approval increased more than parent approval as students transitioned from grade 7 to grade 11, which is also a national trend. She stressed the importance of peer to peer education and mentioned the need for a parent survey. She also noted that data on gender use of alcohol showed an increased use by girls vs boys. Data on source of alcohol by those who used was also presented noting that the most frequent responses as to the source of how they got the alcohol was at a party followed by took it from a family member and gave someone money to buy it. She further explained that the 2020 CTC survey specifically asked if someone gave alcohol to them at a party whereas former surveys asked if someone at a party or a social event gave it to them. As for who provided the alcohol, students most frequently responded a friend or family member under the age of 21, a friend or family member older than 25, or some other adult. She added that she would like to see THY use the data in their prevention planning and that several years ago the Board identified questions that were not included in the CTC

survey data around underage drinking, which could be used in focus groups. In conclusion, it was decided that the “But Why Here” exercise be tabled due to sector representation attendance, and it was suggested the underage drinking logic model will be created by the Board at a future meeting.

AD-HOC COMMITTEE ASSIGNMENTS: 12 MONTH ACTION PLAN UPDATES

Teens for Healthy Youth: *THYCross School* update presented by Cross Schools student, Payton Ward. They played a Kahoot game based on the Kahotts on NIDA for Teens website during National Alcohol and Drug Facts Week. Payton said it was a good way to get information to 7th and 8th graders. Peer to peer education method done by the upper grade students. THY Cross Schools produced Myth and Fact cards. The myth part contained Dum-Dum Candy and the fact card contained Smartees candy. The fact cards were distributed to 7th and 8th grade students. Cross Schools also has a LUTZIE 43 presentation scheduled, which will be presented by Corporal Brown on distracted driving (drunk, drugged, or distracted driving). SROs at all schools (Law Enforcement =SRO school resource officers) are doing LUTZIE 43 presentations at all the Bluffton public schools on distracted driving. Jim Berl suggested that Hilton Head Christian Academy be included in these Lutzie 43 presentations since that school now located in Bluffton. Also, Wade Bishop will be giving a presentation to students. He is going to bring the Drunk Perception Goggles to the school.

THY Bluffton HS. Joey Hemmings student from Bluffton High presented on behalf of Bluffton High School Teens for Healthy Youth. They are trying to get cards together on myths and facts regarding the risks for marijuana use. The cards will have Dum Dum candy on myths side and fact side will have Smartees. THY Bluffton picked the focus on marijuana because in high schools there is a big issue with marijuana wax pens. Bluffton High is also working on getting signs in the bathroom on risks of vaping or juuling. The students have asked the school superintendent to purchase these signs and get them put up in the school bathrooms.

Laura Pirkey reported the following: She is still in need of volunteers for the DEA National Take Back Meds day, Sat. April 24th. Volunteers are needed between 10 AM and 1 PM. Also, May is Mental Health and Substance Abuse Awareness Month. THY youth groups receive information on how to participate and be involved in this event. St. Francis Catholic School is getting a presentation together on e-cigarettes/vaping. And David Martin is willing to have the LCAHY students do bagging for bucks at Piggly Wiggly.

Wendy announced that she is connecting Laura with Heritage Academy as they are interested in a Teens for healthy youth group.

Sustainability/Fundraising Dr. Novince briefly reported on behalf of Grey Anne Cummings, May Day 5k intern, announcing that at this time committed sponsors who contributed a total dollar amount of \$6,450. Additionally, over \$1,500 of in-kind AD support was given by the Bluffton/Hilton Head Sun. Wendy presented that the deadline for sponsors to have their logos/names on the banner, sponsorships will need to be submitted by April 23. She also announced that over the next few weeks, Tia will highlight sponsors on social media. Wendy also reported that the contract with the Bluffton Police has been signed, she was interviewed by WHHI, and La Isla will also give in-kind AD support. Wendy encouraged all Board members to continue to solicit sponsorships and promote the race. Officer Brown will promote the race through the Bluffton PD. Wade will ask Galen to promote the race through their contacts.

Jim asked Wendy as to where race flyers and posters will be posted. She said that Tia sent a spread sheet, which documents locations. And she asked Jim to contact the Rec Center, asking if they would post the flyers. Francine noted that the race flyer was promoted on the Bluffton High School website. Wendy added that she sent the flyer to cross country coaches and AD's. Jennifer Weidner offered to reach out to Hargray asking if they would consider a sponsorship level and reported that it has been a challenge due to restructuring issues. Wendy suggested Jennifer ask if they would consider donating air-time. Jennifer said she will take an in-kind approach.

Wendy encouraged everyone to visit the website, noting that Tia has done a great job updating the website creating the May Day 5K banner. Other details discussed included asking if anyone was available to take photos the day of the race. Laura said she would contact a neighbor who is a professional photographer and ask if she would consider an in-kind donation. Wendy suggested youth and adults working the event could also take photos using their cell phones. Jim suggested that the mayor be contacted and offered to reach out to her.

Rx fact card and E-News social shares: Wendy encouraged the Board to document their electronic distribution Rx fact card and E-News social and reminded everyone that Rx Take Back Day is April 24. She asked Wade if he had anything to add. He noted that the event is being sponsored by LCAHY, BACADAD, and the Beaufort County Sheriff's office. Wendy asked if he would confirm approval of the distribution of the LCAHY resources.

Virtual Trainings: Dr. Novince announced that in near future Tia will send out virtual education opportunities.

Other: Jim asked if there were any plans to meet face-to-face. Wendy responded that the EC should look into this and also poll the membership regarding virtual and/or face-to face meetings. Wade observed that attendance has been erratic during COVID restrictions and that when face-to face meetings were held attendance was higher, He suggested feedback from the Board around meeting attendance and feedback on LCAHY as we move forward as an organization. Dr. Novince added that meeting attendance and involvement are critical as the Board works to implement activities in the 12 Month Action Plan during the final months of year 4, which will end September 29, and begin implementing the 12 Month Action plan in year 5, September 30 2021 – September 29, 2022, the final year of the DFC 5 year grant. And, Board attendance and input is needed in creating the required logic models needed for the Board's implementation of the 12 month Action Plan for the 2022 -2027 DFC grant application, which will be due around April/May 2022.

New Business: Teens for Healthy Youth recognition. Laura Pirkey asked for thoughts around how to run the THY recognition ceremony in May under COVID restrictions of hosting the event virtually. Wendy stated that although she supports the annual THY Board recognition, she suggested consideration be given to the individual THY groups also holding a recognition at their respective schools.

Meeting Adjourned 7:30 pm. Next virtual meeting is Monday- May 17, 2021.