

LCAHY Board Meeting Minutes October 18, 2021 Zoom Meeting

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

Approval of Minutes: Jill DelGuercio motioned to approve the September meeting minutes. Sydney Wood seconded the motion. Minutes were approved.

Attendance: Wendy Cummings (Chair/Cross Schools' THY Advisor), Dr. Loretta Novince (DFC Grant/LCAHY Consultant), Wade Bishop (Substance Abuse Agency/BACADAD), Cheryl George (Schools/ Bluffton HS Nurse/THY Co-Advisor), Dr. Scott Cummings (Health Sector/Physician), Galen Sturup-Comeau (Substance Abuse Agency/BACADAD), Sidney Wood (Schools/THY Advisor HHP), Mariah Bowen Kinney (Schools/THY Co-Advisor) , Jill DelGuerico (Schools/ HHCA THY Co-Advisor) , Cheryl Rodriguez (Parent), Benjamin Lewis (Youth/HHIHS THY) , Harper Krimm (Youth/HHCA THY), Paige Sriubas (Youth/Bluffton HS THY), Cassie Cohen (Youth/HHPrep THY), Ashley Ames (Youth/HHIHS THY), Vanity Bradshaw (Youth/Bluffton HS THY), Emma Nelson (Youth/May River THY), Angeles Merida (Youth/ Bluffton HS THY), Illa Hodges (Youth/Bluffton HS THY). Staff: Rachel Kasal (DFC Grant Support Staff), Laura Pirkey (DFC Grant Project Director/THY Coordinator).

Meeting Objective:

Wendy introduced the meeting objective, which was to identify interventions to prevent and reduce youth alcohol use and turned the meeting over to Dr. Novince who gave a brief review of the Logic Model Exercises the Board worked on at the September meeting. At the September meeting, the Board drafted two logic models, which addressed the Problem Statement, Underage Drinking: 1) Easy Access/Availability to Alcohol and 2) Favorable Attitudes/Approval of Use of alcohol by youth. She explained that, after reviewing the 2020 Communities that Care data on the source of alcohol and who provided the alcohol, the Board members determined that the root cause, the "But Why," was easy access/availability and the "But Why Here?" was that students easily accessed alcohol at a party/social event. It was noted that the logic model serves as a framework for planning interventions to prevent/reduce youth alcohol use. Prior to the Board identifying interventions to reduce youth access to parties/social events, Dr. Novince gave an example of the 7 Strategies of Change, identified by the Board in 2016 to prevent/reduce access at establishments that serve/sell alcohol when data was collected for the DFC grant submitted in 2017. The Board then identified 7 strategies of Change to prevent/reduce access to alcohol at parties. After this exercise was completed, the members identified interventions, using the 7 Strategies of Change, to decrease approval of use/increase perception of harm. She noted that after reviewing the 2020 Communities that Care data on perception of harm and on approval of use by self, parents, and peers, Peer Approval of Use was identified as a root cause, "But Why." Youth use at parties was identified as the "But Why Here?" It was again noted that the "But Why Here?" needs to be a behavior that can be changed.

See draft of interventions/Seven Strategies of Change for reducing youth access/availability and for reducing approval of use and increasing perception of harm identified by Board members (youth and adults) during the meeting. Information was recorded by Laura Pirkey during October Zoom meeting and converted to template the templates below by Dr. Novince. At the end of the brainstorming session, Dr. Novince noted that a number of key sector representatives were not in attendance, such as law enforcement and that their input is valued and needed.

DRAFT

LOWCOUNTRY ALLIANCE FOR HEALTHY YOUTH

ACTION PLAN (DRAFT) TO PREVENT/REDUCE YOUTH ACCESS TO ALCOHOL

Based on the Logic Model created at the September 2021 Board meeting, the Board identified interventions/activities, using the 7 Strategies of Community Change, to Prevent/Reduce Youth Access/Availability to Alcohol.

LOGIC MODEL:

Problem Statement: Underage use of alcohol

Root Cause (But Why?): Access/Availability

Local Condition (But Why Here?): Youth access at parties/social events

| 7 Strategies of Community Change | Interventions/Activities Drafted 10.18.21 |
|---|--|
| Provide Information | -Educate youth and parents on legal consequences of underage drinking. Educate on Social Hosting Laws and underage drinking laws. Educate community wide. -Use Instagram and Tik Tok to educate students -Post information regarding laws on LCAHY website LCAHY, E-Alerts, Facebook, Instagram. |
| Build Skills | -Provide workshops for youth and parents on the underage drinking laws during community events, if the option is available. -Educate during Freshman orientation |
| Provide Support | -Post adolescent treatment/recovery groups on the LCAHY website. -Host a Q & A session with students |
| Access / Barriers | -Translate English resources into Spanish. -Provide information to Latino parents on underage drinking laws. -Educate Security Guards in gated communities on underage drinking laws and party dispersals. -Train establishments that sell alcohol products on Fake ID identification. |
| Incentives / Disincentives | -Recognize establishments/businesses in compliance. Provide a sticker to place in establishments/businesses. -Recognize youth Educate parents and students on laws and consequences during Prom event (e.g.Prom Promise) to qualify to receive Prom tickets, e.g. attorney educates students and parents on laws prior to Prom. -Require students to participate in Alive at 25 or other program as a requirement to receive a school parking spot. |
| Physical Design | -Create banners, which highlight underage drinking laws and Social Host Laws. Hang in schools. -Post underage drinking laws at sporting events. -Staff information tables at festivals in HH and Bluffton/ |
| Policies or Regulations | -Town Councils of Bluffton and Hilton Head issue Proclamations. |

Information was recorded by Laura Pirkey during the Zoom meeting and converted to template by Dr. Novince

DRAFT

LOWCOUNTRY ALLIANCE FOR HEALTHY YOUTH

ACTION PLAN TO REDUCE APPROVAL OF YOUTH ALCOHOL USE AND INCREASE PERCEPTION OF HARM

Based on the Logic Model created at the September 2021 Board meeting, the Board identified interventions/activities, using the 7 Strategies of Community Change, to reduce youth approval of use/increase perception of harm.

LOGIC MODEL:

Problem Statement: Underage use of alcohol

Root Cause (But Why?): Approval of Use/Low Perception of Harm

Local Condition (But Why Here?): Youth are drinking at parties/social events.

| 7 Strategies of Change | Interventions/Activities Drafted 10.18.21 |
|-----------------------------------|--|
| Provide Information | -Promote LCAHY’s public health awareness campaign -Educate youth and parents about the health, safety, social, and legal consequences. Educate community wide. -Create and/or promote a social media campaign targeting youth -Post information on LCAHY website and social media -Invite professionals and/or individuals in recovery speak with students to encourage students to make positive choices. |
| Build Skills | -THY provides Peer-to-Peer education using Prevention Plus Wellness program |
| Provide Support | -Provide resources for treatment referrals for adolescent alcohol and other drug use. |
| Access / Barriers | -Translate materials into Spanish -Provide parent and youth education to Hispanic population regarding the dangers of youth alcohol use. |
| Incentives / Disincentives | -Identify incentives for parents and youth to attend information sessions. -Partner with schools to identify alternatives to out of school suspensions. |
| Physical Design | -Post Ads on the effects of alcohol (e.g. on the developing brain) in nurse’s and athletic offices. |
| Policies or Regulations | -Towns of Bluffton and Hilton Head issue proclamations. |

Information recorded by Laura Pirkey during the Zoom meeting and converted to template by Dr. Novince.

AD-HOC COMMITTEE ASSIGNMENTS: 12 MONTH ACTION PLAN UPDATES

TEENS FOR HEALTHY YOUTH UPDATES

Hilton Head Prep THY: Cassie Cohen reported that during October, THY focused on the negative effects of opioids on teens and people in general and created a project on scare away stress.

Hilton Head Christian Academy THY: Harper Krimm announced THY representatives will register for the Suicide Prevention Awareness Walk.

HHIHS THY: Ashley Ames reported that they will focus on mental health awareness, including focusing on teacher mental health.

Bluffton HS THY: Angeles Merida announced representatives will register for the walk.

Laura Pirkey, THY Coordinator, announced that THY will participate in Rx Take Back Day and hand out LCAHY's Rx fact cards, which identifies year-round drop-off locations. She is seeking THY members to volunteer for the event.

12 Month Action Plan AD-HOC Committee Support

Dr. Novince stated that several activities within the 12 Month Action Plan need to be explored, one of which is Social Hosting and Ordinance Small Committee w Wendy asks to get ahold of her for questions

Employment Opportunity

Wendy announced the job Posting for the DFC Grant Coordinator position and asked everyone to share the announcement.

After it was established that there was no New Business, Wendy acknowledged that she was pleased to see youth participation, which gave them an opportunity to have a voice. During the identification of the 7 Strategies of Change to reduce access and reduce approval of use, THY members stressed the need to educate (not preach to) teens about the social, legal, safety, and health risks of underage drinking. The meeting was then adjourned.

In lieu of Francine Norz Tobin's absence, Chair, Wendy Cummings, asked Galen to take meeting notes. Please note that information provided in the templates was recorded during the Zoom meeting by Laura Pirkey and converted to the templates by Dr. Novince.

Next Meeting Date: November 15, 2021