



MONROE COMMUNITY COALITION MINUTES

Thursday, September 17, 2015

Attendance: Tammy Amador, Kathryn Bernhardt, Kerry Boone, Terry Cheshire, Patty Connor, Chris Gray, Michael Hanford, Morgan Huber, Sarah Lunstrum, Tom MacIntyre, Cherie Matyas, Mary Myers, Sandra Olson, Kayleigh Shaw, Andy Song, Eric Swenson

Guests: Timothy Jackson, Housing Hope; Jennifer Foster, MHS School Nurse; Erin Wood, MSD Behavioral Intervention Specialist; Jim Bloss, NAMI

Staff: Joe Neigel

Sectors of Support represented at this meeting: 8 (green = represented, white = not represented; **8 required**)

Youth	Parent	Law Enforcement
Civic/Volunteer Group	Business	Healthcare Professional
Media	School	Youth Serving Organization
Other Substance Abuse Org	Religious/Fraternal Organization	Local Government
Chemical Dependency Treatment	Mental Health	

- **Call to Order**

Meeting was called to order at 1PM by Chair, Tom MacIntyre.

- **Capacity Building Training: Counterproductive Strategies (“What Not to Do”)**

Joe Neigel presented an overview of counterproductive prevention strategies and activities. These are prevention strategies often rooted in good intentions or tradition, but have been shown by research to be ineffective or even counterproductive – unintentionally promoting harm instead of health. Strategies covered included:

- Scare tactics and scary images
- Exposing youth to testimony from former addicts
- Reinforcing incorrect or exaggerated social norms
- Distributing drug fact sheets
- Myth-busting presentation formats
- Focusing on drug benefits and dangers
- Roleplay instead behavioral rehearsal
- One time assemblies and motivational speakers
- Moralistic appeals
- Grouping at-risk youth together

Coalition members and the public may review the presentation here: <http://goo.gl/uNVgfN>

- **Youth Coalition Report**

MCC reviewed the Youth Coalition Subcommittee’s “You are not alone” campaign video and discussed ways to support their efforts to reduce the risk factor, “Friends who engage in the problem behavior” by connecting at-risk peers to helping adults.

- The Coalition expressed strong support for ensuring the :15 second video is heard with sound at the Galaxy theater.

- The “You are Not Alone” video, helping resources, campaign explanation and Mayor Geoffrey Thomas’ proclamation can be found on the Coalition website under the youth coalition tab: <http://monroecommunitycoalition.com/monroe-youth-coalition/>

- **Coalition Buddy System**

The Coalition discussed the need for appointing “Coalition Buddies” to follow-up with guests before and after the coalition meeting. It was agreed that welcoming potential members and connecting them with orientation information and a place to fit in is a critical retention strategy.

- Motion to adopt a Coalition Buddy System passed unanimously
- Kathryn Bernhardt and Morgan Huber were appointed MCC’s first Coalition Buddies.

- **E-cigarette Presentation**

The Coalition heard a presentation providing background information about e-cigarettes, rapid teen adoption of this new substance abuse technology, and policy considerations being advanced by the Snohomish County Board of Public Health, the University of Washington and other prevention groups around the state concerned about the growing and unregulated vape industry.

- This educational presentation is a component of the Coalition’s environmental strategy to educate and advocate for policies that reduce the availability of e-cigarettes to youth.
- Coalition members and the public may view the presentation here: <http://goo.gl/RvuXIS>

- **Notice of Resignation**

Northwest Educational Service District 189’s Prevention/Intervention Specialist, Sandra Olson, sited at Park Place Middle School since 2013 as part of the Community Prevention and Wellness Initiative, announced her resignation effective September 30, 2015.

- Coalition members expressed their gratitude to Ms. Olson for her service to students and the community.

- **Adjourn**

The Coalition meeting was adjourned at 2:30pm.

Standing Subcommittees	
Leadership Team	Tom MacIntyre, Kerry Boone, Michael Hanford, Cherie Matyas, Mary Myers
Media/Communications	Cherie Matyas, Paola Saldana, Chris Gray, Kayleigh Shaw
Training	Mary Myers, Kayleigh Shaw, JeNell Buchanan
Community Relations	Michael Hanford
Coalition Buddies	Kathryn Bernhardt, Morgan Huber
Vape Policy/Advocacy	Kerry Boone, Michael Hanford