



**MERIDIAN ANTI-DRUG
COALITION**
**STRENGTHENING
OUR COMMUNITY**

MINUTES: Meridian Anti-Drug Coalition General Meeting
Meridian Police Department, Media Room *or* *Zoom
1401 E Watertower St, Meridian, ID 83642
April 18, 2024 | 4-5PM

25 ATTENDEES: (In-person 19) Kendall Nagy, Hailey Blogg, Helena Pasek, Earl Scharff, Cheryl Mulvihill, Danielle Fanopoulos, Brenda Willson, David Phillips, Kati Chauvin, Robert Rodriguez, Anne Little Roberts, Lacy Ooi, Matt Forrester, Christy Boyes, Sydney Nate, David Shelton, Casie Jones, Malakai Smith, Jennifer Abrao
(Zoom 6) Jennie Weltner, Jessica Harris, Liv LuVisi, Yoonwa Saechao, Jake Cluff, Kristi Lampe

TIME	SPEAKER AGENDA ITEMS	NOTES
4:00	Kendall Nagy, Director: Welcome & Introductions	(all) sign-in, introductions
4:05	Hailey Blogg, Secretary: 3/21/24 General Meeting Minute (sent out via email) Vote Recovery Day Speaker 1K FB Followers Secretary fill-in needed (7/18, 8/15, 9/19) Owyhee Health Class	(Secretary) record attendees, monitor Zoom, take minutes; special attention to action items & votes (all) vote to amend or approve minutes- motion, second, all in favor, anyone opposed? Motion to pass March’s Meeting Minutes: 1 st – Earl 2 nd – David. All in Favor. March Meetings Pass. (Hailey) Planning for Fall programs/events. Recovery Day Speaker: Early conversations with Ben Seymore, hoping to meet with him soon and have him scheduled for this year’s Recovery Day Speaker. 1K FB Followers: Hit our goal of 1,000 FB followers ! We want to have a small buffer (5-10 followers) before we do the raffle contest. Secretary fill-in needed (7/18, 8/15, 9/19): May Meeting will be my last meeting until October, so we are looking for someone to fill in for Secretary. If you are interested in assisting with this task please send Kendall and I an email , ASAP. (Kendall) This task would only include taking meeting minutes, not the other Secretary duties. (Hailey) Owyhee Health Class: Presented to 3 health classes (76 students) during their Drug and Alcohol Unit, touched on long-term risks of substance use. Introduced Helena: Student at Owyhee wanting to learn about more opportunities with MADC and is attending the meeting to learn more.
4:10	Guest Matt Forrester, Beniton Construction Company: Partnership Opportunities	(all) open discussion, ideas (Kendall) Introduced Matt Forrester, he was inspired by the 20 Yr. Anniversary and wants to support prevention efforts. (Matt) Did not know much about MADC, until the 20 Yr. Anniversary. It was great to be at the event and hear the speaker’s stories. It hit very close to home. My wife’s cousin was a great athlete and suffered an injury his freshman year, he was prescribed opioids and hid his addiction very well. He ended up quitting sports, fast-forward to Freshman year of college, he failed out and the addiction had taken hold of his life. He navigated some time in recovery and was in a good spot for a while, but then a couple nights before Christmas, we lost him to a fentanyl overdose. Our organization wants to do something in Lou’s name or something that works with student athletes. We want to do something to get involved. (Kendall) I know how hard it can be to share. We appreciate taking a negative experience and working to make positive change. Whether it be with MADC or another one of our partners, the Natural High Campaign comes to mind. If anyone has an idea that you’d like to share with the group, now would be the time. (David) Being able to provide more opportunities to expand those Natural High videos. Jake brought up the tie with youth and ties to drug use with student athletes. Also, just having the conversation about MADC and getting our organization out there. (Brenda) Are we able to email so we can process this? (Kendall) Absolutely. I just wanted to do an initial face to face meeting. Ideas that have been shared in the past include the possibility of a scholarship program



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		<p>working with businesses in the community who offer activities that tie to health or fitness. (Earl) Theatre ads or a small thing with them. Or maybe movie night, if they sponsor us, they can include an ad. (Kati) A lot of potential. (Anne) Kids that are high performance athletes that look for drugs for stress relief or to do more. I was on a ride along recently and an officer found kids smoking pot in the parking lot and called parents and kids were really upset. Finding a positive way to relief stress instead of turning to drugs. (Danielle) Does anyone know if the schools do anything? If a student got injured during a sport, is there any counseling or intervention with the school? Any connection at any point? (Robert) Not that I know of, maybe providing education to the parents, here's a lock box for those medications or different resources. (Kendall) We'll be in touch and find the best way to move forward on this. Please send any ideas to madc@meridianty.org.</p>
<p>4:20</p>	<p>Executive Committee, Sector Representatives (SRs): Anne, Business SR</p> <p>Susie, Civic SR – absent Kati, Government SR: data</p> <p>World Tobacco Day, HIDTA update</p>	<p>SR Action Items: promote the Rx Take-back within your sector. (Anne) Kendall is coming in front of Council. To provide some updates. (Kendall) It will be Hailey May 7th at 4:30PM during the Workshop Meeting. (David) Did they change the meeting time? And is it open to the public? (Anne) The meeting time is 4:30PM and it is always open to the public. We suggest you check the agenda to ensure there are no last-minute changes prior to attending. City Council Meeting Minutes and Agendas.</p> <p>(Kendall) Susie ordered us some Red Ribbon Week bracelets, thank you for providing those to MADC Susie! (Kati) dropped off Rx Take-back flyers at veterinarian offices and helped assemble the Rx resource bags with Jessica. Few data updates from Central District Health Quarter 3 that are important, some statistics from the West Ada Drug Prevention Counselors (DPCs) that taught Catch My Breath (CMB): during Q3 (1/1 to 3/31), 1,600 6th graders were taught session 2 and 3, 650 6th graders were taught just session 3, and 650 6th graders were taught just session 4 of CMB. Yoonwa had mentioned that they had also taught 7th graders, but the DPC's that have an MOA with me did not report 7th graders being taught the curriculum during Q3. It's possible that the 7th graders that were taught were taught by the health teachers (which Lori Gash had anticipated to be 3,000 students). I plan to follow up with Yoonwa and can report back once I know more on that. CDH did a geofencing marketing campaign with our contracted marketing agency (Peppershock) targeting current tobacco users (including those who purchase vaping products), lower income, younger, with no specific gender. The zip codes that showed up in the data conversions were 83642, 83709, 83704, 83646, 83702, 83705, and 83706. The campaign had two 15-second banner ads. One video discussed the legal consequences of providing and selling tobacco products including vapes to youth and young adults under the age of 21, and the other video discussed the health and social consequences of using tobacco products. It was run for 2 months (during February and March). The call to action was to visit kickitidaho.com. The top performing zip codes were 83642 (the highest) and 83709 (so Meridian and Boise). We had 309,933 impressions, 192 clicks (number of clicks on the banner ads that drove people to the website), and 152 conversions (the number of people who saw the video ad and later went to the website on their own). Very good numbers. I brought along Casie with me. CDH holds a subgrant through Project Filter and has a potential opportunity engaging School Resource Officers.</p>



	<p>Jake, Religious SR: Do The Right Fair</p> <p>Yoonwa/Kylee, School SRs absent: next year's prevention calendar, SR</p> <p>David, Substance Abuse SR: Behavioral Health Council Update</p> <p>Sydney, Youth SR: new sector rep. leads, NH video sneak peak</p> <p>Danielle, Youth Serving SR</p>	<p>contact between St. Alphonsus and catholic churches. Maybe get with Jake and give some flyers to the other churches. St. Ignatius wants to get involved with Red Ribbon Week and would really like a K9 demonstration. (Hailey) Just want to let you know, we have 3 K9s retiring so we will try our best, but we aren't sure what K9 demonstrations will look like this year due to limited availability of the K9s.</p> <p>(Jake) worked MADC table at Do The Right Fair, helped reach FB goal. I am currently with a working group for the Faith Ambassador's Council. I have mentioned this before but I am working on Meridian Moves initiative through Mayor's office and MADC. Still just brainstorming on this program.</p> <p>(Yoonwa/Kylee) met for annual check-ins, planning for next year. West Ada School District (WASD) is going to be changing the focus of our Drug Prevention Councilors. They will focus on more preventive work and working on a yearlong prevention calendar. Thank you, Hailey and Kendall for sending their calendars as a reference. We will have a specific contact for Red Ribbon Week. The Parent Info Class funding is gone for next year, we trying to figure out a way to replace that. It's a three-session series, we will figure something out. (Brenda) You lost the funding? (Yoonwa) Rob Stevenson lost the grant funding for that. Also, Kati we taught 7th graders too in Catch My Breath, so we will get those numbers to you. (Kendall) Can I put a link to your email for people to send ideas to replace the Parent Info Classes? (Yoonwa) Yes, Saechao.Yoonwa@westada.org. (Kendall) I have the MADC calendars and a drug prevention overview flyer in case anyone is interested.</p> <p>(David) attended WASD & CDH meetings (Idaho Youth Led Campaign Alliance). Meeting with WASD for marketing materials from a youth perspective, Casie and Kendall are involved in an Idaho Youth Campaign Alliance. Students in the Career Technical Education (CTE) programs will create different content. Attended the Behavioral Health Council Meeting, will include a link for people to read updates. (Casie) Idaho Youth Campaign Alliance will be using the WASD CTE students to create mini projects/campaigns on a variety of topics such as fentanyl, mental health, vaping, etc. Last year Project Filter gave them \$30k but it does not include any of their project materials or equipment. If you fund it, then you become their funded partner.</p> <p>(Sydney) Thank you and best of luck! It was great to have you serve on the EC. Looking for new youth sector rep to take my position. The Natural High PSA is complete and begins playing in the theatre at the end of May.</p> <p>(Danielle) dropped off Rx Take-back flyers at pediatrician offices. No updates, did what you asked me to do.</p>
<p>4:35</p>	<p>Kendall: WASD Admin Meetings, Sector Reps - Youth & Media, Main Street Market, legislative follow up, Annual Surveys & Volunteer Appreciation</p>	<p>(staff) event planning (spring, summer, fall), supply orders, community outreach. (all) Celebrate our wonderful volunteers. Thank you all for your service! Join us for a fun evening with Monte and Shelli (5/18) for the Unplug & Be Outside, Natural High Photography adventure. (Kendall) Thank you to all of you. It's Volunteer Appreciation Month and we appreciate all of you so much. These nominations are put in by all of you, staff does not participate so this is all of you speaking about each other. Volunteer Nominations: David Phillips serving since 2020, Kati Chauvin serving since 2023, Danielle Fanopoulos serving since 2021, Susie Stertz serving since 2021, Earl Sharff serving since 2018, and Sydney Nate serving since 2023. Volunteer of the Year: Robert Rodriguez serving since 2022. CONGRATULATIONS!!!</p>



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	<p>Upcoming: Rocky Mt. Welcome Night 4/17, Owyhee Welcome Night 4/23, Volunteer Appreciation 4/25 11:30 @ City Hall, Rx Take-back 4/27, Save My Family 4/30, Unplug & Be Outside 5/18, Alcohol Compliance Check & Shoulder Tap Operation, ICADD 5/13-15</p>	<p><i>“Robert has been voted the 2024 MADC Volunteer of the Year by fellow coalition members. He serves on the Coalition Executive Committee as the Law Enforcement Sector Representative and is the School Resource Officer at Mountain View High School. A fellow member summed it up perfectly saying, “Robert has made an amazing impact on integrating prevention work with our youth!” A few examples of this integration include: teaching in the Health classes, hosting the Natural High booth in the “pit” for Red Ribbon Week, assisting with production of a PSA video for the theatre, and helping identify youth leaders and staff to attend the MADC 20 Yr. Celebration. Thank you for your service; sharing your time and talents with us. Congratulations on being MADC’s 2024 Volunteer of the Year! We are excited and lucky to have you continue on the Executive Committee as we look to the year ahead.”</i></p> <p>(Kendall) We received a few inquiries about the Jimmy John’s 4/20 campaign. I sent feedback to Jimmy John’s headquarters. Smart Approaches on Marijuana (SAM) created a link for everyone to send a message to Jimmy John’s if that is something you are interested in. Chief Basterrechea said were going to respectfully decline any donations from Jimmy John’s since their interests do not align with Law Enforcement.</p>
<p>4:55</p>	<p>Open Discussion: community partner updates, feedback, etc.</p>	<p>Southwest District Health and Canyon County Sheriff’s Office is partnering with 2CDFC to put on a Fentanyl Awareness community event May 7th. Nampa Family Justice Center is holding an Identifying and Responding to Elder Abuse event May 15th.</p>
<p>5:00pm Meeting Adjourned Next MADC Meetings: May 16, 2024 - Executive Committee at 3PM & General at 4PM (June 20th Meeting Cancelled)</p>		