



MCRUD Steering Committee DRAFT MINUTES

Tuesday, May 24, 2016 – 10:00 AM – 12:00 PM
Southwest Michigan Behavioral Health
5240 Lover's Lane, Suite 200
Portage, MI 49002

Call in number: 877-384-8838

Passcode: 5173936890

I. Call to order & introductions

Achilles Malta – Southwest MI Behavioral Health (Region 4)
Lisa Peoples-Hurst – Berrien County Health Department
Julie Hurley – Pines Behavioral Health
Jeannie Webber – Pines Behavioral Health
Ken Dail – Prevention Network
Mike Tobias – Prevention Network
Brittany Pence – Van Buren/Cass County Health Department
E.J. McAndrew – Woodlands Behavioral Health
Sarah Baker – Prevention Works /Kalamazoo County Substance Abuse Task Force
Ashley Bergeon – Prevention Works/Kalamazoo Co Sub Abuse Task Force
*Michelle Maskart – Public Health Department of Delta/Menominee
*Susan Pulaski – Health Dept of North Michigan
*Stephanie VanDerKooi – Lakeshore Regional Entity (Region 3)
*John Cavanagh – EPIC MRA
*Lisa Coleman – Genesee County Behavioral Health

II. Approval of February 23, 2016 meeting minutes. – tabled until August meeting.

III. Brief Round table Reports

EJ- finishing up the school year in Cass County. August 19 Opiate Summit (Dr. Waller); also a prescriber's breakfast is planned. Lt. Governor Calley will be in attendance.

Brittany – vendor education; was recently tips trained. Plans to do Parents Who Host Lose the Most campaign.

Jeannie/Julie – Branch County; extremely busy with underage drinking prevention campaign. Lots of flyers have been sent out through their pizza box campaign. Petal prevention is another...area florists provided them with stickers to support non-use of alcohol during prom and graduation season. Grew from one florist to all florists in the county. We massed mediated through our social media and the newspaper. High school performance of Dr. Jekyll and Mr. Hide. Driving simulators...partnered with MSP. Did this during lunch hour. 4 question evaluation. Union City had a mock car crash for 8-12 graders. The students completed evaluations. Provided lanyards with information on prevention and substance abuse and taken these to our driver's training people to distribute. Working closely with police department and county sheriff department. Made front page of newspaper with our sticker shock program. A lot of community support. Planning to do an evaluation with the retailers on how it went. Did a photo with the store manager and the kids about doing the project, and certificate.

Ken- Grand Ledge Alliance was looking at applying for a DFC grant but wasn't able to do it this year. Plans to apply next year. Trainings on BEEP, Social Media Literacy, Current Alcohol and Other Drug Trends.

Lisa- Project Sticker Shock was held recently. Yard sign messages at all of our county building and in individual's yards. April and October hosting Drugs 101, two educators come from St. Joseph Mercy and set up a teenager's bedroom. Senior PGA in our community. Discussing uad and overserving. Emailed uad infographic to every parent. Hosted Dr. Dealer with Lakeland Regional Healthcare about prescribing opiates.

Sarah – Kalamazoo County – sticker shock was fabulous; continuing with online education; billboards; this weekend we also have a craft brew community. Reached out to the tourism boards we are going to distribute 12,000 coasters with a message of drinking responsible with plans to build relationships with the 12 brewers. Working with funeral directors to distribute some information. Safe disposal of medications.

Michelle – finished up with sticker shock; prom florist; every 15 minutes; just had a drug conference about 275 people attended. Looking at offering a tips training this summer.

Stephanie – Ottawa County – MLCC came in to do a session for the folks that had micro brews to teach them about the rules and regulations for only microbrews.

Lisa Coleman – no report.

Susan Pulaski – received a dfc grant. Have completed two weeks of the cadca training and will be finishing it up. Conducted focus groups and decided to do a “Lock it Up” campaign. Worked with local news to do psa. The psa is running on tv and movie theaters. A recommendation from the CADCA training. Sticker shock. www.safeinm.com. Also a psa on marijuana use. Check out their facebook page too. Alcohol and Drugfree athletes are featured on posters that are held in the middle school. Posters are given to the parents after they are done using them.

IV. Presentation at 10:30 a.m. by John Cavanagh from EPIC-MRA. John will be sharing results from a March 2016 survey on support for increasing the excise tax on beer. John discussed the results of the survey.

V. Committee Reports & Recommendations

Executive Committee (EC) – The executive committee has not met.

- April 26 – The Shoalition Showcase was held. **2nd year that the event was held. Planning committee has a follow up meeting scheduled for June 3.**
- June 28 – No Steering Committee Meeting Scheduled
- July 26 – No Steering Committee Meeting Scheduled
- August 23 - Escanaba

VI. Local/State/National Issues or News

- a. **MLCC - Thursday, June 2 at 1:00p.m. Statutory Semi Annual Public Comment Hearing. 25680 W. 8 Mile Rd, Southfield, MI 48033.**
- b. **MI Legislature – MCRUD coordinator briefly reported on some of the current issues.**
 - i. See pending bills document – **has not been updated recently.**
 - ii. Any updates on effort to privatize the public nonprofit mental health system? **Nobody was aware of any updates.**
- c. **National**
 - i. H.R. 2646 – dismantling SAMHSA
 - ii. The Comprehensive Addiction and Recovery Act (CARA). Feb 12 passed Senate Judiciary – as of 5/17 both chambers of Congress passed different versions of the bill and they are working toward resolving the differences.

VII. New Business

- a. Nominations for MCRUD Secretary – **plans to nominate Keri Marsh in the fall. Coordinator encouraged people to let Mike know if they know of people to nominate or if people are interested in nominating themselves.**
- b. June 10 Conference at Peckham, Inc. – **Coordinator encouraged people to attend the conference and distributed flyers on it.**
- c. Sticker Shock – **lots of discussion about some stores, particularly the chain stores, not wanting or being able to work with local coalitions on sticker shock. The people below offered to reach out to people regarding this issue to try and get more information.**
 - i. Lisa Peeples-Hurst
 - ii. Sarah Baker
 - iii. Mike Tobias – reach out to Meijer MLCC contact
 - iv. Brittany Pence

VIII. Old Business – No old business was brought up.

IX. Resources/Upcoming Conferences – See October 2015 Resource Sheet. MCRUD also posts articles and information via facebook and twitter.

- a. June 2 – Unite to Face Addiction Michigan – see flyer.
- b. June 10 – The Impact of Alcohol and Tobacco Cost on Prevention
- c. July 28-29, Northwest Alcohol Policy Conference, Boise, Idaho
- d. September 19-20 – Substance Use/Co Occurring Disorders Conference
- e. October 13 – 24th Annual Parenting Awareness MI Conference – Marquette
- f. November 18 – 24th Annual Parenting Awareness MI Conference – E. Lansing

Meeting adjourned by consensus about 12:00 noon.

Minutes respectfully submitted by Mike Tobias