



MCRUD Steering committee MINUTES
Tuesday, November 22, 2011
10:00 a.m. to 11:45 a.m.
Prevention Network Office, Lansing
Call in number: 877-384-8838
Pass code: 5173936890

Mike Tobias – MCRUD Coordinator / Prevention Network

EJ McAndrew – MCRUD Co-Chair

Tom Fox – Homer Coalition

Jill Melton – Program Assistant / Prevention Network

Dawn Kepler – Michigan Campus Community Coalition / Prevention Network

Janine Kravetz – Sacred Heart (Bay County)

Linda Keefe-Lewis – Cristo Rey

*Andrea Miller – MLCC

*Angela Gullekson – Oakland County Health Division

*Ben Jones – National Council on Alcohol and Drug Dependence-Greater Detroit Area

*Amy Loynes – Michigan Alcohol Policy Promoting Health and Safety

*Angie Gullekson – Oakland Co. Health Division

*Susan Pulaski – LTBB Odawa Indians

*Heather _____ – LTBB

*Yvonne Goudreau – LTBB

*Lisa Coleman – Genesee County Community Mental Health

** Indicates they participated via conference call*

I. Call to order and introductions: 10:00 a.m.

II. Approval of agenda: Janine Kravetz made a motion to approve the September and October minutes. Andrea Miller supported. Motion passed.

III. Committee Reports and Recommendations

Development Committee: Mike reported that PN developing committee is working towards having a dinner with its future as the focus. They are still searching for funding.

Executive Committee: Still looking for a MCRUD secretary. If you would like to serve in this capacity, please let Mike know. Reminder: This position will require very little time and one would not have to attend the meeting in person. Steering Committee moved by consensus that Janine Kravetz be the Chair Elect. (Applause!). Janine will become the Chair in October and EJ will become the immediate past chair. As immediate past chair EJ

will continue to be on the steering and executive committees and perhaps she will be the chair for various MCRUD work group meetings.

Liquor Control Advisory Rules Committee:

Keep the regulations we have. The “Mend It-Don’t End It” letter is being sent out soon. Mike read off a lot of names of groups who have signed on to it. For more information you can go to www.michiganalcoholpolicy.org.

Upcoming MCRUD meetings: Tentative Meeting sites for upcoming MCRUD meetings: May 22 in Gaylord. Other meetings may be held in Taylor and Berrien County...yet to be determined.

IV. Round Table Reports

Mike: **MCRUD E-Newsletter** has new due dates for information and/or articles. The next electronic edition will be out in January. Please send in your updates for publication. The plan is to do three issues. **The letter to Sue Snyder** asking for her leadership with the initiative “Keep Children Alcohol Free” has been sent. The initiative’s e-mail address is: www.alcoholfreechildren.org. **Concerning the Technical Assistant’s Team:** Nothing has been done yet. This team is to compile a list of those groups who have done specific projects. Please e-mail Mike with any information to include on this list.

December 13 is the date for the **MCRUD workshop with Larry Wells** concerning advocacy, education, and lobbying. MCRUD is trying to get preventionists to attend, as well as someone from the Lugnuts and licensees for the panel. 3 MCBAP CEUs will be available for this workshop. The cost will be \$10.00 to cover lunch. It will take place from 10:00 a.m. to 2:30 p.m., most likely at the PN office. More details are to come.

A **National Geographic article** about teenage brains was recommended by Mike. It appeared in the October issue.

Andrea (Miller): **MLCC’s semi-annual meeting** will be on December 7. She has been working on **updating their website**.

Angie (Gullekson): Oakland County is **continuing its Life Skills Program in Pontiac** with a survey involving law enforcement and drinking statistics.

Lisa: **Continuing to focus on Project ROSC.** This involves recovery stories. Joan Keene, from the Recovering Oriented System of Care, did a story telling training on the first day of the training. This helped those in the training learn how to tell their story in relation to their audience and how to be more succinct by using high points. The second day focused on advocating for provider training so they might see the value/culture aspects of storytelling. They are working with partners/organizations to set up locations where stories can be told. A forum is being set up as well to address youth. Volunteers are needed for this. Contact information for Joan will be sent to Mike. Flyers on this training are available.

Amy: Is **acting as a “Watch Dog.”** She has been calling legislators and keeping eyes on alcohol related legislation and bills.

Susan: Had a busy Fall. **Parents to host an event. In Emmet County**, two towns are going to focus on yard signs, pledge cards, FACE billboards/banners, and addressing parents. **Schools are preparing for MiPHY survey** and they are **working with coalitions and their projects**.

Linda: **Finished with end-of-year reporting. ISAP** is working with Jr. High and High Schools **preparing for MiPHY**. She has also been involved with monitoring the Liquor Control Advisory Rules Committee.

Janine: Bay City and Bay County **students did sticker shock campaign**. They had a Michigan driving school program and an outpatient program. They **want to start family in-patient nights and want some feedback** on this. Please send your ideas/concerns to Mike or Janine.

Tom: **Homer is trying to build its coalition**, using a one-on-one invitation strategy which seems to work best there. The library director is now on-board with a good children's program and alcohol awareness month displays. They are working with law enforcement, the school board president, and media as well. EJ suggested a Town Hall Meeting might be helpful in Homer. The website for Town Hall information is: www.stopalcoholabuse.gov. Tom is also working with people in recovery one-on-one and introducing them to support systems.

Dawn: **MC3 is in a second round of Department of Education funding**. There are enough funds left from the initial program to possibly do three more subcontracts. **December 13 is the screening and referral workshop**, taking place in conjunction with the quarterly MC3 Coalition. **Working on creation of the Capitol Area Project Vox** to celebrate people in recovery in Eaton, Ingham, Clinton, and Shiawassee counties. Participants will write their own stories and have them published. This can bring about awareness of avenues to recovery. The meetings are the third Wednesday of the month.

Mike: Nothing to report on Shiawassee County

Ben: Working on **planning for the National Hub Event** to celebrate recovery month at Heart Plaza on September 15, 2012. They expect 10,000 to 15,000 people! Mike reported that Lansing is hoping to have a contingent at this event.

IV. **Presentation by Dawn Kepler on College Drinking Prevention from the Michigan Coalition to Reduce Underage Drinking about college drinking norms and strategies to address them.**

V. Local/State/National Issues

December 5 there is one more Liquor Control Advisory Rules Committee meeting at 1:00 p.m. in Lansing. Concerns remain about this Committee and their recommendations.

December 2 is the deadline to submit comments to the FTC regarding their proposed settlement on Four Loko (which now has no caffeine). There are questions about marketing practices. You may submit comments online.

Mike has heard that there may be a legislator willing to introduce legislation on raising the excise tax on beer.

VI. Old Business

MCRUD Agreement:

In general, the steering committee agrees that it is a good educational/promotional piece and may provide effective strategies for coalitions. Still a question if it should be "brought back" into use. There was much discussion. EJ suggested creating a Conference Phone Committee to discuss and bring back to the group their suggestions. One question is if the mission statement and membership agreement should accompany the agreement. Lisa, Ben, and EJ

volunteered to serve on this committee. EJ thinks that Mike or Ken Dail should be a part of this committee as well.

Alcohol Awareness Month:

We are committed to having an online packet. Suggestions for updates and additions can be sent to Mike. MCRUD will also be compiling what state and local organizations are doing for alcohol awareness month. MCRUD did this last year and got the idea from Parenting Awareness Michigan. There are no funds to have a media event at the Capitol. EJ suggested putting together a universal press release.

VII. Mike encouraged people to attend the December 7 MLCC semi-annual meeting. It is appropriate to submit comments or suggestions about sales and distribution of alcohol. Does MCRUD wish to submit specific comments? Mike suggested that the Executive Committee work on this and submit something to MLCC.

VIII. Resource Report – Mike briefly discussed the resources below.

- a. December 13 MCRUD training
- b. Alcohol Outlet Density and Related Harms document
- c. Hand out on Liquor Control Advisory Rules Committee
- d. Do Your Part video...coming soon.
- e. New Teen Risk Alcohol Screening Guide from NIAAA

IX. ***HAPPY THANKSGIVING!***

X. Janine moved that the meeting be adjourned. Tom supported. Motion passed. Meeting adjourned at 11:45 a.m.

Minutes respectfully submitted by Jill Melton and Mike Tobias.