

## ATTENDANCE

**Partners & Proxies:** Matt Arrowood (Proxy for Angie Saunders), Mike Baylous, Robin Brown, Don Chapman, Amanda Fisher (Proxy for Lew Holloway), Michelle Foster, Debi Gillespie (Proxy for Dale Humphreys), Sue Hage, Bob Hansen, Sue Julian, Mike Lacy, James Lee, Christian Martine, Anne McGee, Bob Musick, Rev. Patterson, Gig Robinson, Denise Smith, Brenda Thompson, James Vance, Rebecca Vance, Kim Walsh, Latrisha Whitelatch, Gary Winter, Bill Woodrum (AM Only)

**Ex-Officio Partners:** Neal Holtan, Central Center for the Application of Prevention Technologies (AM Only)

**WVPRC Staff:** Jamie Albert, Bidy Bostic, Jo Beyer, Michele Burnside, Shamus Cleveland, Wayne Coombs, Cathy Coontz, Melissa Crawford, Carol Mangone, Carol Moscar, Anne Martin, Brenda Richards, Laura Sarver, Yetty Shobo, Robin Spence, Andy Whisman, Charles Yakubow

**Guests:** Wendy Bailey (Mercer Co.), Terri Hutson (Doddridge Co.), Shari Johnson (Calhoun Co.), Steve Mason (WV DHHR Contractor), Heather Markonich (Ohio Co.); Tami Allen & Colleene Harshbarger (WVU...present during underage drinking presentation only)

**External Evaluator:** Linda Spatig

## ITEMS DISCUSSED/DECISIONS MADE/ACTION TO BE TAKEN

Mike Lacy called for **proxies** (see proxy list above), called the meeting to order, and welcomed everyone.

Mike Lacy read **resignation letters** from Steve Heasley and Judy Crabtree. Bob Musick moved to accept the resignations. The motion carried.

Partners reviewed **January 2010 meeting notes**. Sue Hage moved to approve the notes as presented. The motion carried. *HANDOUT: January 2010 Meeting Notes*

Mike Lacy provided an update on **Drug Free WV (Purdue Pharma) Grants**: At the Partnership's January 2010 meeting, Angie Saunders provided a Sub-Granting Workgroup update that included its recommendations following the Drug Free WV Grant Review. The recommendations were subsequently submitted to the Governor's Office. When no announcement of the awards had come out, Chair Mike Lacy contacted the Governor's Office seeking information. Chief of Staff Jim Spears requested Lacy meet with the Division of Criminal Justice Services (the fiscal agent for Drug Free WV Grant funding) regarding the Partnership's recommendations. Lacy was informed by DCJS that the Governor's Office had expressed concern about the Prescription Drug Abuse Prevention Social Marketing /Media Campaign and the Statewide Household Survey projects. Lacy, DCJS and PRC staff agreed the Drug Free WV Grant Investment Package should be bifurcated to remove the two projects in question to allow the other recommendations to move forward. DCJS forwarded the revised investment package to MAPS Secretary Joe Thonrton. After a period of time without further word, Lacy again contacted Spears to request a meeting. Lacy and Jamie Albert attend the meeting, which also included representatives of the DHHR, DCJS and the Governor's Office. At the meeting, they were informed by the Governor's staff that in view of changing priorities, use of Drug Free West Virginia funding will, in all likelihood, be redirected for other projects. Although consideration was given to the recommendations of the WV Partnership, the Governor's staff underscored that *the Hartley Decision*, together with the *Report of the Governor's Commission on Prison Overcrowding*, the *Supreme Court Prison Report*, and Mental Health and Substance Abuse needs identified by the Department of Health and Human Resources will, of necessity, take precedence. Lacy and Albert were presented with a proposal from

DHHR/DCJS with an alternative funding scheme for DFWV funds, which did not include any of the Partnership's original recommendations. The Partnership was asked to resubmit recommendations with an emphasis on funding for local communities. **A Sub-Grant Workgroup meeting has been scheduled for 2:30 pm Monday, April 19 at the PRC in Dunbar.** (All Partners are welcome. All Partnership meetings are open to the public as well.) Afterwards, a meeting will be held with the Governor's Special Project Manager Ron Moats, who will review the Partnerships recommendations and meet with DHHR/DCJS to achieve a compromise. *Questions/Follow Up Discussion:* Jamie Albert emphasized that Drug Free WV Grants (from Purdue Asset Forfeiture funding are at the discretion of the Governor. Melissa Crawford provided a list of projects that are affected: two juvenile drug courts, two early intervention program sites, 8 community level projects, 3 undercover drug task force projects to work Rx cases, tobacco compliance measures, peer-to-peer recovery home. Sue Julian inquired about alternative plans for funding the social marketing project and statewide survey. Wayne Coombs highlighted the two projects and said staff are exploring alternate funding options. Kim Walsh inquired about the due date for the Partnership's alternative recommendations. Lacy stated as soon as possible following the SG WG meeting Monday. Gig Robinson asked how these changes may affect timelines. Lacy stated he has been told the state has requested an extension on the funding.

Michele Burnside provided the **Communication/Procedures/Government Affairs Workgroup update** and showed the campaign television and print PSAs.

### **WV Partnership RX Abuse Prevention Social Marketing Campaign Update:**

We have recently been advised that the Governor does not plan to award year two Drug Free WV Grant funding for the projects proposed by the WV Partnership. That funding included money needed for the statewide media placement and evaluation portions of this project. The following information summarizes the campaign's original purpose/scope and provides status updates where appropriate.

Data indicate social access (sharing) is a major contributor to the misuse of prescription drugs. According to the *National Survey on Drug Use and Health*, **most prescription drug abusers obtain their drugs from family and friends.** In WV, 64% nonmedical users of pain relievers reported getting the most recently used drug from a friend or relative for free, and another 7.6% reported buying them from a friend or relative. This issue demands an approach aimed at changing cultural/social norms about RX drugs. In response, the WV Partnership to Promote Community Well-Being developed a ***Prescription Drug Abuse Prevention Social Marketing / Media Campaign***, which includes:

- (1) The **development/production of public service announcement (PSA) materials** including TV, radio, newspaper and billboard ads (with the primary message: *Don't share prescription medication. It's just as dangerous, deadly and illegal as illicit drugs*). PSA development included concept testing of draft campaign ideas via an online survey of a sample of WV's population, WV Partnership to Promote Community Well-Being members and staff, County Prevention Partnership representatives, and Governor's Office Communication staff. This process also included the development of a WV Partnership logo and "cause brand" concept/logo (Take Care WV...showcased at last Partnership meeting). UPDATE: PSA development and production is all covered by year one Drug Free WV Grant funds. Television/newspaper/billboard PSA development/production is complete. Radio PSAs production will be completed this month.
- (2) **Development/limited production of other materials** for WV RADAR Clearinghouse and County Prevention Partnership distribution. UPDATE: The development of these "collateral" items was also covered by year one Drug Free WV Grant funds. Development included gathering input from County Prevention Partnership representatives and WV Partnership members and staff.
- (3) The **development/production of a campaign website** featuring: a page with the campaign message and links to all the PSAs; page listing campaign funding sources and campaign partners; a page w/ prescription drug facts/statistics; a page w/ links to information about proper RX storage/disposal; a page w/ a link/info about the WV Prescription Drug Abuse Quitline (for those who need help.) Communities will be able to view all the PSAs electronically AND download them. The newspaper/billboard PSAs can be edited (local County Partnership logo added for example) for local placement (free or paid). The tv PSAs can be downloaded and showed at local meetings, etc. UPDATE: This website has been developed and should be live by the end of the month. The website will be housed on the PRC's server. The domain ([www.takecarewv.org](http://www.takecarewv.org)) has already

been purchased for at least two years. Users who wish to download materials will be required to register (just a few basic pieces of info). That way we have some tracking in addition to website hits.

- (4) **Statewide media placement** of the PSAs (spring 2010). Because this is a NEW message that needs to reach the GENERAL population, reach and frequency must be as close to saturation as possible. Therefore, a proposed budget of \$400,000 for an 8 week mix of tv/radio/etc spots that would reach approximately 80 percent of households was developed. UPDATE: Year 2 Drug Free WV Grant funding was going to cover this. Therefore, we currently do NOT have funding to implement the media campaign that was developed with year 1 funding. Additionally, approximately \$20,000 of the year two media project funding was slated for media placement of underage drinking prevention PSAs previously created by the Underage Drinking Workgroup of the WV Partnership.
- (5) **The reestablishment of WV's affiliation with the Partnership for a Drug Free America (PDFA).**  
UPDATE: Year 1 funding covered this year's alliance fee, and we completed the fall distribution.
- (6) **Campaign evaluation** to include: Media placement statistics (frequency/reach, times/duration/location of PSA placements; audience demographics) and a Pre-& Post Campaign Telephone Survey (assessing awareness/behavior re: the issue of prescription drugs) UPDATE: Year 2 Drug Free WV Grant funding was going to cover the pre and post campaign survey.
- (7) **Community Issue Forums/Discussions Across WV (Summer 2010)**  
UPDATE: WV's SPF SIG grant is providing funds for the Community Issues Forum portion of this social marketing project. 35 counties have applied and will receive funding to coordinate/implement the discussions/forums. Counties will also receive forum facilitation training and forum leader and participant guides.

## **2010 LEGISLATION**

The topic of substance abuse garnered generous media coverage during WV's 2010 legislative session. Lawmakers considered several pieces of legislation aimed at preventing drug abuse and providing more resources for treatment. The following is a brief summary of related bills. Additional information is available on the WV Legislature's website.

### **BILLS THAT PASSED**

#### **TOBACCO RELATED**

- HB 2773 - Increases the penalties for access and usage of tobacco products by minors.

#### **PRESCRIPTION DRUG RELATED**

- SB 362 - Prohibits providing false information to obtain controlled substances prescription.
- SB 81 - WV Official Prescription Program Act providing prescriptions be written on tamper proof pads.
- SB 365 – Requires pharmacies to provide their personnel with online access to the state controlled substances database.
- SB 514 - Clarifies certain language in the Controlled Substances Monitoring Act.

#### **DUI RELATED**

- HB 4167 - Procedures for revocation and suspension of driver license for Driving Under the Influence of alcohol, controlled substances, or drugs.
- SB 186 - Creating Administrative Law Judge Office in DOT responsible for oversight of administrative license revocation hearings .
- HB 4018 - Making illegal possession of a mixture or preparation containing salvia divinorum intended for human consumption.

### **BILL THAT DID NOT PASS**

- HB 4666 - Establishing grant funding program in DHHR for substance abuse prevention, early intervention, treatment, and recovery.
- Beer Tax Bills - Various measures attempting to place an additional tax on a barrel of beer with proceeds directed at funding of substance abuse efforts

## **WV PARTNERSHIP MEMBERSHIP UPDATE**

**RECENT RESIGNATIONS:** Judy Crabtree, Steve Heasley, Budd Lett (retired)

### **VACANCIES**

- 1) Commission for National & Community Service Representative (Executive Order Mandated Position)
- 2) 3<sup>rd</sup> of 4 Public or Private Non-Profit Organization Representatives (Executive Order Mandated Position)
- 3) 4<sup>th</sup> of 4 Public or Private Non-Profit Organization Representatives (Executive Order Mandated Position)
- 4) 3<sup>rd</sup> of 3 Community at Large Representatives (Executive Order Mandated Position)
- 5) Drug Enforcement Administration Rep (U.S. Center for Substance Abuse Prevention mandate for State SPF SIG Advisory Boards)

*NOTE: If you have recommendations for these vacancies, please refer to the WV Partnership Recruitment Process document (available online).*

Robin Brown provided a **Region 4 County Prevention Partnership Update**.

Gig Robinson provided an **Underage Drinking Prevention Workgroup Update**: The WG is still meeting and growing (30 participants at last meeting). April is Alcohol Awareness Month. The teen created public service announcement project is underway – taping is set for this summer due to snow days. WV's was selected by the U.S. Substance Abuse and Mental Health Services Administration to develop an underage drinking video. The WV DHHR Bureau for Behavioral Health and Health Facilities is working with the WV Partnership's Underage Drinking Prevention Workgroup on this project and will have an update next quarter.

Colleen Harshbarger, Director of Student Wellness and Health Promotion and Tami Allen, WVU's Substance Abuse Prevention Specialist provided an overview of Well WVU (<http://well.wvu.edu/>).

Kim Walsh provided a **WV DHHR Bureau for Behavioral Health and Health Facilities Update**: The Bureau has been undergoing a significant reorganization for several years. Programs have been integrated, and they are working on a comprehensive, strategic plan for the Bureau, which they hope to have developed by the end of the calendar year. The Bureau is reviewing all of its programs/services and evaluating the prevention and treatment systems. The significance of substance abuse has risen in recognition - thanks in part to the work of many organizations across the state. The Bureau has been working with the U.S. Center for Substance Abuse Prevention and Center for Substance Abuse Treatment in regards to the Bureau's system evaluation. The Bureau is responding to federal review recommendations/offers for technical assistance from the 2008 federal review of the prevention system and the 2010 system review of the treatment system. Prevention /treatment system technical assistance requests have been placed, and the Bureau is preparing for meetings with consultants. The Bureau is asking for input/data/documents for these meetings and steering committees. The consultants include: Rich Hayten, Elaine Rogers, Pam Baisden. Steve Mason, former Division on Alcoholism and Drug Abuse Director is taking a leadership role on launching technical assistance effort. The Bureau has met with WVPRC staff, Neal Holtan regarding the end of WV's SPF SIG. The Governor and WV DHHR see the Governor's/WV Partnership's Comprehensive Strategic Plan to Address Substance Abuse in WV as a template, but more detail needs developed within the Bureau's plan.

The Partnership observed a moment of silence in memory of miners.

Laura Sarver reviewed the Travel Settlement document.

Anne McGee provided a **Region 2 County Prevention Partnership Update** (see report below).

*HANDOUT: Region 2 Report*

Dr. Linda Spatig presented an **External Evaluation Update** and reminded everyone that copies of all previous reports are now on PrevNET.org.

*HANDOUT: External Evaluation Research Team Progress Report*

Trish Whitelatch provided a **Region 1 County Prevention Partnership Update**.

*HANDOUT: Region 1 Report*

Robin Brown commended Mike O’Niel’s continued support and efforts.

Yetty Shobo highlighted the latest Funding Study Report, which is the third in a series of five. These reports will be produced annually.

HANDOUT: *The Financial Burden of Substance Abuse in WV: The Education System*

Laura Sarver provided a **Strategic Prevention Framework State Incentive Grant (SPF SIG) Update.**

HANDOUTS: *SPF SIG YEAR 5 Fiscal Update; SPF SIG Implementation Summary Report*

Melissa Crawford provided **Community Issues Forum Grant Update:** ...leftover SPF SIG money.....mini-grants...trainings, etc....Robin requested email w/ ideas about RX campaign placement ideas....

HANDOUT: *RX Abuse Prevention Community Issue Forums/Discussion Applications*

**Region 1:** Doddridge (FRN), Harrison (FRN), Marion (FRN), Tyler, Wirt, Wood counties  
**Moderators/Conveners Training – April 30<sup>th</sup>, Location TBA**

**Region 2:** Boone (FRN), Cabell (United Way), Lincoln (Step By Step), Mingo (STOP), Roane (Patch 21), Wayne counties  
**Moderators/Conveners Training – May 6<sup>th</sup> @ WVPRC in Dunbar**

**Region 3:** Barbour (FRN), Grant (Health Dept.), Hampshire (Eastern Region FRN), Hardy (Health and Wellness Center), Lewis (FRN), Mineral (FRN), Morgan, Preston (Health Dept), Randolph, Taylor (FRN), Tucker, Upshur counties  
**Moderators/Conveners Training - May 7 @ Eastern WV Community & Technical College in Moorefield**

**Region 4:** Braxton, Fayette, Greenbrier (Rainelle Medical Center), McDowell (FACES), Mercer (Community Connections), Nicholas, Pocahontas, Raleigh, Summers, Webster, Wyoming counties  
**Moderators/Conveners Training - May 3 @ Beckley Armory**

**Fall Retreat:** Working on dates in September, because SPF SIG funding ends that month.

Mike Lacy called for items for the **July Agenda:** Underage Drinking Video Update & Viewing (UDP WG); Sub-Granting WG Update (New Recommendations and Response from Governor’s Office); Youth Involvement Presentation (Region 3 Youth Group); WV DHHR Bureau for Behavioral Health Technical Assistance Update (Kim Walsh); Beer Tax Politics (BrendaThompson); Coalition Against Domestic Violence /Co-Occurring Disorders w/in the Family Setting Info Sharing (Sue Julian); WV Partnership Officer Elections.

The meeting adjourned @ 1:45 pm

## **REGIONAL REPORTS**

### **REGION 1**

**Brooke-Hancock** Counties (update submitted by Luann Decker):

*Successes:* Submitted a federal Drug Free Communities application in March.

**Calhoun** County (update submitted by Shari Johnson):

*Successes:*

- 1) Completed the Drug Free Community Grant Application
- 2) Community Business Partner sponsoring an Alcohol Free Event
- 3) Too Good for Drugs being taught in both elementary schools and the High School
- 4) Community Round Table Discussion between Schools/Law Enforcement/Mental Health/Court Staff and Attorneys on the various protocols when dealing with juvenile offenders
- 5) Pride Youth Initiative to conduct a Town Hall Meeting – April 28th.

- 6) After school event with parents invited, Afterschool program buses to transport any child that attends, teachers encouraged to give students extra credit for attending the event and two Ipods as well as other door prize drawings for attendees.

*Challenges:* Seeing the end of funding when the program is just now making a difference.

*Funding Streams:* SPF SIG

**Doddridge County** (update submitted by Terry Hutson):

*Successes:*

- 1) Billboard Up (donated space) (EMS volunteers put it up) billboard says: *Teens who begin drinking before age 15 are 4 times more likely to become alcohol dependent than those who do not drink before age 21.....* This message is brought to you by Doddridge County Substance Abuse Prevention Coalition from funding by the WV Governor's Office and the WV Partnership To Promote Community Well-Being.
- 2) Partnership with Doddridge County Board of Education to mail home 1400 workbooks to every child's parent on how to talk with their children about alcohol and drugs.
- 3) WV Family Magazine 18000 copies distributed in North Central WV underage drinking message.
- 4) Received Thank You in the newspaper from community member who saw our placemats in a local restaurant about what great work the coalition does.
- 5) Terry traveled to Washington in February to CADCA National Leadership Conference

*Challenges:* Loss of funding after October and difficulty in obtaining new funding.

*Funding Streams:* SPF SIG

**Marshall County** (update submitted by Latrisha Whitelatch):

*Successes:*

- 1) Launched alcohol shoulder tap project – All police departments and the sheriff's department in Marshall County are taking part. Shoulder taps will occur at every off-premise alcohol sales outlet in the county.
- 2) Hosted community forum entitled "Youth and Alcohol: How Do We Keep Our Children Safe and Healthy" as part of our project with the WV Center for Civic Life
- 3) Sustained Too Good Programs in Marshall County Schools through teacher/counselor training
- 4) Worked with Peter Hill at our March coalition meeting
- 5) Amended our bylaws at our April coalition meeting in an effort to increase members

*Funding Streams:* Drug Free Communities, Safe and Drug Free Communities, SPF SIG

**Ohio County** (update submitted by Heather Markonich):

*Successes:*

- 1) OCSAPC held a March Prescription Drug Summit/Media Campaign. The training addressed the prescription drug abuse problem in Ohio County and focused on prevention. We had over 100 participants from the community. Speakers included: Dr. Michael O'Neil, Sandra Street and Dr. James Berry.
- 2) OCSAPC, 3 local high schools, Youth Services Systems IOP youth, We are the Future Youth Group and Wheeling Police Department all took part in a county wide sticker shock event on February 4, 2010. This event was the super bowl of Sticker Shocks! They placed over 3500 stickers on alcohol products of 5 local retailers.
- 3) A Parents Promote Prevention (PPP) meeting was held in January and our next meeting is scheduled for April 19, 2010. Ohio County School Resource Officer, Sgt. Don Miller, gave a parent presentation on prescription drug

abuse and Heather Markonich, Community Educator OCSAPC presented information on the new Parents You Matter program.

- 4) Six Ohio County Guidance Counselors continue to implement the prevention education program Too Good for Drugs in 7 schools with various grades K-5. We also implemented Project Towards No Drug Abuse to Ohio County Alternative School and we are currently implementing the program in one Ohio County Middle School. Also during October all Ohio Co. 4<sup>th</sup> Graders took part in Keep a Clear Mind prevention program and competed in the "Chose a Clear Mind Poster contest. The top three winning posters were made into billboards and are currently up for the month of April for Alcohol Awareness month.
- 5) TIPS Training of the Trainers (RBS Training) was held on April 12-13, 2010 for 5 Ohio county merchants and law enforcement officers. They all became certified TIPS Trainers.

*Challenges:* Disappointment and concern with PPF-DF funding. We now have to figure out another way to pay for our Rx Drug Take Back Program. Clarification of current staff roles and coalition member responsibilities.

*Funding Streams:* State Prevention Framework State Incentive Grant (SPF SIG) and Drug Free Communities (DFC) Grant

**Ritchie County** (update submitted by Patty Chesser):

*Successes:*

- 1) Adopted our Statement of Beliefs in preparation of DFC grant submission
- 2) Researched and approved presentations by DRUGWATCH.COM
- 3) 2 members of coalition attended the Suicide Prevention workshop in Mineral Wells noting the correlation of drug usage and suicide attempts among youth and older adults
- 4) Developed a Community survey to be administered informally this spring and summer to gauge perceptions of ATOD issues in Ritchie County

*Challenges:* Due to the absence of funding we are not able to accomplish a lot of the educational pieces we would like to. However, we keep moving along doing what we can to get the prevention and education elements of drug use among children and youth disseminated to the public. Many resources are available out there just not at our local level.

*Funding Streams:* None

**Tyler County** (update submitted by Melody Reed):

*Successes:*

- 1) The Tyler County Family Resource Network established the Tyler County Prevention Partnership to fill a void of an organized group of individuals working together to target substance abuse issues in Tyler County. The Tyler County team is comprised of individuals from the public, community-serving organizations, youth-serving organizations, the Board of Education, law enforcement officials, the Prosecuting Attorney's office, Magistrate Court, faith-based organizations, city/county government officials, and youth. The group has been meeting monthly since February 2010.
- 2) The Tyler County Prevention Partnership is planning a Town Hall Meeting on underage drinking to be held at Tyler Consolidated Middle and High Schools on May 26, 2010. The event will be a forum-style event comprising of a law enforcement official from the Tyler County Sheriff's office, a representative from a mental health treatment facility, two inmates from the North Central Regional Jail, the Tyler County Juvenile Probation Officer, and the Tyler County Prosecuting Attorney. The inmates will be given time to tell their "stories" and then students will be given the opportunity to ask any questions of the panelists. The event should reach approximately 575 students.

- 3) 3. The FRN has created a Lock ‘Em Up Campaign to educate the community of the importance of properly disposing of prescription medications and locking them up. We have delivered the presentation to 161 Tyler County residents since January 1, 2010. We will continue to use this method of prevention in the coming months.
- 4) 4. We have become a member of CADCA for 2010.

*Challenges:*None

*Funding Streams:* The Tyler County FRN has been actively seeking grant funding for the Prevention Partnership Team. The Town Hall Meeting is funded by SAMSHA (\$500.00).

**REGION 2**

COUNTY / COALITION NAME: **Boone County Stop Watch**

SUBMITTED BY: Michele Baranaskas 304-414-4470/executivedirector@regionalfrn.org

ACCOMPLISHMENTS THIS QUARTER:

1)Planning a Prescription Drug Abuse Summit

CHALLENGES: Not receiving official notice of the Purdue Pharma grant proposal

CURRENT FUNDING STREAMS: None

COUNTY / COALITION: **Cabell County Substance Abuse Prevention Partnership**

SUBMITTED BY: Anne McGee, [anne.mcgee@unitedwayrivercities.org](mailto:anne.mcgee@unitedwayrivercities.org)

ACCOMPLISHMENTS THIS QUARTER:

1)Fourth Annual Cabell Drug Prevention Summit was held January 21, 2010, over 200 participants learned from diverse panel of experts regarding prescription drug abuse and worked to identify practices, policies and procedures to prevent abuse and misuse.

2)Prescription Drug Prevention Social Norms Marketing Campaign began February 14th- 10 billboards throughout Cabell County for 3 months- 550 posters distributed to schools, doctor’s offices, childcare facilities, agencies and organizations. “Some things are meant to be shared and some things aren’t: sharing prescription medications is illegal and dangerous.”

3)Prescription Drug community mobilization trainings began in March- so far- 14 nurses, teachers, faith leaders and community members have been trained to present “Maximizing the Role of the Teen Influencer” workshops.

4)Coalition newsletter “Next Steps: Reducing Substance Abuse In Our Community” distributed April 6 to 480 mail recipients and 300 e-mail recipients

5)Second election of officers held in February, Operating Guidelines amended and adopted, nominating/membership committee created membership criteria and training protocol.

CHALLENGES: Financial Sustainability

CURRENT FUNDING STREAMS: SPF SIG; United Way; Donor Contributions; Community Participation Grant; WV Teen Court; Have applied for: Drug Free Communities, Prescription Drug Forum, Purdue Pharma (funding subsequently withdrawn), Community Participation Grant

COUNTY / COALITION: **Kanawha Communities That Care, Inc**

SUBMITTED BY: Amanda Harrison, 304-541-4417; [aharrison@kanawhacountyctc.org](mailto:aharrison@kanawhacountyctc.org)

ACCOMPLISHMENTS THIS QUARTER:

- 1) Completed and submitted the Drug Free Communities Support Program Grant (announcement 8/2010)
- 2) Completed 2 TIPS training (1 in December, 1 in March) – approximately 75 total participants were trained
- 3) Hired new Project Assistant, Stephanie Birchfield – (start date: 2/1/2010)
- 4) Received \$500 stipend from SAMHSA to be used for an Underage Drinking Town Hall Meeting in April
- 5) The number of attendees at our monthly partnership meeting has (and is growing) between 8-10 new (or newer) visitors each month.

CHALLENGES:

CURRENT FUNDING STREAMS: SPF SIG; fundraisers

COUNTY / COALITION: **Lincoln County Youth and Prevention Coalition**

SUBMITTED BY: Rhonda Cooper, [rcooper@stepbystepwv.org](mailto:rcooper@stepbystepwv.org)

ACCOMPLISHMENTS THIS QUARTER:

- 1) Convened workgroups and planning sessions that deepened the investment of community leaders in environmental strategies, which represents significant growth
- 2) Recruited additional national service volunteers (AmeriCorps VISTA members) to assist with capacity-building and community awareness efforts
- 3) Increased coalition membership by 25 percent.
- 4) Provided SPF-SIG-funded prevention education to over 130 elementary students, 90 middle and high school students, and 15 expectant mothers (who receive regularly mentoring support).
- 5) Continued our social marketing campaign, including airing substance abuse prevention ads that reach almost 10,000 households locally and over 80,000 households regionally.

CHALLENGES: Attempting to influence cultural changes while still respecting long-standing customs is a delicate balancing act. The geographic isolation of individual communities and limited resources for transportation make countywide collaboration challenging. Continued misunderstanding of and resistance to environmental strategies lengthens the path to population-level change, though we are beginning to see improvements in this resulting from our constant attention to the matter.

CURRENT FUNDING STREAMS:

COUNTY / COALITION: **Logan, PIECES**

SUBMITTED BY: Lisa Swimmer, 304-792-2016 [lisafwimmer@yahoo.com](mailto:lisafwimmer@yahoo.com)

ACCOMPLISHMENTS THIS QUARTER:

- 1) TGFD after school program in our first Middle School
- 2) New board member Jeremy Tipton 11th<sup>th</sup> grader from Man High School
- 3) Met with high school students about concerns they have regarding substance abuse and what they think we could do to target youth in our area
- 4) Sticker Shock program was a success with our youth groups every merchant that sales alcohol in Logan County participated
- 5) Working with Sheriffs Dept on the DARE program we met with the BOE and they have agreed to add one extra day to the DARE program so that we could speak to the students about underage drinking and substance abuse

CHALLENGES: PIECES has restructured this quarter but the board has stepped up and everyone is participating in all events.

CURRENT FUNDING STREAMS: SPF SIG

**COUNTY / COALITION: Mason County**

**ACCOMPLISHMENTS THIS QUARTER:**

- 1) Teen court program up and running.
- 2) Asked to do mock trials in both Jackson and Roane counties.
- 3) New Partners - We have now established great working relationships with our Judge, Probation, County Commission, and School System all as a result of the teen court program.
- 4) Multi-County Collaboration: We have been working with Roane and Jackson Counties on a teen court program that in turn has resulted in various multicounty trainings and multicounty speakers and youth participants at Mason County Teen Institute.

CURRENT FUNDING STREAMS: We are receiving funding from Tobacco Prevention as well as Teen Pregnancy Prevention. We have also applied for a Juvenile Accountability Block Grant and a grant for the Community Issues forums.

**COUNTY / COALITION: Mingo, STOP Coalition**

SUBMITTED BY: Lara Fox, (304)664-3986/foxatvlodge@yahoo.com

**ACCOMPLISHMENTS THIS QUARTER:**

*(The most significant/unique substance abuse prevention-related activities. Include approximate number of individuals served and regional/multi-county collaboration.)*

- 1) Faith Community Work Group has begun the process to start Nar-anon meetings in the Gilbert Area.
- 2) The Adolescent Wellness Program has reached 100 children with prevention programming, life skills training, and community service.
- 3) The children are working on care packages for soldiers and will visit an armory in conjunction with the community service.
- 4) STOP continues to work with law enforcement on compliance checks and merchant education

CHALLENGES: Sustainability

CURRENT FUNDING STREAMS: Have applied for DFC, JJDP, EUDL, JAG, and Prescription Forum Grants. Working on Foundation Grants

COUNTY / COALITION: **Putnam on Wellness**

SUBMITTED BY: Michele Baranaskas, [304-414-4470/executivedirector@regionalfn.org](mailto:304-414-4470/executivedirector@regionalfn.org)

ACCOMPLISHMENTS THIS QUARTER:

- 1) Exploring idea of applying for a federal Drug Free Communities Grant in 2011.
- 2) Promoting the President's Challenge for physical activity.
- 3) Kick-off and Health Fair to be held in Valley Park in Hurricane, Saturday, April 24 from 12-4 pm

CHALLENGES: Low attendance and commitment

CURRENT FUNDING STREAMS: None

COUNTY / COALITION: **Roane**

ACCOMPLISHMENTS THIS QUARTER:

- 1) Interest in starting a Coalition/working on substance abuse issues.
- 2) New Partners: The FRN is reestablishing itself and is growing very rapidly. Westbrook has and continues to be a great asset to Roane County as does Patch 21 (who manages the counties RAZE, TIFU, PRIDE team, afterschool, and preschool programs). Local Pharmacists have recently started to become more active as well.
- 3) Multi-County Collaboration: We have been working with Mason and Jackson Counties on a teen court program that in turn has resulted in various multicounty trainings, multicounty speakers, and a group from Mason County coming to do a mock trial at our courthouse. Patch 21 has served Roane and Jackson Counties for several years but is now trying to get established in Mason and these relationships are helping tremendously there!

CURRENT FUNDING STREAMS: Have received and are reapplying for Tobacco Prevention money. Applied for Community Issues Forum money.

### **REGION 3**

*Submitted by Rebecca Vance / Cathy Coontz*

**Collaboration Among Counties:** Tucker, Randolph and Barbour Counties are in the process of writing a foundation grant for approximately 60 to 100 thousand dollars. This funding will help these 3 counties keep the prevention process going. Youth development, a retreat and teen issues days at high schools are possibilities at this stage. The grant funding will begin in October of 2010.

#### **Barbour County:**

During the months January through March, Barbour County along with the rest of the state had several issues with weather. This made having activities a little challenging and we were not able to reach the number of people that we traditionally do. Many of the activities we held were not traditionally what we do, but kept our message in the public eye.

- *January:* We hosted a “This Snow is Driving Me Crazy Party”. We met at a local church and had sled riding, video games, pizza and showed power points related to drug and alcohol prevention. We had several kids and parents spend the entire afternoon with us.
- *February:* We spent time conducting trainings for our staff. Staff and others in the community were trained in “Non Violent Crisis Intervention”. This training was provided by the Board of Education and is consistent with the training teachers receive. The Board felt this was important since we spend so much time in the schools. We also had a CPR and First Aid Training, and basic Building Safety.
- *March:* We worked with 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> grade students on “Hooked on Fishing, Not on Drugs”. We worked with the kids on basic fishing equipment, fishing techniques, and different baits. We also gave information to send home on the regulations on boating and alcohol. Prizes estimated to cost \$150.00 were donated by Cabella’s and given out to the children. In March we also worked with Philippi Middle School and helped host a lock in where we played team building games. Locally produced PSA’s were shown throughout the evening. We also played a drug and alcohol trivia game throughout the evening.

#### **Berkeley Co:**

- Berkeley has begun the ground work to help them when applying for future SDFC Grant funding. They have identified partners, developed logic models and have formed a new partnership with United Way. The United Way partnership will work with the coalition as a funding agency. An action plan has been developed and will help the coalition identify what projects they can complete without funding.
- As a new coalition they are currently experiencing growing pains and struggling with maintaining representation from all of the sectors required by SAMHSA. At this time they are still in the planning and development stage and have not had any events as a coalition.

**Jefferson Co:** Jefferson County has been working on underage drinking stings. Prevention classes are currently being held at the alternative school for all students. Their annual Jefferson Idol contest has doubled in size this year. They are currently launching a new initiative using placemats at area restaurants that contain alcohol facts.

**Lewis Co:** Lewis County also wrote for a Prescription Drug Abuse Prevention Social Marketing Campaign mini-grant. They have also written for a mini-grant for tobacco prevention.

#### **Morgan County:**

- The Morgan County Partnership is now an official 501©(3) nonprofit. Sustainability continues to be critical for the Partnership. We are pursuing grant opportunities, and will begin fundraising programs as well. Through the SPF SIG process, our community has the momentum and engagement necessary to effect change, both through environmental strategies and evidence-based programs. Finding a way to sustain our efforts beyond SPF SIG continues to be at the forefront of issues we are facing.
- On March 31, we hosted a Town Hall Meeting on Underage Drinking that drew a packed crowd of over 50 people, with representation from every sector of the community. A panel of youth and professional adults provided background on the current underage drinking situation in Morgan County. Partnership staff then provided a multimedia presentation for participants. The meeting concluded by staff engaging participants to bring parents to a parent forum in April.
- Too Good for Drugs continues at Warm Springs Middle School, and is now expanding to Berkeley Springs High School. Data indicates that this program is having an impact on our youth, and we are hoping to expand it to all grades next year.
- Communities Mobilizing for Change on Alcohol (CMCA) continues to engage new participants, particularly youth. The youth started Project Sticker Shock this week, placing warning/reminder stickers designed by a local student on all alcohol containers for sale in the county.
- On April 10, the Partnership successfully hosted its second Clean Out Your Medicine Cabinets Day drug return program. The program is now becoming established in the community, with people watching for it and planning ahead for disposing of unwanted medicines.
- Finally, the Partnership is getting things in place to begin a prescription drug abuse prevention campaign in the fall. This will be patterned after CMCA and will include one-on-one interviews, social marketing, education programs, and a community forum.

**Pendleton County:**

- An “Action Group” was formed in February and is meeting regularly to discuss the Drug Free Communities (DFC) Grant. They may be applying for funding during the 2011 cycle.
- The March 2010 RLO was held in Franklin and the discussion topic was, “The Future of Prevention in Region Three.”
- Prescription drug abuse community readiness assessments will continue through April 30, 2010. Some participants have expressed a need for more treatment facilities and law enforcement officers, to help deal with this problem.

**Preston County:**

- The Preston County Partners in Prevention group has applied for the “Prescription Drug Abuse Prevention Social Marketing Campaign” mini-grant, available to WV counties.
- Prescription drug abuse community readiness assessments will continue through April 30, 2010. Per interview responses, this problem is especially challenging to deal with because prescription drugs are *legal*. A doctor prescribes them and a pharmacist fills the prescription request. It’s not viewed in the same light as someone on the streets selling drugs.
- The Preston County Caring Council (PCCC) received a “Parents as Teachers” grant award. The PCCC, Preston County School System and families will work together to (1) enhance child socialization skills, (2) improve parenting skills, (3) provide helpful teaching skills, (4) coordinate bi-monthly home visits and (5) facilitate monthly meetings.

**Randolph County:**

- Prescription drug abuse community readiness assessments will also continue through April 30, 2010. Some interviewees said they have heard and seen many PSAs for other substance abuse issues and would like to see and hear PSAs for prescription drug abuse prevention.
- The SPF SIG community readiness assessments will continue through April 30, 2010. Some interviewees perceive that the alcohol abuse awareness messages are getting out there, but they expressed concern that citizens (especially young people) are choosing to ignore them. “It won’t happen to me.”
- An inhalant training was hosted by members of the Coalition in January with a total of 52 attending.
- Hooked on Fishing not on Drugs was held the last weekend in March with a total of 4000 + people attending. This gave the coalition a chance to set up a display and games that helped educate the public on the dangers of substance abuse.
- 20 students and advisors were training during the month of March to conduct Sticker Shock by Barbour County Teens. The students have developed a sticker and are currently working on stores that will allow the sticker shock activities to be conducted.
- Tygarts Valley High School has worked with the FRN to submit a 21 means 21 PSA for the underage alcohol consumption contest.
- The Coalition has been asked to present a teen track training on Tobacco at the annual Family Leadership First Conference on April 18<sup>th</sup>.
- Randolph County has applied for a SAMHSA Continuation grant if awarded this will be years 6-10. They have also partnered with the County Commission to apply for an Underage Alcohol Consumption Grant through criminal justice. They have also applied for the RX Drug mini grant as well as received a stipend from SAMHSA to conduct a town hall meeting on underage alcohol consumption during the month of April.

**Taylor County:** We worked on the Prescription Drug Abuse Prevention Social Marketing Campaign mini-grant as a kickoff to getting our newly formed workgroup pulled together. We are happy to report that our Community Readiness Assessments have been completed and are anxious to find out where we stand as a community on this issue. The mini-grant will help us get the word out about the issue.

**Tucker County:**

- Winter was rough and we missed 20 days of school. But we did manage to complete our curriculums (too good for drugs and second step) in the 1st through 8th grade classrooms. We also sponsored a display on substance abuse prevention and tobacco prevention at the high school. We have started a Parents As Teachers Program

and are including substance abuse prevention information at all home visits. We are doing the Child Abuse Awareness Month campaign right now. We are planning a Kids Day Health Fair in August.

- The FRN also applied for the “Prescription Drug Abuse Prevention Social Marketing Campaign” mini-grant available to WV counties
- Prescription drug abuse community readiness assessments will continue through April 30, 2010. Some interviewees said senior citizens need ongoing education about this problem – especially to help them manage their medications better and to safeguard them from possible theft.
- Sheriff Felton held the 2<sup>nd</sup> Annual “Senior Academy” in February. This free, two week conference offers a variety of workshops to seniors; including substance abuse awareness topics.

### **Upshur County:**

- The FRN sponsored AmeriCorps VISTA at the Parish House brings in approximately \$15,000 in wages and education annually to our community and coordinates the children’s after school program and assisted with the school backpack program, community garden program, after-school program, and Pepsi Refresh Grant application. During this quarter, four new volunteers were recruited with 78 volunteers logging a total of 1794 service hours, \$65 secured in-kind donations, 15 partnerships, and 40 volunteers trained for service projects. Additionally, the FRN Director wrote for and received a new VISTA for Stockert Youth Center. We were able to hire a recent graduate of WV Wesleyan College, and she began her term of service in January. Our VISTA Volunteers from WVWC, Stockert Youth Center, Parish House and Literacy Council planned and mobilized several Martin Luther King Jr. Day events on January 18<sup>th</sup>. There were activities for children at Stockert Youth Center including a read aloud, a play, and the Dream Wall. There were 16 children who participated. There was an opportunity for service agencies to have an information table. Joyce Harris-Thacker set up a table and provided take home bags for the kids with information and giveaway items. The VISTAs planned and presented a Celebration of Service honoring Wesleyan volunteers at Wesley Chapel that evening. There were several hundred people in attendance. Joyce Harris-Thacker participated in the program that evening reading and soliciting response from the crowd of the pledge of non-discrimination. Later that evening at the Virginia Thomas Law Center for the Performing Arts, the VISTA Volunteers coordinated *The Night of Rights*.
- FRN Director assisted with the CAC Pancake Breakfast at C J Maggies and \$1000 was raised to benefit CAC.
- FRN participated in the writing, presenting and receiving a National Endowment for the Arts \$7500 grant, and the community will participate in the reading of “The Call of the Wild” in the spring of 2010. Joyce set up, attended and served as spokesperson for the announcement of THE BIG READ of *The Call of the Wild* in the County Commission Chambers on January 14<sup>th</sup>. There was a great contingent represented including WVWC Library, the Upshur County Public Library, Upshur County Schools, WVU Extension, The Book Store, and the Record Delta. An announcement was made that Karen Land, an Iditarod runner and speaker was here to kickoff our event on March 26<sup>th</sup> and 27<sup>th</sup>. Every middle and high school student (2200) has received a copy of the book to keep, and there will be copies available at all our libraries. On March 26, FRN Director coordinated seven elementary schools visits by Karen Land and her sled dog. The FRN Director coordinated the public presentation by Karen Land at the high school. There were over 50 people in attendance.
- The FRN Director serves on the United Way Board and the annual Elimination Dinner was held at Stonewall Resort in February with 300 tickets sold netting \$5,000. The United Way annual goal of \$60,000 was achieved and serves 25 local non-profit agencies in our tri-county area. The FRN provided an auction basket and the FRN Coordinator coordinated the silent auction.
- During the months of February and March, the FRN was involved in fundraising with County Commissions in Upshur, Lewis and Braxton Counties that netted \$16,500.
- Child Abuse Awareness/Children’s Memorial Flag Day events/Light of Hope: March-April – FRN coordinates this committee comprised of six different agency partners to sponsor the Children’s Memorial Flag Day/Light of Hope events at the courthouse following luncheon. Approximately 75 people are expected to attend with approximately \$2000 raised in-kind for the events. Proclamations on April 1<sup>st</sup> with the Upshur County Commission included April Child Abuse and Neglect Awareness, Sexual Assault Awareness and Children’s Memorial Flag Day. The Children’s Memorial Flag was raised to fly over the courthouse throughout the month of April. A dozen people attended including DHHR CPS workers.
- Sam’s Club Grant – March - FRN Director wrote and received a \$250 grant from Sam’s Club plus a \$25 gift card to assist with FRN meeting expenses and Children’s Memorial Flag Day events scheduled for April.

**REGION 4**

*Submitted by Robin Brown*

1. Did you write the Prescription Drug Abuse Grant that was available up to \$5,000?

8 YES 3 NO

2. Of the following items which is the most abused in your county:

Alcohol Rx Drugs Meth Other

8- Rx Drugs, 2-Alcohol, 1-Meth

3. Have you attended a regional learning opportunity offered monthly in your region during January, February or March?

7-NO 2-YES 1- Didn't Answer

4. Do you feel that the Regional Learning Opportunities are beneficial to you and your coalition? If you do not attend could you explain why?

4-YES 3 NO 1-I don't know 1-Didn't Answer

5. Have you offered any trainings in your area during January, February or March 2010?

5-YES 5- NO 1 Didn't Answer

6. Do you need assistance from the Partnership or the Prevention Resource Center (Community Development Specialist) in your efforts in substance abuse prevention?

6-YES 2-NO 3 Didn't Answer

7. Is there anything specific you would like shared with the Partnership at the scheduled meeting this Friday?

Summers Co- We are seeking funding to do Family matters training  
We need assistance on developing a strategic plan

Pocahontas Co- We need better communication with PRC and CDS

Fayette Co- Would like Dr. O'neil to do a Rx training for student mentors

Monroe Co- We are providing a tobacco prevention newsletter for 5,000 homes in Monroe and Summers Counties, we do this 3 – 4 times a year.