



WEST VAN FOR YOUTH COALITION MINUTES
 5/8/18
 4-5:30 PM
 Discovery Middle School, Family Resource Center

Present: Alex Mackey, Amber Coleman, Christopher Belisle, Katie Riley, LaVyonne Barnes, Lisa Hixon, Norm Johnson, Tina Johnson, Vashti Langford, Alaina Green

TOPIC	DISCUSSION	DECISIONS, ACTIONS, ASSIGNMENTS
Welcome	<p>Please help us welcome new coalition member: Lisa!</p> <p>West Van for Youth (WVY) is a group of concerned community members from all sectors focusing on the reduction of underage marijuana and alcohol use/misuse. WVY uses evidence based practices and data gathered from the community to inform its work. We are currently recruiting coalition members specifically from the law enforcement, media and youth sectors.</p>	
Where are we in our year?	<p>Finished: Go Ready!, Student designed Discovery t-shirts, Back to School Night, Curriculum Night, October Drug Take-back, Fall Guiding Good Choices, Red Ribbon Week, community assessment survey, Key Leader Orientation, Paddy Hough Parade, Lincoln Egg Hunt, April Drug Take-back event.</p> <p>In Progress: Incredible Years (Feb.-May), Website, Spring Guiding Good Choices English/Spanish (Apr.-May), 5th Grade Orientation (May 30th), Positive Community Norms (Dec.-June), Point of Purchase Campaign (Dec.-June), 2018/2019 Action Plan (Apr.-June).</p>	
Member Check-In Notes	<p>What training would you be interested in OR what was your favorite training you've taken?</p> <ul style="list-style-type: none"> • Aspects of addiction with brain development (ESD 112) • Steve Frang and drug trafficking • Anything from Jason Kilmer • WASAVP coalition training • ACE's Club in relation to drugs and alcohol (one in August in Los Angeles) • The science of addiction • Working with youth with high risk factors • Communication trainings that specifically apply to working with youth • How to apply prevention strategies with youth groups • Learn about prevention in general • "Making a Difference" in Skamania County • "Focus on the Future" Prevention Summit trainings • Drug identification training for staff that is current 	

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	<ul style="list-style-type: none"> • Training shedding light on the pain element of withdrawal; the pain scale and relapse, visuals of brain activity • “Healing the Canoe” • Guidelines and strategies for how to have conversations about drugs and alcohol with young kids 	
Announcements	<ul style="list-style-type: none"> • The drug take-back event in April was a success. See Columbian article. In October 2017 the event collected 3,500 pounds as a whole and in April there were 4,600 pounds collected total. WVY location collected about 777 pounds in October and in April we collected 1,456 pounds! • Incredible Years was featured in the Columbian. Read the article. This free press is really helpful for spreading the word of both our efforts and of prevention in general • Thank you Tina for running the burrito room at Prevention is a Party! on April 20th, 2018 for the STASHA Peer Educators • The website is done! Visit www.westvanforyouth.org. Send resources if you have any, also send member profile pictures to Christopher.belisle@clark.wa.gov if you want one displayed on the members page • We are having 19 parents finish the Guiding Good Choices class this week • Healing of the Canoe is coming to Clark County for the first time. It is a highly recommended training open to all (see flier attached). • 5th Grade Orientation is coming up. WVY is sponsoring a magician, entertainment, providing food, therapy dogs, and training/information on prevention and other resources. We need volunteers for the event Wednesday May 30th from 5-8pm • Starts with One, safe storage campaign from Prevent and Prevent made posters specifically for WVY. These posters are for adults- feel free to take one and share it within your circles • Clark County STASHA is recruiting 12-13 new members for a peer education volunteer program. Applications are here and due June 15th. 	
Positive Community Norms (PCN) Billboard Review	<p>For review, PCN is about focusing on the strengths existing in the community and building upon those instead of focusing on the negatives. Building messages that combine concern with hope and lifting up the community through correcting misperceptions about use and non-use through positive messages. Sometimes people assume more young people are using than data reveals and PCN can help address this gap in perceptions.</p> <p>The coalition has worked with Jeff Linkenbach from the Montana Institute (creator of PCN) as a consultant as messages are developed for west Vancouver. A billboard is set to release in June with a first generation message “OUR future is YOUth.” This billboard aims to spread a hopeful, energy-giving message that captures the spirit of WVY and builds brand awareness. Later a second generation of messages will be developed sharing research that addresses the norms in the community. PCN aims to change the beliefs of people. If you change the beliefs, their behavior changes, and if behavior changes then policy changes, etc.</p>	<p>Decision: PCN billboard design #5 will be adjusted then sent to DSHS for approval</p> <p>Assignment: Alaina will send design to DSHS for approval</p>

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	<p>Before we launch our billboard we are required to pilot test. Members will now experience a sample pilot test with our draft designs.</p> <p><i>Members reviewed draft versions of the PCN billboard and shared their thoughts via a pilot test. They also filled out a formal pilot test survey, results excluded from minutes:</i></p> <p><i>How would you describe this message?</i></p> <ul style="list-style-type: none"> ● West Vancouver cares for youth ● Youth are important ● Mission of WVY is to help youth ● There is hope for the future ● Community is you ● Inclusivity ● WVY is a positive group <p><i>Is there anything that may exclude or offend someone unintentionally?</i></p> <ul style="list-style-type: none"> ● DSHS may cause alarm being right in the center. Some groups of people may not trust DSHS ● Facebook logo may give it less credibility if it is for adults <p><i>Mix & Match Designs: VOTE</i></p> <p><i>The top design was a unanimous vote of design #5 with some adjustments.</i></p>	
<p>Positive Community Norms (PCN) Community Survey</p>	<p>WVY will inform our messaging with data from a community survey. The survey will be in addition to the Annual Community Assessment we already implement. This process will be long and we won't get data until 2019 but our old data is from 2014/earlier and needs updating.</p> <p><i>Members reviewed questions and selected ones they believe are relevant. Notes are below:</i></p> <p>Question Focus/Framing: What is the coalition's priority?</p> <ul style="list-style-type: none"> ● 1, 1, 4, 2,1 - Parenting practices ● 2, 2, 5, 3, 1, 2- Family protective factors ● 4, 1, 1, 3- Misperception gaps between parent perceptions and student norms ● 3, 3, 2, 3, ?- Community protective factors <p>Questions on the 2014 West Van Community Survey that yielded the strongest norms and the largest misperception gaps:</p> <ul style="list-style-type: none"> ● Y, Y, Y, Ok, Y-Parents should talk to their children about alcohol use on a regular basis, not just once or twice. (Q9) 	<p>Action: Reviewed survey questions for PCN and selected top choices</p>

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	<ul style="list-style-type: none"> Y, Y, Y, Meh, Y- Parents should establish clear guidelines and consequences with their children about drinking. (Q10) <p>Possible Draft Questions on Parenting Practices:</p> <ul style="list-style-type: none"> Y, Y, Y, Meh, Y- Parents and guardians should set clear rules and guidelines for their children about <u>not</u> using alcohol. (This version has a stronger abstinence message.) <p>Possible Question to Compare with the Healthy Youth Survey:</p> <ul style="list-style-type: none"> Y, Y, Y, Y- During the past 30 day, on how many days do you think West Van youth drank a glass, can or bottle of alcohol? (HYS Q53b) <p>Possible Draft Questions on Community Connection and Support:</p> <ul style="list-style-type: none"> Y, Y, Y, N- West Van adults want kids to reach out to them with questions about drugs and alcohol. (Strongly agree to strongly disagree) 	
<p>Positive Community Norms (PCN) Second-Gen Messages</p>	<p>For our second generation of messaging Jeff Linkenbach forwarded us this design sample another community implemented that fits our theme. Review the sample here.</p> <p>The posters interview community members/youth reasons they don't use paired with the PCN message "Most ____ students don't drink in a typical month." WVY could adapt this to our community.</p> <p><i>Thoughts?</i></p> <ul style="list-style-type: none"> Able to share many diverse perspectives if we're able to print multiple versions with different pictures and reasons Too much/busy in terms of design but if we can adapt it then we love it (make it match WVY brand) Similar to the Weed Can Wait campaign, good Believable and relatable Can feature local kids in prevention clubs What if people saw their own words on a flier, how cool would that be? Have all Prevention Intervention Specialists do this with their students and their students' parents <p><i>Assuming we precede, what should the core message be?</i></p>	<p>Assignment: (all) develop a brainstorm for next meeting on second generation message ideas (using data)</p>

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	<ul style="list-style-type: none"> • Most West Vancouver Adults agree parents should talk to their kids about alcohol use • Most parents connect with their kids about alcohol • Most west Van parents believe that connecting... • Replace talk with: engage, connect, converse, educate • In West Van, we agreed most parents should talk with youth regularly about healthy choices • Most West Van Parents (adults) believe (think) that we should talk to our youth about drug and alcohol use • 91% of West Van Adults agree that we should talk to our youth about underage drinking • 91% of adults think they should talk to their kids about healthy choices. Do you? 	
<p>Next Coalition Meeting: 6/12/18</p>		