



## FC-API Coalition Meeting

Frederick County Health Department  
November 1, 2018  
5:30 pm to 7:30 pm

### **MINUTES:**

Members present: Laura LaMotte (FCHD); Bob Lind (FCLB); Marge Rosensweig (RMA); Todd Crum (FCHD); Brian Donovan (TPD), Nancy Boyd (AACF), and Melinda Thu (FMH).

The minutes from September 6, 2018 were approved.

### **Old Business:**

#### MSPF2 FY18 Strategic Plan Updates

- Underage Party Tip Hotline
  - Plan to promote during Prom and Graduation (May/June).
  - Leadership team will explore suggestions discussed at previous meeting and reach out to FCPS regarding promoting on Find Out First communication system to FCPS parents and community.
- Binge Drinking Media Campaign
  - Focus group conducted
    - Marge and Laura conducted a focus group on the FCC campus, 8 students were present.
    - Students gave input on "Think Before You Drink" (TBYD) campaign and campaign material.
    - Feedback on the TBYD campaign and materials was positive, and several excellent suggestions about messaging and images were offered including: the TBYD message resonates with the target population; Instagram and Snapchat are the most used social media platforms; best tips are "have a plan," "pace yourself," "alternate drinks," "watch out for your friends"; least effective tip is "one and done"; and a new tip might be "drink slowly, sip don't gulp." TBYD products should use more eye-catching colors; coasters are a good product and add a QR code so target audience can immediately connect to TBYD social media and webpages without having to key in a url.
    - The focus group report was provided to the media company and changes based on these (and other) suggestions are in the works.

- Think Before You Drink College Sponsorships
  - Contract signed with Hood to have 3 banners displayed on the fence of the turf field, softball field and BB&T arena.
  - Waiting for contract from FCC for banners on baseball field and gymnasium.
  - Waiting for contract from MSMU for banner on gymnasium.
- Enforcement
  - Merchant Education/Training
    - ID Training with Marty Johnson at Frederick County Liquor Board (FCLB) scheduled for November 9<sup>th</sup>.
    - This training covers how to check an ID, prevent over-service and effects of alcohol.
  - September Law Enforcement Meeting
    - FCHD hosted Law Enforcement Merchant Meeting on September 26<sup>th</sup> to discuss Alcohol & Tobacco compliance checks; FCLB attended the meeting as well.
    - Decision was made to give referral to FCLB in lieu of criminal citation to the clerk/server.
    - Discussed other changes to documentation requirements.
  - Compliance Checks
    - There were no alcohol compliance checks conducted since the last meeting.
    - Press release was issued regarding alcohol and tobacco compliance checks occurring and the results of tobacco compliance checks conducted last quarter.

### **New Business:**

#### Policy Issue Brief

- State wants the coalition to work on local policy change of increasing Responsible Beverage Service (RBS) Training.
- Presented sample issue brief for feedback.
- Purpose of issue brief is to provide to general public about why over-service is an issue in Frederick County.
- RBS is effective in collaboration with other strategies including merchant education, compliance checks, adjudication and media coverage of compliance check outcomes.
- Coalition gave input on a number of pictures shown from Instagram to include in the brief.
- Inspector Lind shared that FCLB is currently offering ABLE (Alcohol Beverage License Education) training to all licensees for staff and managers. This training is mandatory for all new licensees.

#### Coalition Update

- We appreciate the continue participation and support received from API Coalition members over the past several years.

- There are currently 3 separate substance abuse prevention coalitions at the Health Department (focused on alcohol, opioids and tobacco).
- In an effort to eliminate duplicating efforts and resources we are going to combine the Tobacco and Alcohol coalition. Each coalition meets on the first Thursdays of every other month. The API coalition meets at 5:30 pm and the Tobacco coalition meets at 3:00 pm.
- A doodle poll will be sent to the current members of both Coalitions to receive feedback on what the best start time would be between 3:00 pm to 5:30 pm.
- Please RSVP for attendance at meetings so we can plan accordingly for space and food.

#### Focus Groups

- As part of the Substance Abuse Block Grant (SABG) the health department is conducting two separate Focus Groups on 11/14. One group is for parents of middle school and high school students and the other group is for teens ages 13-18 for feedback on substance abuse prevention messaging.
- Flyer will be sent to coalition members to distribute to those who may be interested in participating.

#### Community Events Attended

- September 8<sup>th</sup>- In the Streets Community Event table for Stay In the Know (STIK).
- October 17<sup>th</sup>- Lunchtime table at St. John's Prep High School before Homecoming; students used drunk goggles to preform various tasks and discussed making safe decisions.
- October 18<sup>th</sup>- Frederick Community College Drug and Alcohol Awareness week table at health fair event; students used drunk goggles and other activities.
- October 24<sup>th</sup>- Hood "Octsober" event (STIK table with drunk goggles for students).
- October 27<sup>th</sup>- Behavioral Health Services table at the AACF Community Health Fair.

#### Round Robin/Updates from Coalition Members

##### Update from AACF

- Frederick Community Health Fair held at the Fairgrounds on October 27, 2018 had 700 attendees.

##### Update Thurmont Police Department

- Planning upcoming alcohol and tobacco compliance checks.

##### Update from Frederick County Liquor Board

- Having some issues of overcrowding and overconsumption with certain promoters of one-day events.

**Next Coalition Meeting:** Thursday, January 3, 2019

Time: TBD