



FC-API Coalition Meeting

Frederick County Health Department
September 6, 2018
5:30 pm to 7:30 pm

MINUTES:

Members present: Laura LaMotte (FCHD); Teresa Cevallos (Hood); Bob Lind (FCLB); Marge Rosensweig (RMA); Todd Crum (FCHD); Brian Donovan (TPD), Nancy Boyd (AACF), and Thurmond Maynard (Hood).

The minutes from May 3, 2018 were approved.

Old Business:

MYSA (Maryland Young Adult Survey) Results

- This survey was conducted by the MD School of Pharmacy for 18-25 year old regarding alcohol use.
- Marge reviewed the results (see attached Power Point presentation).
- Highlights include an increase for 18-20 year olds from 7% (2016) to 12% (2018) and 5% (2016) to 7% (2018) in respondents who indicated “always” practice pacing their drinks.
- Increase 18-20 year olds from 6% (2016) to 13% (2018) who indicated “always” practice alternating alcohol with non-alcoholic drinks.

Substance Abuse Block Grant (SABG)

- This grant will focus on Underage Drinking and Non-Medical Use of Prescription Drugs (NMUPD).
- These strategies will target youth under 18 and parents.
- The Strategic Plan was submitted to the State and received approval.

Maryland Strategic Prevention Framework (MSPF2) FY19 Strategic Plan Approved

- Behavioral Health Administration reviewed and approval the plan on July 26, 2018.
- The same strategies as FY18 will be implemented to address underage drinking and binge drinking.
- These strategies include the promotion of the UA party tip hotline, Binge Drinking Media campaign, Enforcement efforts and policy.

New Business:

MSPF2 FY18 Strategic Plan Updates

- Underage Party Tip Hotline
 - Last year a PSA was run for a week on WFMD/WFRE around high school graduations to promote this message.
 - Channel Communications created a Facebook ad aimed at parents to promote the Underage Drinking Party Tip Hotline; target audience is 30 years and older in Frederick County.
 - There was a discussion about the effectiveness of this promotion and cost. Members of the Coalition suggested other avenues to explore to promote this Tip line including: FCPS Find Out First Messages, PTSA meetings, churches, flyers at grocery stores, fitness centers, Talley Rec Center, Grocery store cart ads, Thurmont TV channel, Safe and Sane through High Schools and local newspapers.
 - Challenges:
 - There is a challenge with tracking the data for the hotline. Currently, only the number of calls that come into the hotline and leave a message can be tracked. The number of calls that get transferred to the emergency lines cannot be tracked.
 - Hard to determine the effectiveness of these platforms and the correlation the callers who are using this tip line saw the ads or were they already aware of the Tip line.
 - Focus on Homecoming (October) and Prom (May) season.
 - Leadership team will explore suggestions and reach out to FCPS.
- Binge Drinking Media Campaign
 - Social Media
 - “Think Before You Drink” campaign is targeted for 18-25 year olds in Frederick County. Messages will continue on various social media platforms including Facebook, Instagram and Twitter.
 - Emphasis will be on increasing the number of followers on Twitter and Instagram.
 - Geofencing will be used to target the downtown Frederick area around heavy drinking holidays including Night before Thanksgiving, New Year’s Eve and St. Patrick’s Day.
 - As discussed at the last meeting, as part of the outreach materials for this campaign, coasters and posters were developed that highlighted responsible drinking tips. Feedback was received from some college students about the posters. The goal is to distribute these to some of the alcohol merchants.
 - Leadership Team met with Mount St Mary’s University who offered to give 50 posters to the Resident Life to display on each floor of their dorms.
 - These posters were also distributed to Hood College for approval to place around campus dorms.

- Think Before You Drink College sponsorships
 - The Leadership team is exploring the opportunity to display the TBYD messages on the 3 local college campuses athletic fields.
 - Received information from Hood College and Frederick Community College.
 - Waiting for more information from Mount St. Mary's University.
 - Seeking youth input about effective messaging for the banners.
- Youth involvement
 - Leadership team is looking to get more youth input about this campaign and effort. The messages are better received from peers than adults.
 - Met with Hood College this week to discuss opportunities for collaboration.
 - Plan to conduct Focus Groups with youth and adults about the messages.
- Enforcement
 - Merchant Education/Training
 - Funding was approved for 4 Merchant trainings this year for the Prevention of Underage Alcohol Sales for Alcohol Retailers trainings with Marty Johnson held at the FCLB.
 - A training was held on August 1 with 20 attendees.
 - This training will be offered quarterly.
 - The trainings will have a greater emphasis on reducing over service in addition to teaching the merchants about Fraudulent IDs.
 - Law Enforcement Meeting
 - FCHD will host a Law Enforcement meeting on Wednesday September 26 for our law enforcement partners regarding alcohol and tobacco compliance checks.
 - Updates regarding alcohol compliance checks will be provided. This will also be an opportunity for discussion and sharing of best practices among the departments.
 - An invitation has been extended to the Liquor Board inspectors and coordinator this year to work on greater collaboration of these efforts.
 - Compliance Checks
 - Funding for alcohol compliance check operations will continue for this fiscal year.
 - FCHD will send out a quarterly press release of the Alcohol and Tobacco compliance check operations.

- Since the last Coalition meeting in May, there have not been any alcohol compliance checks conducted.
- Local Data collection strategy
 - Marge explained local data collection strategies through utilizing brief surveys at local community events.
 - This will allow us to capture local data regarding drinking behaviors.
 - These surveys will be submitted next week for IRB approval.
 - Discussed having an incentive for individuals to complete the survey.
 - The Coalition is encouraged to inform the Leadership Team of any opportunities to administer this survey in the community.

Round Robin/Updates from Coalition Members

- Update from Hood College
 - Met with MD Collaborative, received survey results from Hood students that showed Binge Drinking on decline but marijuana use was on the incline.
 - <http://www.collegeparentsmatter.org/> is a good resource for parents
 - “Octsober Fest” will be held on October 24th from 9 pm to 11 pm at Whitaker Campus Center.
- Update from AACF
 - Frederick Community Health Fair will be held at the Fairgrounds on October 27, 2018 from 8 am to 3 pm.
- Update Thurmont Police Department
 - Challenge finding officer and volunteers to sign up for compliance checks.
- Update from Frederick County Liquor Board
 - There have been some changes at the Liquor Board:
 - Kathy Vahle retired after 38 years as the Administrator.
 - Penny Bussard is now the Liquor Board Coordinator.
 - Jesse Pippy stepped down.
 - Debbie Burrell is the new Liquor Board Chairperson.
 - Rick Stup’s term ended June 30, 2018 and Frank Davis was appointed as his replacement.
 - There is currently a vacant seat on the Board that will be appointed by the Governor.

Next FC-API Coalition Meeting:

Thursday, November 1, 2018 from 5:30 pm to 7:30 pm