



## Arizona Parents Commission On Drug Education and Prevention Meeting Minutes

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November 9, 2016  
10:00 AM

ARIZONA STATE CAPITOL  
1700 West Washington Street, Phoenix, AZ 85007  
Executive Tower, First Floor Conference Room, Suite 105

A general meeting (conference call) of the Arizona Parents Commission on Drug Education and Prevention convened on November 9, 2016. Notice having been duly given. Present and absent were the following members of the Parents Commission.

### Members Present

Joseph R. LeDuc  
Devon Hageman  
Dennis Embry -phone

Mark E. Rohde  
Lisa Lannon

Rachel Yanoff

### Members Absent

Linda Stiles  
Eric Meaux  
Kristine M. Thompson

### Staff and Guest Present

Tonya Hamilton  
Sonya Pierce-Johnson  
Kayleigh Larkins

Deborrah Miller  
Sam Burba  
Carla Friedman

Jane Dowling  
Lyra McCoy

### A. CALL TO ORDER

**Chairman Joseph LeDuc** called the meeting to order at 10:03 a.m.

### B. WELCOME/INTRODUCTIONS

**Chairman Joseph LeDuc** welcomed members and guest. Chairman LeDuc asked that Commissioners and staff introduce themselves.

### C. APPROVAL OF MINUTES (ACTION)

Minutes for the General Meeting held May 18, 2016 was reviewed. The motion to approve the General Meeting minutes was made by Commissioner Devon Hageman. The motion was seconded by Commissioner Mark Rohde and approved by all.  
(16.04.01)

#### **D. PARENTS COMMISSION WEB PORTAL OVERVIEW**

**Jane Dowling, Lyra McCoy**, Wellington Group Consulting provided an overview for the Commission Members on the new online web portal for sub-grantee program reporting. Ms. Dowling stated that the portal includes a Facilitator Survey, Monthly and Quarterly Reporting functions for use by sub-grantees and a brief review of the portal capabilities was demonstrated. Ms. Dowling stated that the web portal provides GOYFF the opportunity to determine technical assistant needs, review qualitative data, grant application review, as well as data relating to programmatic direct and indirect services. Ms. Dowling stated that Annual Reports can be created and submitted once the monthly and quarterly reports have been submitted. Ms. Dowling stated that training was provided to all sub-grantees and the training is available through Wellington's private You-Tube account.

**Commissioner Rohde** inquired if there is a process for more Grantee feedback.

**Ms. Dowling** stated that a good line of communication has been established with Sub-grantees for daily conversations and input.

**Chairman LeDuc** thanked Ms. Dowling for the update and presentation.

#### **E. GOVERNOR'S YOUTH COMMISSION INITIATIVES**

**Carla Friedman**, Program Manager, GOYFF, provided an overview of the Governor's Youth Commission. Ms. Friedman stated that the Commission is composed of High School Sophomores, Juniors and Seniors and that the Commission affords the opportunity for leadership training, as well as planning service projects within the student's communities. Ms. Friedman stated that the Commission addresses five key issues effecting youth, teen dating violence, bullying, substance abuse, civics, and texting while driving. Ms. Friedman stated that recruitment for the Commission begins in April of each year and students can apply via the Commission website, [BeseenBeheard.AZ.gov](http://BeseenBeheard.AZ.gov). Ms. Friedman provided information on two upcoming events/projects for the Commission; Global Youth Service Day, April 2017, (currently Arizona is first in the world for youth led service), and Youth Leadership Day, May 5, 2017.

**Chairman LeDuc** inquired how long the leadership training for the Commission is.

**Ms. Friedman** stated that the training is for the school year and members can serve two years.

**Chairman LeDuc**, thanked Ms. Friedman for her presentation.

#### **F. GOYFF HEALTHY FAMILIES-HEALTHY YOUTH OVERVIEW AND RX DRUG MISUSE AND ABUSE TOOLKIT WEBINARS**

**Deborrah Miller**, Special Projects Manager, GOYFF, presented an overview of the Healthy Families-Healthy Youth Pilot Program provided to 7<sup>th</sup> grade students and

parents at one middle school in each of the 15 Arizona Counties. Ms. Miller stated that the goals for the pilot program were; to educate families, focus on prevention, family engagement, provide evidenced based tools and resources and creating an annual "Family Prevention Plan". Ms. Miller stated that the program consisted of both a student and parent 50 minute program and a 50 minute Family Session which included a family meal. The program was implemented as a "Back to School" event in September, with over 600 parents and over 500 students participating statewide. Ms. Miller stated that evaluation of the program event night showed over 85% of participants stating they created and will use a family prevention plan for the coming year. Ms. Miller stated that final evaluation of the program will occur in December and results will be available early 2017. Ms. Miller presented an overview of the Prescription Drug Misuse and Abuse Toolkit Webinars developed in partnership with Cox Communications. Ms. Miller stated that the Webinars were developed to assist with the implementation of Strategy 4 within the Rx Toolkit. Ms. Miller stated that Strategy 4's goal is to create a sense of urgency in the general public about the risks of Rx drug misuse, and that the objectives include; implement mass media and material dissemination, and develop community education messaging. Ms. Miller stated that the Webinars will be used as Technical Assistants (TA) for community coalitions and non-profits in the implementation of Strategy 4 of the Rx Toolkit. Ms. Miller stated that there are five, 4 minute Webinars developed:

- Rx Toolkit Strategy #4 Overview
- Rx Toolkit – Community Spokesperson
- Rx Toolkit-Email and Social Media
- Rx Toolkit PSA's
- Rx Toolkit-Law Enforcement Partners

Ms. Miller stated that the Webinars will be available on the SubstanceAbuse.AZ.gov website in December.

**Chairman LeDuc**, thanked Ms. Miller for her presentation.

#### **G. GOYFF INITIATIVE OVERVIEW**

**SAM BURBA**, Communications Director, GOYFF, presented an overview of the new "It Matters" campaign from GOYFF. Mr. Burba stated that GOYFF has developed a mechanism to encourage Arizona's parents to engage in meaningful conversations with their youth and educate youth about the harmful effects of youth alcohol and substance use. Mr. Burba stated that the campaign centers on three key issues: underage drinking, marijuana, and prescription drug misuse. Mr. Burba stated that the campaign goals are to: provide resources and information that empower teens to take other opportunities/choose other options instead of drinking or using other drugs, empower parents to talk to their kids about underage drinking, marijuana and prescription drug misuse and abuse. Mr. Burba stated that the three key messages will run throughout the months of September 2016 – May 2017. The campaign launched August 22, 2016 with underage drinking as the primary message, followed by marijuana use which launches November 9, 2016 and finally prescription drug abuse launching January 30, 2017. Mr. Burba stated that the mass media tools to be used in the campaign include: Television, Billboards, Digital Radio Spots, and Digital Media. Mr. Burba requested that coalitions and non-profits please submit to GOYFF events in their communities for youth engagement to be included on the live website [l'vegotsomethingbetter.org](http://l'vegotsomethingbetter.org). Mr.

Burba stated that marketing materials related to the new website RethinkRx.org, will be available to coincide with broadcast on all media outlets, "Hooked 2" on January 10, 2017 and the prescription drug misuse and abuse campaign.

**Chairman LeDuc**, thanked Mr. Burba for his presentation.

#### **H. NEW REQUEST FOR GRANT APPLICATION - RFGA**

**Debbie Moak**, Director, GOYFF, provided a preview of a new High School focused Grant that will be released by the GOYFF in 2017. Ms. Moak stated that the grant will include High Schools choosing an evidenced based program on substance abuse which will fit best for the school's population. Ms. Moak stated that coalitions and non-profits can be incorporated into the High School's application to help fill needs. Ms. Moak stated that the grant will include some type of "screening tool" and will imbed additional resources for youth identified as "high risk". Ms. Moak stated that before and after school activities should be included, as well as support services. Ms. Moak stated that the grant is not meant to replace coalitions and non-profits, but rather to enhance the partnerships between them and schools.

**Commissioner Rohde** inquired about the number of schools the grant will serve.

**Ms. Moak** stated that funding will be provided for approximately 35 to 40 schools, and that there is a potential of \$2.4 million in block grant dollars that might be available to sustain the programs.

**Chairman LeDuc**, thanked Ms. Moak and will look forward to reviewing the RFGA once it is available.

#### **I. FUTURE AGENDA/MEETING SCHEDULE**

**Sonya Pierce-Johnson** announced the next meeting date is January 11, 2017 in the same location. Ms. Pierce-Johnson provided the Commissioners with a detailed schedule of the 2017 meetings:

January 11, 2017  
March 8, 2017  
May 10, 2017  
July 12, 2017  
September 13, 2017  
November 8, 2017

#### **J. ANNOUNCEMENTS**

**Tonya Hamilton**, Deputy Director, GOYFF, announced the Keeping Communities Whole Through Collaborative Partnerships Conference is scheduled for Wednesday, November 16, 2016 at the Desert Willow Conference Center in Phoenix, AZ from 8:00am to 5:00pm.

#### **K. CALL TO THE PUBLIC**

Torre Valentine, TERROS, inquired how information regarding the new RFGA will be made available for communities and non-profits.

Melissa Kowalski, ICAN, inquired how large a roll will coalitions play in the new High School RFGA.

Chairman LeDuc reminded the public that questions to the addressed to the Commission cannot be responded upon, but that the issue will be brought forward as an agenda item at the next Commission meeting.

**L. ADJOURN**

A motion was made for adjournment by Commissioner Hageman, at 11:54 am and seconded by Commissioner Rohde and approved by all. (16.04.02)