



Minutes Committee for Youth, Families and Community May 11, 2010

Minutes of the Committee for Youth, Families and Community held May 11, 2010 at the Tempe Public Library Connections Program Room, 3500 S. Rural Road, Tempe, Arizona.

MEMBERS Present:

Randy Lazar, Tempe Union High School District
Bobbie Cassano, Tempe Community Council
Ilene Dode, Tempe Resident/EMPACT-SPC
Alan Anderson, Checkmate Chess Instruction
Lauren Johnson, Community Bridges
Barb Fries, Tempe Elementary School District
Norm Saba, Cardon Children's Medical Center
Kelley Lind, Cardon Children's Medical Center
Ginae Klasek, Chicanos Por La Causa
Sherri Jones (for Maria Holmes), Association for Supportive Childcare
Charmaine Trujillo, Mountain Park Health Center

MEMBERS Absent:

Vic Cordts, Boys & Girls Club of the East Valley
Maria Holmes, Association for Supportive Childcare
Amanda Hamm, Kyrene School District
Joe Spracale, Tempe Impact Education Foundation
Lynette Stonefeld, Tempe/Kyrene Communities In Schools
Kristine Kassel, Benefits By Design

City Staff Present:

Kim Bauman, Community Services – Social Services
Tim Cox, Community Services – Social Services
Roni Alexander, Community Services – Social Services
Nancy Rodriguez, Municipal Court
Heather Penner, Tempe Police Department

Guests Present:

Karen Moses, Arizona State University
Nori Cannell, Tempe Union High School District
Tim McAlphin, Arizona Grand Resort
Warren Cole, McClintock High School
Tooba Ulaque
Nishat Bhuiyan
Kelsey Crane

Mahad Shah	Ari Vissicaro	Michael Dougall, Jr.
Naomi Charles	Mahad Sha	Saima Sha
Anthony Price	Andrea Price	Andrea Price
Andrew Price	Allison Crane	Lynn Crane
Nishat Bhwiyan	Safir Ulhaque	Tazeen Ulhaque
Nishat Ulhaque	Pati Urias	Colin Dougal
Rutger Whyte	Travis Roark	

Meeting convened at 4:02 p.m.

Agenda Item 1- Call Meeting to Order and Introductions

Ilene Dode called the meeting to order. Introductions were made.

Agenda Item 2 – T-Shirt Contest and Video Contest Finalists and Winners

- 8) **Bobbie Cassano** provided an overview of the t-shirt contest and how the 19 entries were judged. She then announced the 3rd, 2nd and 1st place recipients, who were recognized at the meeting.
- Kesley Crane, who attends 12th grade at Corona del Sol High School, and Mahad Shah, who attends 6th grade at Fees Middle School, were tied for 3rd place. Each received a \$50 gift card to Arizona Mills Mall.
 - Nishat Bhuiyan, who attends 11th grade at Corona del Sol High School, was the 2nd place recipient. She received a \$250 gift card to Arizona Mills Mall.
 - Tooba Ulhaque, who attends 10th grade at Corona del Sol High School, was the 1st place recipient. She received a a\$500 gift card to Arizona Mills Mall.
- 9) Bobbie Cassano then provided an overview of the video contest and how the 17 entries were judged.
- 10) Bobbie then introduced McClintock High School teacher Warren Cole who used the video contest as an assignment in his multi-media class and Tim McAlphin from the Arizona Grand Resort, which donated the video contest grand prize of a 2 night family suite stay at the resort.
- 11) The video contest runner-ups and first prize winner were then announced and recognized by the committee and other attendees:
- Runner-Up Naomi Charles attends 12th grade at McClintock High. She received a \$200 gift card to Arizona Mills Mall.
 - Runner-up Michael Dougall, Jr., attends 11th grade at McClintock High School. He received a \$200 gift card to Arizona Mills Mall.
 - Grand Prize Winner Ari Vissicaro, attends 12th grade at McClintock High School.
- 12) The first place video will be used as a PSA on Channel 11 and Bobbie is seeking suggestions on where the video could also be shown.
- 13) Recipients and their guests left the meeting and Bobbie announced that that Tim McAlphin from the Arizona Grand Resort just let her know he was so delighted with the outcome and quality of the work of these talented students that he is going to add a day at the Arizona Grand Resort water park for the 2 video contest runners-up.

Agenda Item 3- Minutes from April 13, 2010 Meeting

The minutes from April 13, 2010 were reviewed.

MOTION: **Tim Cox** motioned to approve the minutes.

SECOND: **Roni Alexander** seconded the motion.

COMMITTEE CONSENSUS: Minutes were approved.

Agenda Item 4- Annual Survey of Students Perceptions vs. Reality of Alcohol Use

Karen Moses, Arizona State University provided an overview of the Student Health Center Wellness and Health Promotion programs and annual student survey outcomes.

- 1) ASU's Wellness and Health Promotion provides information, education and resources to students on alcohol and other drugs, depression and suicide, sexual and interpersonal violence, and stress.
- 2) High risk alcohol use and underage drinking is one of the priority areas addressed.
- 3) ASU student alcohol consumption rates are actually lower than many of the other universities they compete against. However, the four campuses have 68,064 students so the number of students consuming alcohol is larger than many other universities.
- 4) 55,552 students are enrolled at the Tempe campus and of those 10,000 reside on campus and are almost all freshmen.
- 5) While these students don't report they consume as much alcohol as students off campus they report that when they do drink they consume a lot of alcohol.
- 6) ASU's Wellness and Health Promotion takes a comprehensive approach to underage drinking and high risk alcohol use that utilizes environmental management and a social norms approach. Their strategies are universal in order to reach as many students as possible. Students needing individualized assistance are referred to counseling services and other resources within the university.
- 7) Environmental management includes the following:
 - Providing healthy alternatives
 - Supporting health-promoting norms
 - Addressing availability/access
 - Addressing marketing and promotion
 - Developing and enforcing policies and enforcing laws.
- 8) There are three education components provided and are primarily utilized by freshmen students:
 1. Online Alcohol Education
 2. Social Marketing
 3. Let's Talk About It
- 9) ASU students participate in an annual American College Health Association (ACHA) National College Health Assessment and other surveys which assist the university in planning and assessing the success of its strategies.
- 10) The ACHA National College Health Assessment findings for ASU were summarized:
 - The percentage of students who reported using alcohol in the last 30 days in 2002 was 70%, which was slightly below the national reference group. The percentage of students who reported use in 2008 was 64%. ASU students reported 30 day use rate is decreasing much more quickly than the national reference group.
 - The percentage of students who reported having 5 or more drinks in a sitting during the last two weeks was 34% in 2000 and has decreased to 29% in 2008. The national reference group percent, which is higher than ASU students, has barely decreased during the same timeframe.
 - The percentage of ASU students who reported using marijuana within the last 30 days was 16% in 2000 and has decreased to 11% in 200. This is lower than the national reference group.

- Students' perceptions of how many students had 5 or more drinks the last time they partied or socialized has also decreased between 2002 and 2008 and indicates that students perceptions of use are becoming more aligned with reality.

Agenda Item 5 – Community Readiness Assessment Results

Bobbie Cassano provided a summary of the City of Tempe's community readiness assessment results. This report was previously forwarded to all committee members.

- 1) The assessment was distributed to numerous individuals representing different sectors. Twenty-six of those individuals responded and of those 15 were community (non-coalition) members.
- 2) Our overall readiness in Spring 2009 was Level 4 – Preplanning. Our overall readiness as of March 2010 is Level 5- Preparation. At this level many in the community understand the issue of underage drinking and believe that something must be done to address it. However, at this time the prevention efforts may not be well-known or the efforts have not been broad enough to reach across multiple sectors.
- 3) Recommendations made by Magellan and Pima Prevention Partnership include:
 - Expansion or enhancement of social marketing efforts to reach more people.
 - Recruit additional community leaders to participate in efforts.
 - Engage community members by giving them concrete things they can work on to reduce underage drinking.
 - Gather more local data and provide more information on how underage drinking specifically impacts Tempe.
 - Gather information on adult and parent perceptions.

Agenda Item 6-Subcommittee Updates and Summer Meetings

Bobbie Cassano provided subcommittee updates and future tasks.

- 1) The Marketing Subcommittee will need to determine how we distribute t-shirts with the winning design and venues to highlight the winning video. **Randy Lazar** had the following suggestions for the video:
 - Arizona Mills Mall
 - Boys and Girls Clubs and YMCA
 - Movie Theaters
 - Coalition website
 - Local television stations as a PSA

Other committee members' suggestions included the Open Horizons show, school video announcements, and school assemblies.

- 2) The pilot mapping project has been completed by the peer leaders and police explorers. The Data Collection Subcommittee will need to determine how we best utilize the results as well as plan for the community wide mapping project. **Heather Penner** reported the Police Explorers will be able to continue the project with the peer leaders and other youth groups.
- 3) The Public Policy Subcommittee will continue to focus on a social host ordinance.
- 4) **Bobbie** would also like to form an ad hoc committee which would work over the summer to plan the Fall Town Hall. We hope to have at least 100 adult community members in attendance. She will be contacting committee members to participate in this planning process.

Agenda Item 7 – FY 2010-11 Magellan Prevention Grant Strategic Plan Update

Kim Bauman provided an update on the City's FY 2010-11 strategic plan.

- 1) Based upon feedback Magellan received from the Arizona Department of Health Services, Division of Behavioral Health Services (ADHS/DBHS) some revisions had to be made to our proposed strategic plan including the goal and objectives.
- 2) The goal was revised to: Increase age of first use of alcohol among City of Tempe youth.
- 3) Objective 1 was revised to: Decrease adult attitudes favorable to underage drinking by a statistically significant amount as measured by community surveys.
- 4) Objective 2 was revised to: Sustain low levels of youth attitudes that are favorable to underage drinking as measured by pre/post tests.
- 5) The proposed activities are essentially the same with some additions and revisions.
- 6) Once Kim receives approval of a final plan by Magellan she will forward it to committee members.
- 7) We still have not received notification of our final budget. Magellan has submitted their budget proposal to the ADHS/DBHS and is waiting for approval.

Agenda Item 8– Grant and Program Updates

- 1) New member **Charmaine Trujillio** provided a brief overview of Mountain Park Health Center.
 - The Tempe center has been in existence for four years and is located next to Tempe St. Luke's Hospital. Other centers are located in S. Phoenix, E. Mesa, Maryvale, and Tolleson.
 - The centers are federally funded and provide services to the uninsured and underserved. The fee structure is sliding scale based upon income.
 - The centers offer one-stop services and include behavioral health specialists at most locations.
 - The centers works closely with Magellan as many of their patients are covered by ACCESS. The Tempe center works with Tempe Union High School District to provide flu immunizations and works partners with Banner Health.
 - **Norm Saba** indicated there may be opportunities to partner with Cardon Children's Center on services and resources.
- 2) **Alan Anderson** announced the Summer Chess Academy will be provided June 21st through July 2nd at 1538 E. Southern Ave in Tempe. The program is in its 4th year and will serve 100 to 120 kids. The program has qualified for public school tax donations and provides the program to children who otherwise would not have the opportunity to participate in a summer chess academy.

Agenda Item 9 – Communities for Kids Update

Lynette Stonefeld was unable to attend the meeting due to illness so no update was provided.

Agenda Item 10– Announcements

Heather Penner announced ASU received a grant to enforce underage drinking and drug use. Tempe and ASU police officers partnered on the project and 86 arrests were made near the Tempe campus for alcohol violations by people under age 21. 50 of those individuals were jailed as this was their third violation.

Agenda Item 11- Future Agenda Items

Please contact Kim Bauman or Bobbie Cassano for future agenda items.

The committee will not meet in June and July. The committee's next meeting will be on **August 10, 2010 at 4:00 p.m.**

Meeting adjourned at 5:20 p.m.

Prepared by: Kim Bauman

Barb Fries, Vice Chair