



# Strategic Prevention Framework State Incentive Grant (SPF-SIG)

Minutes

Acadiana Outreach Center

125 S. Buchanan St

June 11, 2009

11:00 – 12:30

*Vision Statement: To recognize that alcohol, tobacco and other drug abuse is a serious social and public health issue that when addressed will create a climate of healthiness and community wellness for all of Lafayette Parish.*

Call to order. Introductions: Brian Burton, Chavis Demeter, Donna Jones, Kelly Mouisset, Marie Collins, Jackie Rowe, Pam Kreyling, Linda Anson, Linda Boudreaux, Monique Reno, Anthony James, Rikki Manahan, Brad Hoang, Angie Power, and Joshua Mouisset (15 in attendance).

## I. Old Business

- No state representation at meetings since January 2009, waiting on contract (past 8 weeks), no follow-up information to determine status, currently going on 6 months with no funding, hopefully we will be allowed to extend the grant until 2011 (no cost extension due to hurricane), push money back to the end of grant period, may have to rewrite some of the budget
- Fairs and Festivals Assessments, 69 present (most lacking service), if extended we can look at this area, have training and assessment for youth and adults, creating ideas to help restrict alcohol to minors
- Stay on Track Update – train more volunteers – approach resource officers
  - 120-150 students in each school, 6<sup>th</sup> grade-fall, 7<sup>th</sup> grade-spring
    - N.P. Moss & Acadiana Middle School
- Training Ideas
  - Offer to officers
    - DUI enforcement and prosecution, report writing
      - Training in FL, Marcus is attending
  - Others?
- Update on Criminal Justice/Enforcement Activities & ATAC: Ricky Rees unable to attend
  - DUI arrests continue to increase, arrested 67 underage on graduation weekend alone
- Obtaining Lafayette Data
  - Contact Maxine Hamilton
  - Highlighted “Need” schools
    - Broussard, Milton, Paul Breaux schools
    - May want to look at Carencro
  - Met with Fox News for PSA series format
    - Did a story on one of our GOT kids who lost a family member in an accident
  - Contest \$1000 prize
    - Write PSA to raise awareness and get people talking
- Town Hall meeting in October – Alcohol and Drug Free work week – 3<sup>rd</sup> week in October
  - Pull in business owners for training
    - Reach: parent, economy, and kids

- RFP for social norm campaign – status update
  - Janice not present, unable to update
- Equipment for PD
  - Submit budget revision to buy with “now” money that we have
- MOUs
  - Have general format to use for compliance check
  - Rough draft for legal department to review
- GOT Camp – KEYS – Joshua Mouisset “PowerPoint presentation”
  - 4 kids participated
  - Good leadership, teambuilding, information, and fun
  - Next years camp, June 6-9<sup>th</sup> in Pineville
    - Like to have 12 kids attend
  - 4 tasks identified
    - Continue Family Friendly Zone for Mardi Gras
    - Decrease alcohol ads kids see (eye level) in stores
    - Offer coasters, napkins, & placemats to local restaurants to use the 1<sup>st</sup> & 3<sup>rd</sup> Sunday of the month
    - 21 to enter, 21 to drink at bars ordinance
      - Use Kentwood, LA model

## II. New business

- Implementation of Strategic Plan
  - Doing as much as we can with no money and no contract
  - Donna Jones obtained thank you gifts for Stay on Track program volunteers
  - Put SPF-SIG information together to add to the beginning of the school year packets
- Billboard stake out – unanimous vote to move forward
  - Model after Calcasieu parish, public awareness PR stunt
  - Public figure camp on top of a billboard for 48 hours, kids can camp below
    - Obtain coverage from...
      - TV news
        - Fox
      - Radio
        - KXKC 99.1, KSMB 94.5, 107.9
      - Billboard location
        - Suggestions?
    - Obtain sponsors
      - Lamar, Pat’s, Sheriff’s Office, Police Dept., 232-Help (Maria Placier)
    - Stage in October around Town Hall meeting, Homecoming, & before Christmas

## III. Homework:

- Notify Kelly if you...
  - know any contact names/numbers for a personality
  - want to volunteer to help organize
  - have a contact for Radio or TV
  - know where or have pledge money

## IV. Next Meeting – July 9<sup>th</sup>, Acadiana Outreach Center: 11a-12:30p.