



The Knowledge Effect

Minutes

2100 Jefferson St. Bldg B

September 9, 2010

11:00 – 12:30

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 by Kelly Mouisset

Introductions: Rachel Godeaux, Pam Kreyling, Jackie Rowe, Kelly Mouisset, Linda Boudreaux, Marie Collins, Ricky Rees, Tommy Faulk, Tim Melancon, Nick Hernandez, Kelly Peterson, Greg David, Major Donna Jones, Mike Dalhauser, Angela Morrison, Aaron Williams, Angie Power, Maxine Hamilton, Rikki Manahan, Elliot Grissom, Josh Mouisset (21 in attendance).

Call to Order. Motion for “August Minutes” to be accepted by Rikki Manahan, seconded by Rachel Godeaux

New Business

- CADCA Ambassador Training:
 - There are traveling monies available for an additional person to travel with Rikki to the following trainings:
 - October 4th – 8th Community Assessment and the Logic Model; The deadline to register for this training is tomorrow (September 9th)
 - February Training on Strategic and Evaluation Planning
 - July Training on Sustainability Planning
- Youth Compliance Checks
 - We are facing issues in getting this program started. MADD requires the participation of a law enforcement official, and many of the agencies within these areas have not shown interest.
 - The KEYS coalition will be making phone calls to the local departments in the targeted areas to again request involvement from law enforcement. The KEYS coalition will also receive financial compensation for their efforts from MADD.

- DFC Grant
 - Nothing, Nada,
 - Louisiana did not receive any funding from DFC
- Media Needs
 - KEYS will begin a Sticker Rage initiative which will be sponsored by MADD. The Sticker Rage will consist of our youth seeking out businesses that are willing to place stickers on their alcohol coolers to raise awareness concerning underage drinking.
 - We will also partner with Schilling to distribute information.
 - Other suggestions were to place posters and materials in local theaters and parks.

Old Business

- Medicine Chest Challenge
 - On September 25th, we will partner with the DEA and the Sheriff's Office to host a campaign for the collection of prescription drugs. This initiative will be in accordance with Recovery Month and will take place from 10am- 2pm. There will be several locations around the city where the prescriptions drugs will be dropped off.
- Request for Proposal- the Social Norms Campaign
 - On September 28th, Kelly will meet with SAMSHA to present the successes of the coalition. Once the meeting has taken place, the extension for the DHH grant will be determined. After the monies are approved, the social norms campaign will begin.
 - Our aim is to implement the campaign in the last week of October. First, a survey will be distributed throughout all high schools in Acadiana to assess the problem area in that particular school. Once the information has been analyzed, the campaign for that high school can be developed.
 - The Social Norms initiative will be spearheaded by a local organization that is willing to take charge. Though it is open to the public, it may be best for the school board to take on this task. However, if an organization assumes this role, it would be beneficial for them to establish a partnership with the school board.
 - The State is willing to sponsor training for the individuals/ business who will implement the campaign. We can look into hiring an external agency such as the Actuality group to host a three day training on Social Norming
- Updates
 - KEYS
 - Our KEYS coalition consists of six members.

- On Thursday, September 23rd, a workshop will be held in Baton Rouge concerning suicide prevention. Our youth will be participating in this event.
- Family Friendly Mardi Gras
- Mardi Gras is on March 8th, 2011. Our funding through the Youth Grant has been eliminated. We are currently seeking out businesses, organizations, groups, etc... that are willing to sponsor this event. One possible sponsor that approached a volunteer last year was Dodge auto sales.
 - Last year we were able to recruit approximately 80 volunteers to assist in hosting the event. We had organizations such as Serve and Love Foundation, Hope Alive, First Assembly, ARC, SWLAHEC, and many others that assisted. This year we are looking at structuring the volunteer base a little differently. We would like to have organizations sponsor a particular activity. This would give them the liberty of supervising their volunteers, and would alleviate some of the responsibilities associated with coordinating the event.
- Training
- On Tuesday, September 14th, the staff will host an additional training for Stay on Track facilitators. The meeting will be held at this location from 8am to 10am.
- Miscellaneous
- The Safe and Drug Free Training is full. If you were looking at signing up, you are toooooo..... late☺
 - Alcohol Ordinances- On Tuesday, September 21st, the local ordinance banning “To Go Cups” will be proposed before council. The meeting will take place in the Council Auditorium beginning at 5:30pm.
 - Warrant Enforcement- Once the grant has been extended, monies will be provided to the Marshall’s Office for additional enforcement on OWI related warrants.
 - Nick Hernandez
 - Will be assuming Kurt’s position on the coalition.
 - On October 11th, the Acadiana Transportation Coalition meeting will be held at the Light Center. Speakers will include: Maria Walsh, Dan Magarie, Corey Hutchinson, and Stephen Hammonds.

Kelly Mouisset asked that coalition members complete the evaluation form attached to the agenda.

Next meeting will be held on October 14th, 2010 at 2100 Jefferson St. Bldg B from 11:00 – 12:30