

**Prevention Leadership Meeting
AAA Building, 2900 O Street
January 11, 2010**

Present: Sandy Morrissey and Amy Reynoldson (Region V), Kevin DeValkenaere and Jill Rice (Norris), Pam Rowe (LLCHD and LHS), Julie Anderson (LLCHD and East), Joyce Schmeekle (evaluator), Kelly Machedero (SCIP), Monica Pribil (East), Loren Bartos (County Extension), Patte Newman (SAAC), Shelly Shanahan (LSW), Sean Jervey, Reed Campbell (Independence Center), Vicki Fasnacht (LHS), Mary Moore (Pius), Susanne Cramer, Teri Effle, Darrell Fisher and Teri Vosicky (LCAD), Kathy Siefken (Nebraska Grocers)

Introductions & Brief Updates: Patte asked everyone to start the meeting with self-introductions and update the group on anything special their individual community groups have been doing. Sandy said the region is trying to broaden the emphasis of prevention to include not only law enforcement and schools but also juvenile justice teams. Monica said the East Community Group has done a couple forums on facebook and prescription drugs. They participated in the county wide prom efforts and Safe Homes numbers are at about 400. Vicki said Lincoln High produced about 1000 wristbands passed out at the school that were a big hit. Southwest held a Tech forum for parents and had 90 attendees.

Kathy offered an update on LB 261, requested by the NE Grocers Assn to limit underage access to alcohol, tobacco and lottery tickets. Would allow for software that would scan a license and not allow the sale to go through if the customer is underage. They feel this would take the guess work out of sales and limit the number of sales to underage. The conversation centered on privacy, possible retaliation using captured identification, education of adults to limit the amount of "Shoulder tapping". Discussed the need for signage letting adults know their information is being captured if they purchase. Bill on select file.

Assessment: Patte and Joyce will be coming to community group meetings in Jan/Feb/March to do the community group assessment (copies handed out and emailed out with agenda for additional copies contact LCAD at 475-2694 or tcirisheyes@aol.com). Assessment will take 15-20 mins.

Media Campaign: Thank you to Sean for volunteering his time and expertise to this project. The parent focus was determined by a smaller committee. Discussed which direction the large group wanted to go with parent ideas. Once a direction and campaign are chosen we will determine how/where to place the messages.

Sean got a PR/design friend to help with unifying logo for the media campaign that can carry forward with future campaigns throughout the different groups,

might also be able to help with a website (for cheap \$10.00 for a domain per year) for legitimacy.

3 Themes:

1. "Children Are Under the Influence Of You"- Putting it back on the parents. Kids see what you are doing AND it matters. Keep visuals realistic so it is relatable. Headlines and visual solution keep the whole thing unified so it can build and move forward through different ages.
2. "It's Different Now"- Midwest thinking is different from East Coast/West Coast. This is a headline campaign highlighting that the environment and behaviors are different today from when parents were teens themselves.
3. "What Else are You Teaching Them?"- focus on parent modeling and the importance of intentional behavior.

Monica pointed out the importance of testing concepts to see if they hit the target audience. We like them, but we aren't really the audience. She offered to send copies of what they have used for TFN for us to modify. Can do an informal process to test the concepts.

Sean thought we would have concepts ready to view in two weeks not perfect until we choose which way we want to go, but enough to have a visual. Will send them out with questions and instructions to do informal focus groups.

Next Meeting: 5:15 on Monday, February 8th at AAA. Media Campaign ideas will be finalized and campaign planned for spring 2010.