

## **Reducing Substance Abuse Coalition (RSA) Boulder County**

**Vision:** Boulder County is a thriving community of youth and adults making choices not to abuse substances.

**Mission:** Prevent and reduce youth substance use, adult substance abuse and harmful impacts of the community by collectively mobilizing resources and partnerships throughout Boulder County to create informed and healthy community attitudes towards drugs and alcohol.

**Collective Impact:** Common agenda; continuous communication; backbone support; mutually-reinforcing activities; shared measurement systems.

### **Meeting Minutes**

Wednesday, January 13, 2016

#### **1) Introductions and partner updates**

#### **2) Update on RSA action priorities:**

- The City of Boulder RFP has not been released. The RFP workgroup (Chris, Ann S., Lee, Andrea, Meca and Leisha) will meet next week to start reviewing members' proposals.
- **Pro-social activities:** We have issued an RFP for \$27,000 for up to three proposals to provide pro-social activities for youth who don't use substances. Proposals are due to Boulder County purchasing by January 22. Thanks to Chris for helping craft the RFP. We will consider hiring youth to create the youth and adult directories of pro-social activities. More to come on that opportunity.
- **Policy:** Judge Cooke has contacted other jurisdictions in Boulder County, offering to inform them of Boulder Municipal Courts' model for addressing Minor in Possession tickets in a way that directs young people to the most effective intervention. Jen Kovarik is working with CU students to do environmental scans of alcohol outlets near Boulder County high schools. This information will be useful as RSA members meet with community policymakers and other influencers later in the year. Hopefully the students can present this information to the coalition in April. The City of Boulder is about to launch a community working group to review city marijuana code and make recommendations for change to City Council.

#### **3) RSA renaming and branding wrap up:**

- RSA name and tagline vote results: The top two- 1) 'Substance Awareness Coalition: Partnering for a Healthy Community and 2) 'Healthy Futures: Partnering to Reduce Substance Abuse'.

- BCPH Communications and Marketing Manager, Chana Goussetis facilitated a discussion among RSA to determine the RSA's top choice. She highlighted that 'Healthy Futures: Partnering to Reduce Substance Abuse' promotes RSA recognition and gives hope.
- RSA members voted and 'Healthy Futures: Partnering to Reduce Substance Abuse' won.
- Chana will work with the graphic designer to get the logo created so that we can continue to get RSA outreach materials created.

#### **4) National Drug Facts Week:**

- 1/25/16-1/31/16- A national health observance day for teens to promote local events using NIDA science to 'Shatter the Myths' about drugs.  
<https://teens.drugabuse.gov/national-drug-alcohol-facts-week>.
- Arapahoe Ridge High School (BVSD) will be observing National Drug Facts Week and will actively be engaging their students in the online and experiential activities.
- RSA members discussed putting this on our calendars in the Fall and work on more partner agencies participating in this prevention week.

#### **5) Aligned Messaging and Communication Work Group:**

- Two main strategy areas: 1) aligned messaging on marijuana, alcohol and prescription drugs, and 2) amplifying existing media campaigns.
- The work group agreed that using the state's 'Good to Know' marijuana campaign can meet both goals, since the materials and website address issues of interest are well done.
- The work group brainstormed ideas of where materials or website link could be distributed.
- Andrea will organize and list and engage members of the group in distributing materials or making contacts with potential outlets.

#### **6) RSA Youth Leadership Work Group:**

- The work group reviewed the Youth Leadership application working draft and made suggestions.
- Marnie will make the necessary edits/revisions and disseminate to the workgroup by Tuesday, 1/19/16.

- Marnie will finalize the application and disseminate to RSA by 1/26/16.
- Applications will be due by 2/12/16.
- Interviews will be held at BCPH on 2/23/16 from 4-6pm.