

Community Prevention & Wellness Initiative (CPWI) Learning Community Meeting

Division of Behavioral Health & Recovery

March 23, 2016

9:00 a.m.-12:00 Noon

9:00 – 9:05 a.m.	Welcome/ New Coordinators
9:05 - 9:15 a.m.	Coalition Progress Sharing Diane Harp <i>HEALTHY Tekoa Coalition Coordinator</i>
9:15 - 9:45 a.m.	DBHR/OSPI Updates <ul style="list-style-type: none"> • LifeSkills Training Update – (Bill Evans, OSPI) • Legislative Updates - (Camille Goldy) • Funding / Accounting - (Sarah Mariani) • Tobacco Compliance Awareness / Retailer Education – (Ray Horodowicz) • New CPP Credential Congratulations - (Lucilla Mendoza)
9:45- 10:05 a.m.	4.20 Proclamation and Social Media Campaign & Calendar of Events Scott Waller <i>DBHR Prevention Systems Integration Manager</i>
10:05 – 10:55 a.m.	Student Assistance Prevention/Intervention Services Program 2014–15 Evaluation Highlights Krissy Johnson <i>Student Assistance Program Supervisor Secondary Education & Student Support Office of Superintendent of Public Instruction (OSPI)</i>
11:00 a.m.	Adjourn
3RD- HOUR TRAINING	
11:00 a.m. – Noon	What works in prevention? Joe Neigel <i>Monroe Community Coalition Coordinator</i>



Diane Harp, **HEALTHY** Tekoa Coalition Coordinator

TEKOA

City of Tekoa COUNCIL MEETING AGENDA

Updated - February 1, 2016

Meeting time - 7:00 p.m.

(Not official - agenda can be changed by the council at the meeting)

- I. CALL TO ORDER:
- II. PLEDGE OF ALLEGIANCE:
- III. PROFESSIONAL CONSULTATION:
Diane Harp - Healthy Tekoa Coalition:
- IV. COMMENTS FROM THE AUDIENCE:
- V. CORRESPONDENCE:
Accept Richard Kelly's resignation
- VI. OLD BUSINESS:
 - A. FOOTBALL FIELD:
 - B. NEGOTIATIONS:
- VII. NEW BUSINESS:
 - A. NEW COUNCIL MEMBERS:
 - B. CEMETERY JOB DESCRIPTION:
 - C. APPOINT FINANCE OFFICER:
 - D. SMALL WORKS ROSTER INTERLOCAL AGREEMENT/RESOLUTION:
- VIII. REPORTS:
 - A. MAYOR'S REPORT: (Mayor Jaeger)
 - B. COUNCIL REPORTS:
- IX. CONSENT AGENDA:
 - A. APPROVE January 4, 2016, MEETING MINUTES:
 - B. APPROVE BILLS FOR PAYMENT:
- X. ADJOURNMENT:

NEXT MEETING March 21, 2016



OSPI UPDATES

LIFESKILLS TRAINING UPDATES



LEGISLATIVE UPDATES



2016 Legislative Session –Special Session

Bill/Companion Bill	Title/Description
SB6206	Authorizing the growing of industrial hemp--for research purposes only until August 2017. Delivered to the Governor
SB6470	Concerning the Regulation of Alcoholic Beverages. Allows wineries to sell their own wine for on premise consumption at events with special occasion license. Delivered to Governor
ESHB1448/SB5781	Providing procedures for responding to reports of threatened or attempted suicide. Delivered to the Governor
HB2793	Providing for suicide awareness and prevention education for safer homes. Delivered to the Governor
HB2730	Concerning the prescription drug monitoring program. Revised for 1st Substitute: Concerning the prescription monitoring program— Delivered to the Governor
HB1645/SB5573	Concerning youth substance use prevention associated with tobacco and drug delivery e-cigarettes and vapor products. March 10—Third reading House Rules
HB2588/SB6328	Regulates vapor products. March 10--Passed to Senate Rules Committee for second reading



Sarah Mariani

FUNDING/ ACCOUNTING



EBP Regional Training Update

Strengthening Families Program for Parents of Youth Ages 10-14 (English Language)

- May 16-18 2016
- Puyallup, WA
- Register by April 15th
- <https://docs.google.com/forms/d/12p-aYzdj-5VCytCT9XtSNGKrEG1RS3GmW-GTpGnts3M/viewform?c=0&w=1>

Strengthening Families Program for Parents of Youth Ages 10-14 (Spanish Language)

- Tentative Date pending Location
- May 25-27 2016
- Wenatchee area
- Registration coming soon



TOBACCO COMPLIANCE CHECKS RETAILER EDUCATION



OBJECTIVES

- Provide a brief explanation of Synar.
(state tobacco compliance check rate)
- Review some short term efforts
planned to keep Synar below 20%.
- Invite you to the Stakeholder meeting.



What is Synar?

- July, 1992: the Alcohol, Drug Abuse, and Mental Health Administration Reorganization Act passed, which included an amendment aimed at decreasing youth access to tobacco.
- The amendment requires states to enact and enforce laws prohibiting the sale or distribution of tobacco products to individuals under the age of 18.





What is Synar?

- Named for its sponsor, Congressman Mike Synar of Oklahoma.
- States must comply with the Synar Amendment in order to receive their full Substance Abuse Prevention and Treatment Block Grant (SABG) awards.



What is Synar?

If any state's Synar rate reaches **20%**...

...then up to **40%** of that state's Substance Abuse Federal Block Grant may be cut.

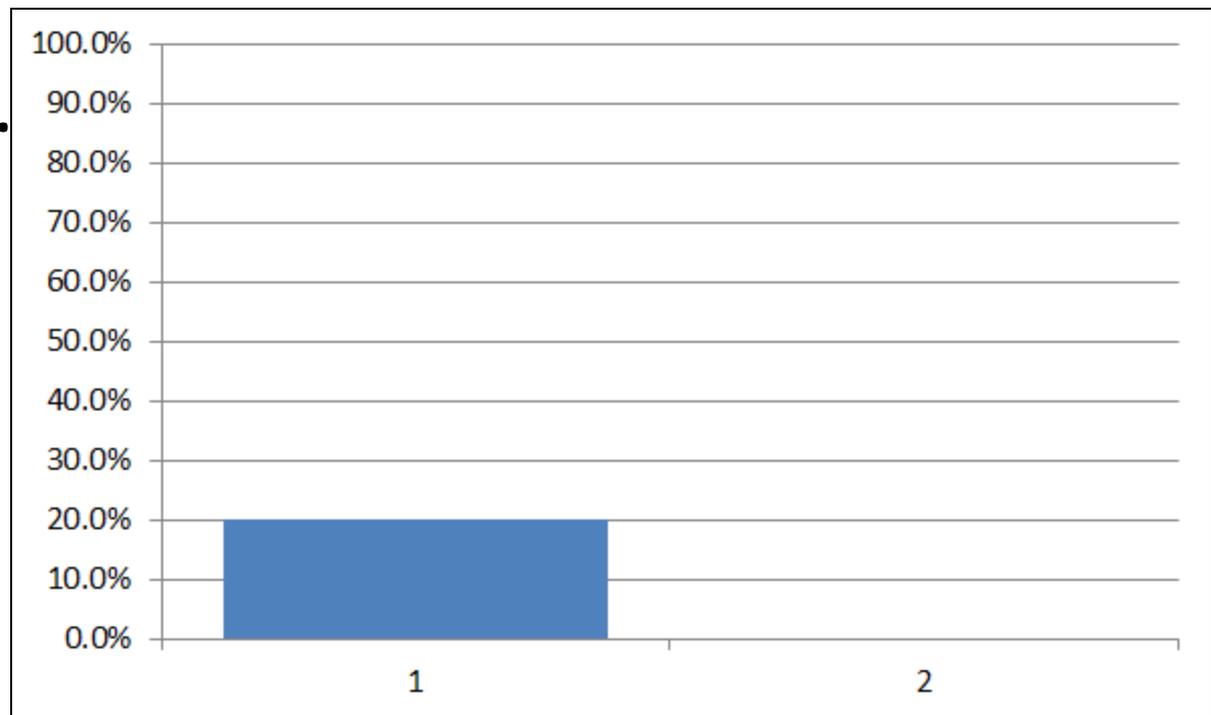
- Cut can be immediate.
- Cut would impact funding for:
 - CPWI coalitions.
 - P/Is and Project Success through CPWI.
 - Treatment services supported by DBHR.



Synar in Washington State

In 2015, the Synar rate in Washington was...

17.1%

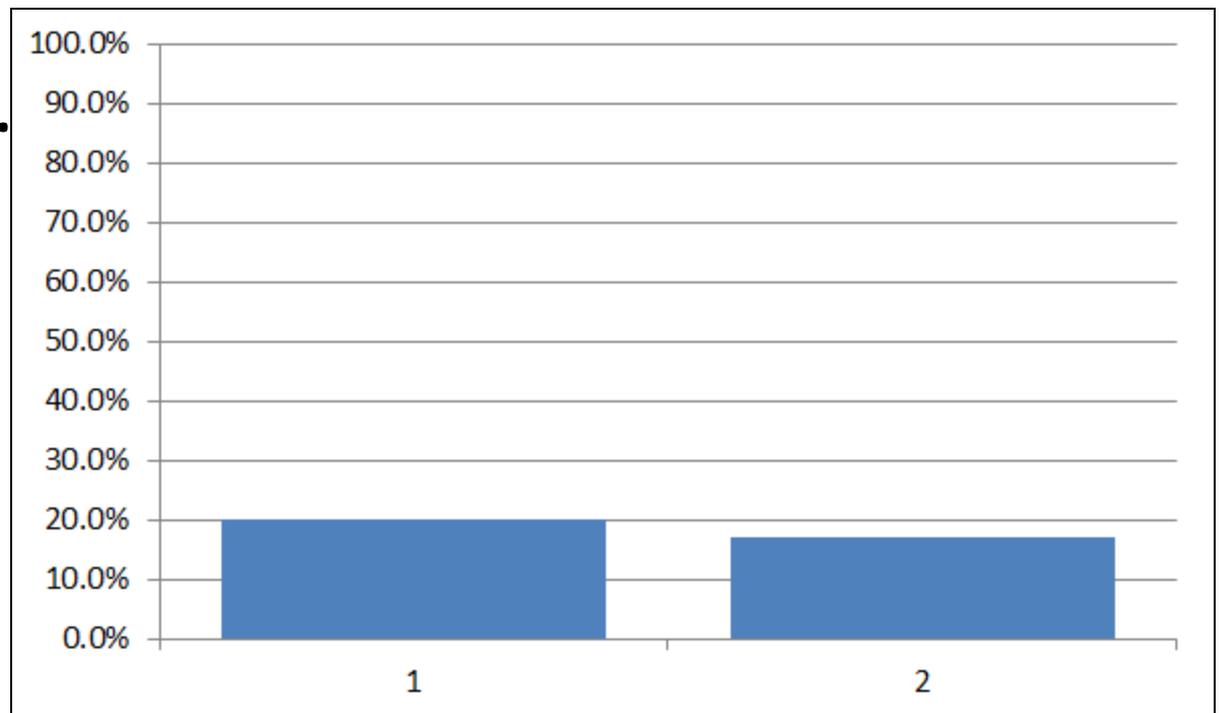




Synar in Washington State

In 2015, the Synar rate in Washington was...

17.1%



Synar – Key Agencies Involved



Washington State
Liquor and Cannabis Board



Washington State
Department of Social
& Health Services

Transforming lives

So, what can be done?





Synar Stakeholder Meeting

Sent: Thu 3/17/2016 8:39 AM
 From: Mariani, Sarah E (DSHS/BHA/CD)
 To: County Px (wa_dasacty@lists.unr.edu); County Coordinators Listserv (wa_ctycoord@lists.unr.edu); DFC listserv (wa_dfca@lists.unr.edu); NA listserv (wa_na@lists.unr.edu)
 Cc: Horodowicz, Ray (DSH)
 Subject: FW: Synar State Stakeholder Meeting Agenda - SYNAR State Meeting 16-014-SynarReport



Behavioral Health Administration
 Division of Behavioral Health and Recovery
 Office of Behavioral Health and Prevention

SYNAR Workgroup Meeting
 March 24, 2016 from 1:30 – 3:00 p.m.
 Blake East, Hood Room

Good Morning!

You are invited to a meet compliance next Thursday webinar option for those

Please RSVP by at this link
Upon confirmation we will pass.

As you know our tobacco 2015. We don't want our the rate exceeds 20 percent alcohol, and tobacco prevalence back down! (See attached

Agenda

- 1. Introductions (Sarah)
- 2. Immediate, short-term plans to reduce Synar rates for 2016 (Sarah/Frances)
 - a. Letters to retailers in 6-10 targeted counties
 - b. Mobilize local groups to conduct Retailer Education
- 3. Moving Forward: Sustaining youth tobacco prevention efforts (Sarah/Frances)
- 4. Next Steps (Sarah)

Synar Stakeholder Meeting



Thurs, Mar 24

1:30-3:00pm

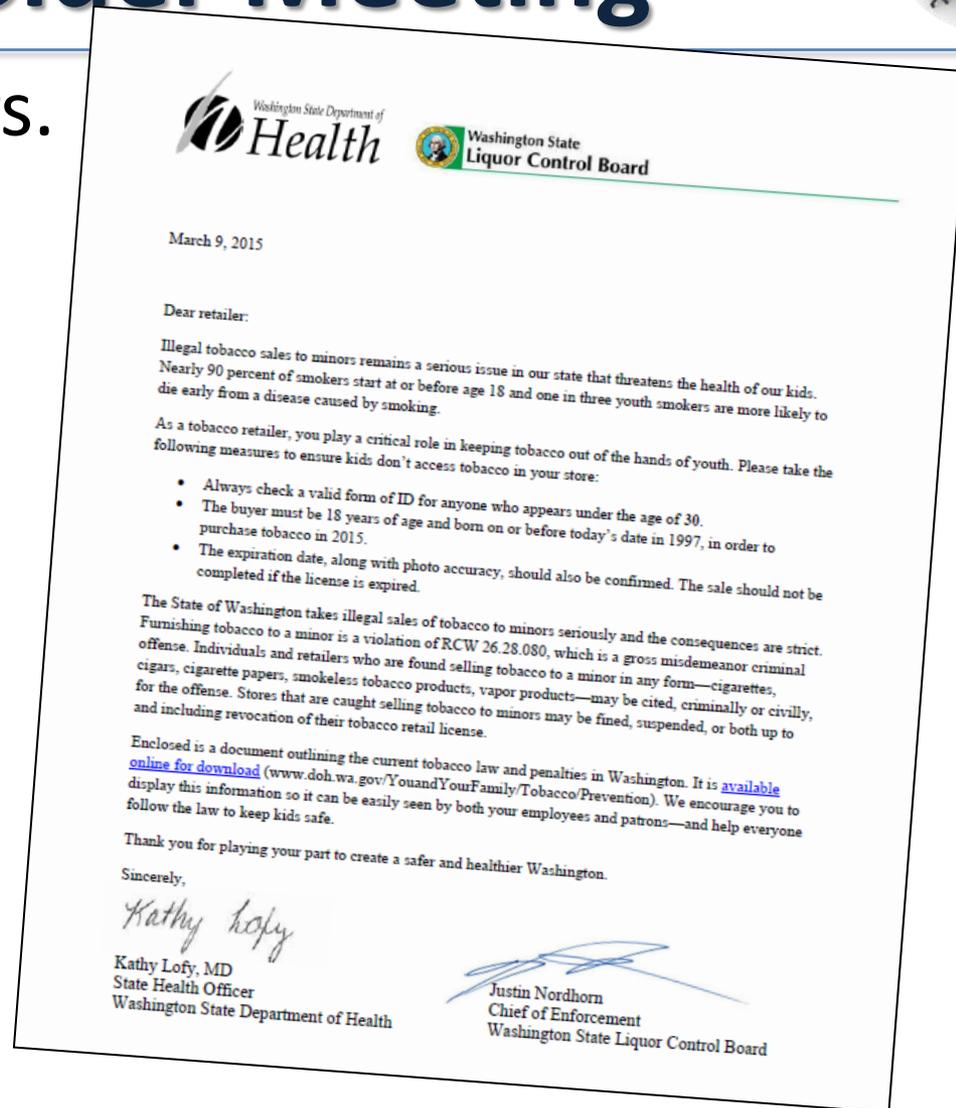
Blake East Building, Lacey.

In person or via webinar.



Synar Stakeholder Meeting

- Letters to retailers.





Synar Stakeholder Meeting

- Retailer education from local groups.

STOP tobacco sales to youth. It's illegal.

Follow the law and keep kids safe.

It's a gross misdemeanor if you sell tobacco to youth. Before selling tobacco to any person who appears to be under the age of 30, **check for a valid photo ID**—including birth date and expiration date.

YOUTH SMOKERS ARE MORE LIKELY TO DIE EARLY

1 in 3

youth smokers die early from a smoking-caused disease.¹

WASHINGTON DRIVERS LICENSE
LIC# ABC0000000
X000.X0000X
123 YOUR STREET
CAPTOL CITY WA 98765
XXX XXXX XXXX
XXX XXXX XXXX
XXXX00000000
DOB 31-100-XXXX

EXP DATE

WASHINGTON DRIVERS LICENSE
LIC# ABC0000000
DOB 31-100-XXXX
X000.X0000X
X000.X0000X
123 YOUR STREET
CAPTOL CITY WA 98765
XXX XXXX XXXX
XXX XXXX XXXX
XXXXXXXXXXXX
DOB 31-100-XXXX
AGE 21 ON
XXXXX0000X

PENALTY FOR Clerks

\$50

\$100

..... 1st offense
..... Following offenses

It's the law –
Any person who sells, gives, or allows tobacco in any form to be sold or given to any person under the age of 18 years is guilty of a gross misdemeanor. This includes cigars, cigarettes, cigarette papers, wrappers and vapor products.
(RCW 26.28.080, RCW 70.165.100)

OPEN

PENALTY FOR Stores

\$100

\$300

\$1,000

\$1,500

..... 1st offense
..... 2nd offense*
..... 3rd offense*
6-month license suspension
..... 4th offense*
12-month license suspension
License revoked for 5 years..... 5th offense*

*Within a two-year period from the most recent offense. (RCW 70.165.100)

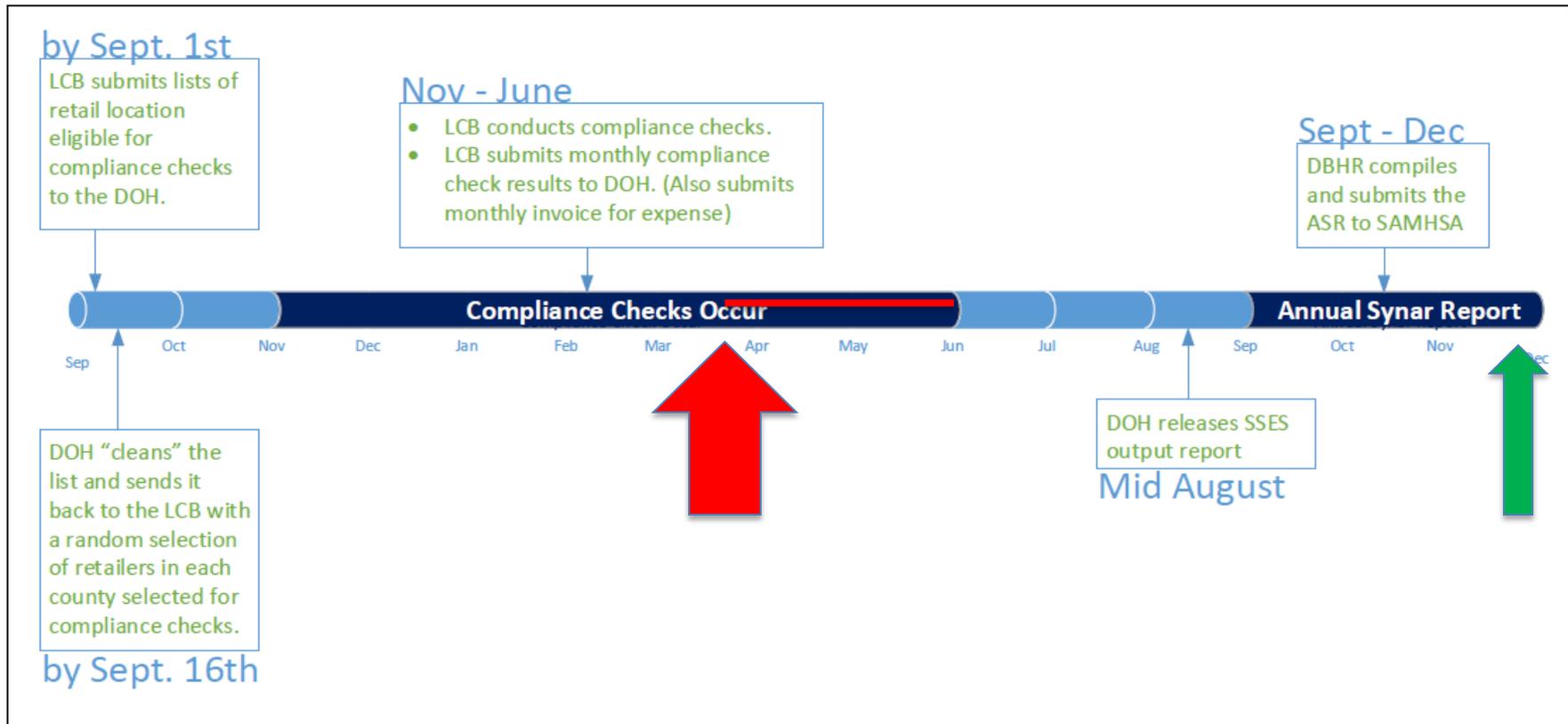
For more information on your responsibility to prevent youth access to tobacco, contact the Washington State Liquor Control Board at 360-664-9878 or www.liq.wa.gov.
For people with disabilities, this document is available on request in other formats.
To submit a request, please call 1-800-525-0127 (TDD/TTY call 711).

340-NonDOH March 2014

1. U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2012.



Why the rush?





I want to attend!

1. RSVP. (Follow the link in the Mar 17 email.)

You are invited to a meeting of the stakeholders invested in tobacco retailer compliance next Thursday, March 24 from 1:30-3:00pm in Lacey. There is a webinar option for those that can't travel. Agenda attached.

Please RSVP by at this link: <https://www.surveymonkey.com/r/M68VF9Z>
Upon confirmation we will send you a calendar notice, directions and parking pass.

2. Mark how. (in person or via webinar?)

* 3. Will you need to join this meeting via webinar?
(For participants that can not easily travel to Lacey.)

Yes! I will need to join this meeting via webinar.

3. If attending by webinar, 2nd registration:

Reserve a webinar slot for the Synar Stakeholder Meeting by clicking on: <https://attendee.gotowebinar.com/register/478341807440058370>
You will receive a confirmation email containing information about joining the webinar.



Synar Stakeholder Meeting

Thurs, Mar 24

1:30-3:00pm

Blake East Building, Lacey.

In person or via webinar.



A word about the future...





WHAT QUESTIONS DO YOU HAVE?





OBJECTIVES

- Provide a brief explanation of Synar.
(state tobacco compliance check rate)
- Review some short term efforts
planned to keep Synar below 20%.
- Invite you to the Stakeholder meeting.



Contact Info:

Ray Horodowicz, Prevention System Manager

Ray.Horodowicz@dshs.wa.gov

(360) 725-1528



Congratulations New CPP's!!!

JOE NEIGEL

JULEE CHRISTIANSON



Scott Waller and Deb Schnellman

4.20 PROCLAMATION AND SOCIAL MEDIA CAMPAIGN & CALENDAR OF EVENTS

Get the weed out of 4.20!



Presented by Scott Waller, DBHR
on behalf of the Washington Health Youth Coalition
Communications Impact Team

Primary Goal of Social Media Campaign

Simply put, the purpose of the campaign is to get parents and guardians to talk with youth about NOT using marijuana.

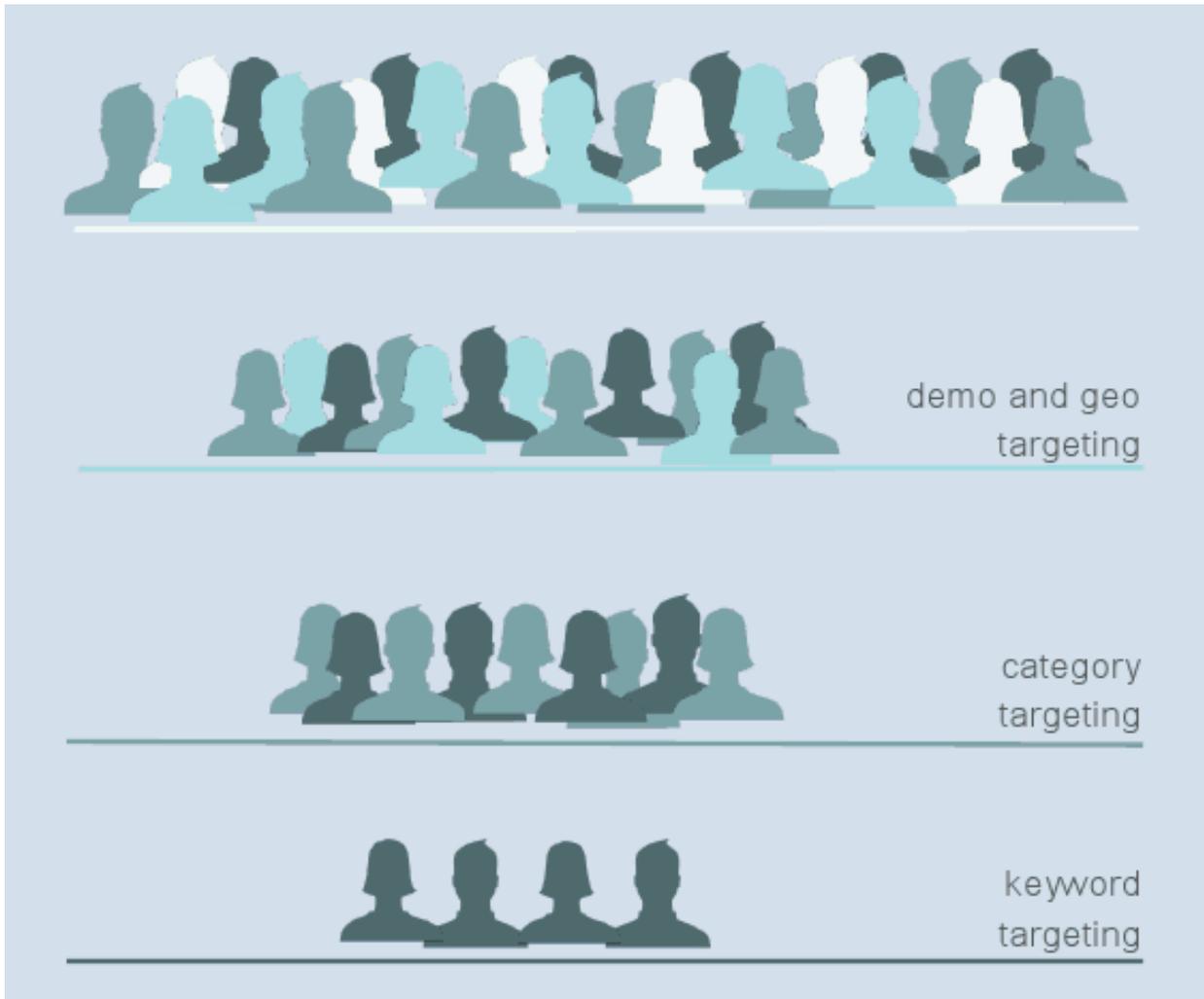
For those who are already do this, we want to commend and recognize them. For those who have not been doing this, we want them to start talking now.

We are not looking – this year – to compete with the pro-use messaging that will occur before and on 4.20. But let's lay the foundation to compete later.

Strategies we will use

- **Facebook display advertising**
- **Sharing Facebook campaign posts**

How Facebook ads work



Targeting is the key feature of Facebook ads.



Drill down to people in your geographic area.



Filter by age, gender, language, more.



Reach people who are interested in specific topics such as parenting.

Facebook ads vs. Regular posts

Metric	Regular Posts	Facebook Ads
Posts	16	1
People reached	3,791	15,709
Clicks to slideshow	53	313
Spent	Free	\$100
Cost per click	Free	\$0.32



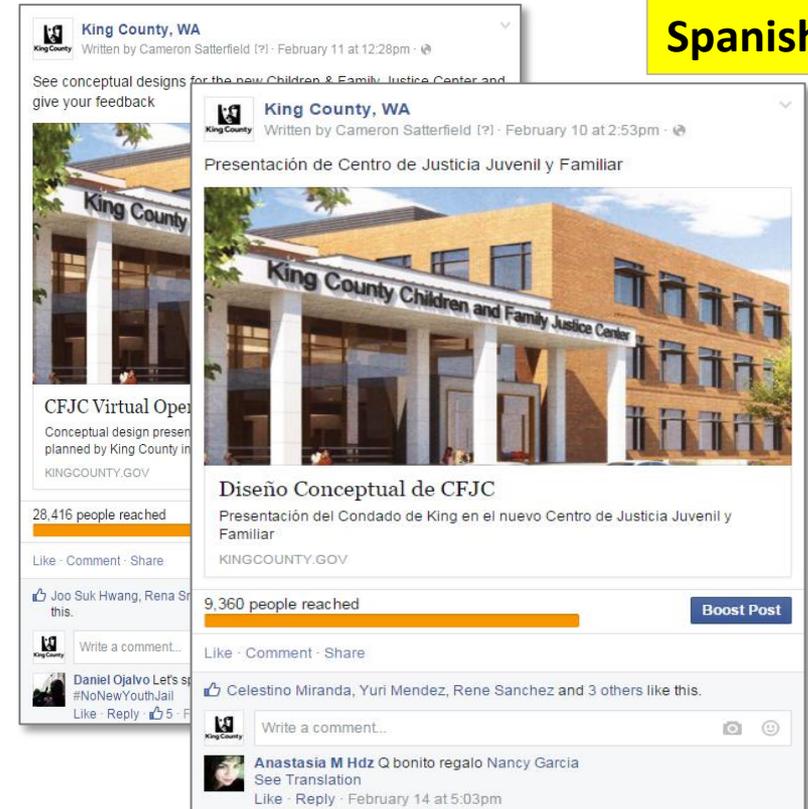
- 5X as many people clicked on this Facebook ad, compared to the 16 regular posts we made.

Supplementary public outreach

English

Spanish

Metric	English	Spanish
People reached	71,965	12,036
Clicks to website	1,216	154
Click-through rate	0.9%	1.2%
Spent	\$175	\$75
Cost per click	\$0.14	\$0.49



- 1,200 clicks to the project website, leading to hundreds of video views and new survey responses.

Case Study: Strategic Plan update

- SeattleTimes.com Ads
 - Impressions: 1.8 million
 - Clicks to website: 2,232
 - **Total spent: \$12,000**
- KIROTV.com Ads
 - Impressions: 5.3 million
 - Clicks to website: 2,740
 - **Total spent: \$12,000**

- Facebook Ads
 - Impressions: 1.9 million
 - Clicks to website: 2,658
 - **Total spent: \$1,500**

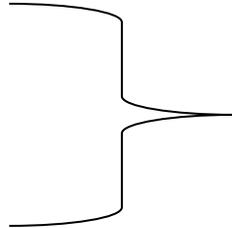


Same number of clicks to our survey page for 10th of the cost.

Case Study: Strategic Plan update

- SeattleTimes.com Ads

- Impressions: 1.8 million
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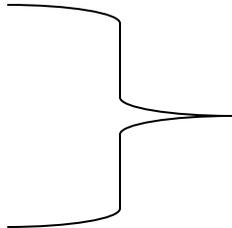


\$5.38 per click

\$6.50 per 1,000 impressions

- KIROTV.com Ads

- Impressions: 5.3 million
- Clicks to website: **2,740**
- **Total spent: \$12,000**



\$4.37 per click

\$2.25 per 1,000 impressions

- Facebook Ads

- Impressions: 1.9 million
- Clicks to website: **2,658**
- **Total spent: \$1,500**

\$0.56 per click

\$1.19 per 1,000 impressions

Primary Goal of Social Media Campaign

Simply put, the purpose of the campaign is to get parents and guardians to talk with youth about NOT using marijuana.

For those who are already do this, we want to commend and recognize them. For those who have not been doing this, we want them to start talking now.

We are not looking – this year – to compete with the pro-use messaging that will occur before and on 4.20. But let's lay the foundation to compete later.

Key elements of the campaign

- Proclamation declaring 4.20 as Talk to Your Children About NOT Using Marijuana Day
- Use of Facebook to share campaign posts and distribute display advertisements
- Local coalitions and organizations utilize their own Facebook pages to disseminate messages
- Measurement of impacts of social media campaign at local and state level

Washington Association of Substance Abuse and Violence Professionals (WASAVP) and Washington State Association of Prevention Coalitions submitted a proclamation for signature by Governor Jay Inslee.

NOW THEREFORE, I, Jay Inslee, Governor of the State of Washington, do hereby proclaim April 20, 2016, as

Talk With Your Kids About NOT Using Marijuana Day

In Washington State, and I urge all parents and guardians to join me in this important observance by having a frank family conversation about marijuana on 4.20 using straightforward, factual information from websites such as starttalkingnow.org as their guide.

WHEREAS, ...
mean that more ...

How will this work?

Local coalitions:

- Coalitions share campaign posts from Start Talking Now Facebook site
- Coalitions pay Facebook to direct display advertising to people they select in their service areas
- Organize local events associated with talking with youth about NOT using marijuana
- Get local governments to sign localized versions of the proclamation

How will this work?

State agencies and WHY Coalition:

- Prepare materials for use by local coalitions. Campaign overview and materials will be sent out this week.
- Analyze reach and impact of campaign.
- Organize web-based training about Facebook advertising and post-boosting.

Timeline

- **March 23** – Announce campaign to CPWI Cohort
- **First week in April** – web-based training to teach how to place advertising, how to share posts, how to build “Read More” posts, and how to get activity reports.
- **April 15-20** – Daily posts and advertisements on Start Talking Now Facebook. You’ll link to the posts and share them on your pages.
- **May 4** – report to WHY Coalition Communications Impact Team about reach of campaign; report distributed to the field.

What you can do now

- Examine your budgets and find \$300 - \$500 dollars total. It probably won't take even that much.
- Talk with your fiscal people about how to purchase Facebook ads and post-boosts – they take credit cards and PayPal.
- Get authorizations in place to spend the money.
- Link to Start Talking Now Facebook site and www.starttalkingnow.org.

Participate in the social media training

- GoTo Webinar the first week in April; specific date TBD.
- Derek Belt, King County Social Media Specialist
- Teach folks how to buy Facebook advertising, how to “boost” Facebook posts and how to get activities reports.
- The training will be held live and recorded for people to access later.

Facebook ads for public outreach

- Reach people by zip code, personal interest, and in languages other than English.
- **Project-based engagement:**
 - Get more/better survey responses.
 - Drive visits to project websites.
 - Supplement other outreach efforts, print materials, and in-person public meetings.
- Never pay more than your allotted budget. Facebook won't charge you more than \$100 if that's your limit.





QUESTIONS?



Krissy Johnson | *Student Assistance Program Supervisor*
Secondary Education & Student Support
Office of Superintendent of Public Instruction (OSPI)

STUDENT ASSISTANCE PREVENTION/INTERVENTION SERVICES PROGRAM 2014–15 EVALUATION HIGHLIGHTS



Joe Neigel, CPP, Monroe Coalition Coordinator

WHAT WORKS IN PREVENTION?