

**City of Franklin  
Mayor's Drug Abuse Task Force**

## **Meeting Minutes**

**March 9th, 2010 6-8pm at Franklin Regional Hospital**

**Present: Lieutenant Stephanie Clough (Franklin Police); Sheriff Scott Hilliard (Merrimack County); Bill Grimm (LRGHealthcare Board); Mayor Ken Merrifield, City Manager Elizabeth Corrow, City Councilor Bob Sharon (City of Franklin), Shannon Swett (CRCPC Coalition); Danielle Barker (Resident); Tracy Goldthwaite (Franklin School Board); Lynn Haskell (Merrimack County Juvenile Diversion; Jaime Powers & Peter Dalpra (Phoenix House); Michael Loomis (CCNTR); Melissa Rizzo (Franklin Regional Hospital/LRGH); Joe Giunta (NH State Elks Association)**

### **DFC Grant Submission**

The following workplan was drafted and accepted below for the Drug Free Communities SAMSHA Grant:

DFC Goal 1: Build the capacity and strength of the Franklin Mayor's Drug and Alcohol Abuse Task Force among the community, public and private nonprofit agencies, and youth to support the effort to prevent and reduce substance abuse among youth.

Objective 1: Strengthen coalition's internal capacity to actively engage in prevention activity at the planning, recruitment and implementation level.

Strategy 1.1a: Provide support for coalition development

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date</b>	<b>Resources</b>
Hire and maintain a full-time Project Coordinator and part-time Program Director.	Leadership Team	September 30, 2010	
Identify subcommittees			
Action oriented meetings			
Bylaws			
Organizational Chart			
Financial Management			
Clearly Identify and Monitor Staff and Membership Roles and Responsibilities			
Maintain current job descriptions for staff, members, subcommittees, and coalition members.			

### **Strategy 1.1.b: Leadership Development & Training**

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date</b>	<b>Resources</b>
Consult with CADCA to create leadership development plan.	Leadership Team		
Attend DFC New Grantee Meeting	Project Coordinator Program Director	December 2010 / January 2011	

Attend National Coalition Academy	Project Coordinator To Be Determined	3 weeks over course of the year	
Attend CADCA, CRCPC, New Futures, trainings as appropriate.	Project Coordinator Coalition Membership	Ongoing	

**Strategy 1.1.c: Sustainability Plan Development**

Activity	Responsible Party/Parties	Target Date	Resources
Document in-kind support.	Coalition Membership Project Coordinator		
Grant writing			
Leverage community resources			

**Strategy 1.1.d: Cultural Competency**

Activity	Responsible Party/Parties	Target Date	Resources
Affirm coalition-wide commitment to cultural competency.			
Discuss and document how coalition will work with and translate to the cultural subgroups in community.			
Ongoing outreach to members of identified cultural sub groups.			

**Objective 1.2: Increase community collaboration...**  
**MEASUREMENT**

**Strategy 1.2.a: Communications & Marketing**

Activity	Responsible Party/Parties	Target Date	Resources
Develop and refine Communications & Marketing Plans			
Meeting Minutes			
Information sharing to disseminate recruiting and messaging material - Website, Email, Social Networking (Facebook, Twitter, Wiki, etc.)			
Share successes and promote coalition strategies and activities in local media outlets (newsletters, newspapers, radio, public tv, etc.).			
Discuss, as a coalition, differences in language, communication, style, attitudes, and traditions of stakeholders.			

**Strategy 1.2.b: Community Mobilization & Membership Development**

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date</b>	<b>Resources</b>
Form Youth Council of the Franklin Mayor's Task Force	School Personnel Casey Family Services Oversight Board		
Host 2 school forums on prevention and recruitment of youth.	Youth Council School Personnel Casey Family Services		
Schedule and facilitate 4 focus groups among youth and adults to engage in a coordinated assessment and recruitment effort	_____ Subcommittee Project Coordinator		
Produce outreach/membership plan.	Oversight Board Membership Project Director Project Coordinator		
Train coalition members to conduct "One-on-One" meetings. Conduct 50 one-on-one meetings over the course of the year.	_____ Subcommittee Project Coordinator	Conduct training by October 31, 2010  "One-on-Ones" completed by September 29, 2011	
Create and disseminate recruiting material regarding the benefits of partnership and Task Force goals and objectives.	_____ Subcommittee Project Coordinator	November 2010	
Conduct quarterly outreach activities in the community through community health fairs and events.	_____ Subcommittee Project Coordinator	Quarterly	
Provide trainings and presentations to at least 6 school and community-based parent and civic groups (PTO, Rotary, Chamber of Commerce) on environmental approaches.	_____ Subcommittee members Project Coordinator	Ongoing	
Develop and implement culturally competent tools to assess Community Mobilization Effort	Evaluator _____ Subcommittee	October 2010  September 2011	
Public recognition of member contributions.			

### **Strategy 1.2.c: Local, Regional, and State-Wide Networking**

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date</b>	<b>Resources</b>
Participate in monthly CRCPC meetings.	Project Coordinator	Monthly	
Participate in the Franklin Children's & Adult Care Coordination Team.	Project Coordinator	Monthly	
Participate in other local and state task forces/community	Representatives from the coalition	Ongoing	

groups as appropriate.			
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**DFC Goal 2: Reduce substance use among youth and, over time, reduce substance abuse among adults by addressing the factors in a community that increase the risk of substance abuse and promoting factors that minimize the risk of substance abuse.**

**DFC Core Measure:** The percentage of Franklin High School students reporting that they have **had at least one drink of alcohol in the past 30 days** will decrease from 34.5% (2009 YRBS: Baseline) to 20% by September 30, 2015.

**Objective 2.1: Decrease the availability of alcohol to youth:**

- The percentage of Franklin High School students reporting that it is **easy or very easy to access beer, wine or liquor** will decrease from 31% (2009 YRBS: Baseline) to 10% by September 30, 2015.
- The percentage of Franklin High School students reporting **access to alcohol through social means (given to or bought for them)** will decrease from 60% (2009 YRBS: Baseline) to 45% September 30, 2015.

**Strategy 2.1.a: Implement a city-wide social marketing campaign around the legal consequences of supplying alcohol to a minor.**

Activities	Responsible Party/Parties	Target Date	Resources
Consult with a marketing firm on campaign			
Utilize youth coalition to educate citizens about access to alcohol			
Conduct “parental monitoring” trainings/presentations/media			
Activities	Responsible Party/Parties	Target Date	Resources
Conduct campaign to target older siblings and early 20’s adults for supplying			
Conduct “sticker shock” program			

**Strategy 2.1.b: Increase law enforcement at locations where youth access alcohol.**

**Strategy 2.1.c: Advocate for the enhancement of the NH Social Host Liability Law in Franklin for easier**

**enforcement locally.**

Activities	Responsible Party/Parties	Target Date	Resources
Work with community to publicize the Social Host Liability Law			
Conduct frequent compliance checks for alcohol sales			
Organize citizen patrols of outdoor areas where youth use substances			
Promote community 211 hotline to report underage drinking/drug parties			
Support police directed party patrols reported through community tips			
Increase convenience store clerk training on store policy around adults supplying alcohol to minors			

**Objective 2.2:**  
Positively change the community norms so that underage drinking is not considered a normal and accepted behavior:

- The percentage of Franklin High School students reporting that it is

wrong or very wrong for someone their age to drink beer, alcohol, or hard liquor regularly will increase from 55.6% (2009 YRBS: Baseline) to 65% by September 30, 2015.

- The percentage of Franklin High School students reporting that their **parents think it is wrong or very wrong for someone their age to drink beer, alcohol, or hard liquor regularly** will increase from 87.2% (2009 YRBS: Baseline) to 95% September 30, 2015.

**Strategy 2.2.a: Reduce the number of alcohol advertisements inside and outside of local convenience stores.**

Activities	Responsible Party/Parties	Target Date	Resources
Strengthen local ordinances on alcohol advertisement and product placement at convenience stores			
Educate store owners and clerks on research of alcohol advertising and influence			
Targeted enforcement at adult softball games is happening this summer.			
Increase enforcement of open container laws			

**Strategy 2.2.b:**  
Increase law enforcement at local events where alcohol is consumed.

**Strategy 2.2.c:**  
Highlight existing chem-free youth & adult activities that portray Franklin as

**a safe and enjoyable community for its' citizens using local media outlets.**

Activities	Responsible Party/Parties	Target Date	Resources
Support 4 chem.-free events within the Franklin School District			
Increase citizen awareness of chem-free activities available to youth			
Support a Franklin Youth Chem-Free Coordinator			

**DFC Core Measure:**  
The percentage of Franklin High School students reporting that they have **used marijuana 1 or more times in the past 30 days** will

decrease from 24.4% (2009 YRBS: Baseline) to 15% by September 30, 2015.

**Objective 2.3: Positively change the community norms so that marijuana use is not considered a normal and accepted behavior:**

- The percentage of Franklin High School students reporting that it is **wrong or very wrong for someone their age to smoke marijuana** will increase from 59.9% (2009 YRBS: Baseline) to 70% by September 30, 2015.
- The percentage of Franklin High School students reporting that their **parents think it is wrong or very wrong for someone their age to smoke marijuana** will increase from 87% (2009 YRBS: Baseline) to 95% September 30, 2015.

**Strategy 2.3.a: Implement a city-wide counter-advertising campaign to counter the growing national “acceptance” of marijuana.**

Activities	Responsible Party/Parties	Target Date	Resources
Use national anti-marijuana campaigns locally			
Produce PSA’s educating public on health problems and illness contributed to smoking marijuana			
Get local spokes person to promote anti-marijuana messaging			
Parental trainings and awareness campaign to treatment and addiction statistics to marijuana use			
Coordinate parenting skills programming around discussing marijuana use with youth			

**DFC Core Measure:**  
The percentage of Franklin High School students reporting that they have **used prescription drugs without a doctor’s prescription in the past 30 days** will decrease from 8.3% (2009 YRBS: Baseline) to 3% by September 30, 2015.

**Objective 2.4:**

**Decrease access to illegal prescription drugs.**

**Strategy 2.4.a: Implement a Prescription Drug Take-Back Program**

Activities	Responsible Party/Parties	Target Date	Resources
Research successful programs nationally			
Convene potential partners would operate a take-back program			

**Strategy 2.4b:**  
**Develop and implement a standard protocol for doctors and**

**pharmacists to use for patient consultation around the perception of risk when prescribing and filling prescriptions for patients.**

Activities	Responsible Party/Parties	Target Date	Resources

**Strategy 2.4c:**  
**Develop and implement a city-wide social marketing**

**campaign around the dangers of misusing prescription drugs that have been legally prescribed to someone else**

Activities	Responsible Party/Parties	Target Date	Resources
Consult with a marketing firm on campaign			
Utilize youth coalition to educate citizens about access to pills			
Conduct "parental monitoring" trainings/presentations/media			
Conduct campaign to target youth and adults for selling pills			
Activities	Responsible Party/Parties	Target Date	Resources
Conduct "After Shock" program on prescription bottles about consequences of selling pills			

**Strategy 2.4d:  
Implement a city-wide social marketing campaign around the legal consequences of supplying prescription pills illegally.**

**Strategy 2.4e:  
Advocate for a statewide monitoring system using shared**

**electronic medical technology so that area doctors and pharmacists can share prescription information**

Activities	Responsible Party/Parties	Target Date	Resources

Meeting Adjourned at 8 pm  
Respectfully Submitted,  
Michael Loomis, CCNTR