

West Side Youth Development Coalition (WSYDC)
Coalition Meeting
September 21, 2016 3:00-4:30 p.m.
West Side Community Services

Meeting Minutes

In attendance: Nathan Attard, Mary Beth Billings, Paul Cameron, Marian Deutschman, Debbie Lombardo, Danette Porto, Sandy Shepard, Karl Wende, Bill Wiczorek

Welcome, Introductions, and Check-In:

Meeting called to order at 3:20 pm. Karl went around the room asking people to introduce themselves and answer the question: Who else should be at the table and who should be asked to be included. Bill suggested the Boy Scouts, to which Marian added we should also then include the Girl Scouts as well. Mary Beth suggested more representation from immigrant/refugee groups. Paul suggested fraternities and sororities from Buffalo State. Nate suggested members of the school board. Sue suggested school principals. Debbie suggested representatives from smaller groups working on similar issues in order to bring people together under one umbrella. Danette suggested a representative from D'Youville given their current involvement with West Side Community Services.

Director's Announcements: Bill provided a quick overview of the visit from Cydne Kimbrough from SAMHSA, the funder of the Drug-Free communities grant. She was very interested in the coalition's work integrating health promotion education at Buffalo State with the work of the coalition, as well as in the College's commitment to sustaining the coalition past the end of support from the Drug Free Communities Support Program and the Partnership for Success Grant.

Coordinator's Announcements: Nate provided updates on ongoing coalition activities. Jon Lindner and Marla Fulton were unable to attend due to the site visit. Though the meeting was scheduled for the purpose of introducing Cydne to the coalition, she was unable to attend the meeting due to her schedule and instead met Danette and Officer Tony LeBron at lunch, as well as visiting the end of the Clean Sweep, where she met Debbie Lombardo and also talked with Paul Perez of the City of Buffalo, Office of Citizen Services.

The coalition has been an active participant in the Clean Sweeps. Three of them were held in the Coalition area, and many in close proximity as well. Through DFC, the coalition sponsored some of the clean sweeps meals to volunteers. We have been distributing the Opioid Task Force brochure as well as the anti-graffiti task force brochure. We have also been handing out and talking about 211, the Health and Human Services hotline on the sweeps. Sweeps continue on Wednesdays through the end of October, and coalition members are welcome to contact Nate if they would like to volunteer to distribute materials.

The coalition is actively re-evaluating all of its media campaigns. Marian Deutschman, coalition member and emeritus professor of communication at Buffalo State, is helping to advise. We're tasked with working in many areas, but advertising them all might not be the most effective means to our goals. Between both our grants, we have approximately \$50,000 budgeted toward advertising purchasing. There is also a potential for more earned media output, from op-eds and letters to the editor, to press events and news releases. An upcoming workgroup meeting of the media group will take place to discuss current efforts and possible changes in detail.

PFS and its neighborhood-level strategies not integrated with DFC efforts require further input and refinement. In the next year, we want to identify and network with local pharmacies and distribute drug disposal posters to them, as well as develop on a school poster contest on risk of harm of prescription drug misuse. We also will do outreach with medically assisted treatment facilities in the neighborhood and develop a brochure intended for neighbors needing more information on medically assisted treatment. Support of Erie County Department of Health NARCAN trainings will continue. ECDOH is now holding "train the trainer" trainings, so the potential exists to get coalition members trained so that we can hold trainings more frequently in the neighborhood.

Nate and Karl are actively involved in the Buffalo State Committee on University and Community Relations. Committee is having success in advising landlords to develop stricter leases around alcohol misuse. Changes in college judicial system to strengthen enforcement at the College level has led to stricter enforcement.

Opiate Epidemic Task Force is continuing its efforts. The crisis line, 837-7007, is live. Al and Nate are to be involved with evaluation efforts in support of task force, which will provide data for PFS planning and evaluation regarding outcomes. Task force brochure continues its distribution by all those willing across county.

BPS Opiate Policy still in development. Nate and Sue to meet in near future to work on its finalization.

Opportunities for Involvement

Media Workgroup to meet 9/28/2016 at 1 PM at CHSR: Primary goal to integrate DFC/PFS advertising for next fiscal year.

Possible press event next week – check your email for details as they emerge

Prescription Drugs and Heroin Workgroup to meet on 10/05/2016 at 2 PM CHSR. Primary goal to plan for PFS interventions in next fiscal year

Campus Health Promotions Workgroup to meet 10/12/2016 at 1 PM at CHSR. Primary goal to integrate coalition efforts with current campus efforts.

Youth Advisory Workgroup Steering Committee to meet 10/19/2016 at 1 PM at CHSR. Primary goal to identify partners for new Youth Advisory Workgroup.

Meeting concluded at 4:35 pm.