



Montcalm Prevention Collaborative Agenda

January 17, 2023, 10 am-11:30 am

Montcalm Area Intermediate School

621 New Street, Stanton, MI 48888

and Zoom

<https://us02web.zoom.us/j/86434070933>

Attendees: Amy O'Brien, Jodie Faber, John Kroneck, Tara Allen, Christa Jerome, Roger Coles, Michelle Blaszczyński, Scott Lombard, Mindy Train, Kurt Kemperman

- **Introductions – J Kroneck**
- **Welcome New and Returning members**
- **Consent Agenda – motion Tara Allen, Cari O'Connor support, Approved.**
 - **Approval of Agenda**
 - **Approval of 11.9.22 Minutes**

- **Public Comment - none**
- **Presentation – Julia Leos, Inspiration Studio Design: social media, Geofencing and more**

Julia reviewed the collaborative's current social media campaigns/ads on Facebook, Spotify, Twitter and Instagram. Overall, MPC is doing well on all platforms although Twitter numbers are screwed and are not currently accurate. Facebook followers is over 500 which is very strong for our type of organization. Facebook had 116 new followers in the past month! We did note that our posts for volunteers and members is not doing well at all. People are going to the page but not taking action. Jodie and Amy will work with Julia to revise the form or website page to make it easier for people to inquire about joining us. The concern also is that the word "member" is turning people off, thinking that it is a big commitment of time.
- **Adoption of 2023 budget – Motion to approve budget as presented by Tara Allen, with second by Cari O. All approved.**
- **Adoption of Board Nominations – Tara Allen stepped up to take one of the Community at Large positions. Motion by Cari O. to approve the slate of nominations including Tara Allen, with second by Roger Coles. All approved.**
 - **Chair – John Kroneck**
 - **Vice Chair – John Johansen**
 - **Cari O'Connor – Past Chair**
 - **Secretary/Treasurer – vacant**
 - **Community Member at Large – Tara Allen**
 - **Community Member at Large - vacant**

- **Presentation and approval of action plan – Coordinators – tabled until March meeting. Executive Board to work on updates before bringing to Full Collaborative.**

- **Work Team Updates**

- a. **Prescription Drug and Medication Disposal Team – Jodie Faber**

Next meeting is January 24th. No Take Bake Days until April. John received a call from a woman that tried to drop off liquid medications to Greenville Public Safety and the Sheriff's office. She said that neither would take the liquid medication. John spoke with Tom Goerge at the Sheriff's office. He did not know why they would have refused and will follow up. We may need to stop by in Greenville to see why they refused.

John and Christa presented a Concept Paper on Normalizing Naloxone (Narcan) in Montcalm County, MI. The program is designed to normalize the possession of Narcan Kits by distributing to at-risk residents who reside in Montcalm County via a First Aid Kit. Budget for this project would be approximately \$9,000. All those in attendance agreed that this was a good idea. Cari mentioned that licensed childcare providers were required to have a First Aid Kit with specific required items and that she thought it would be great to provide this population with free first aid kits that would include Narcan. Cari will check to see if MPC can partner with Great Start and the organization that regulates childcare licensing in the county. No decision was made until further research on possible uses and funding for this project. Talked about the purchase of Vape disposal boxes in the schools. No decision has been made on those yet. Discussed the utilization of the SOR funding of \$18,000, \$5,000 from SUDAC, and the potential of opioid settlement funds that will be coming to our county. It is highly unlikely that we will be receiving any of the marijuana licensing fees this year that also come through the county.

- b. **Marijuana Team – John Kroneck**

John is actively involved in MYCAEA (Michigan Youth Cannabis Action Education Alliance). John reported that there is a new Director at LARA with whom MYCAEA is looking to work around the enforcement of marijuana laws/regulations.

- c. **Communications Team – Amy O'Brien**

Kurt Kemperman was approached by Elizabeth Kloistra, MCC Marketing Professor about working with a non-profit to help with market reach, platform preference, judging impact of current social media campaign etc. MPC is interested in working with MCC. Kurt will follow up with professor.

Amy reported that an initial draft of the Community Report is almost finished. After final review by the Communications Team the report will be forwarded to the full collaborative for input.

The CT has a quote from Screen Vision Media for screen advertising at NCG Cinemas in Greenville.

A marketing/communications calendar has been created with all possible opportunities.

MPC has a limited marketing budget so and a priority list has been created by Jodie and Amy to present to the CT for consideration.

- d. **Youth Leadership**

- i. **Project Success – Christa Jerome**

Christa reports that PS had great success in the first semester of the school year. They were in Lakeview, Montabella, CC-C and Tri County Schools. They have revamped the curriculum to be much

more interactive for the kids and that has made a great difference in its effectiveness with the kids. They are scheduled to be in Lakeview and Montabella again the second semester and are in talks with Greenville as well as attempting to access Central Montcalm Schools.

ii. Youth Prevention Clubs – Amy O’Brien

Seven students from Greenville, Lakeview and Tri County are attending the CADCA National Leadership Forum, Jan. 29-Feb 3. Christa Jerome and Amy O’Brien will attend as well.

Vestaburg Schools recently had a “Anti-vaping night” at a girls and boys basketball game in December. Student created t-shirts (Student against vaping and Student Athlete Against Vaping) that were worn and handed out at the games. A prevention club member spoke on vaping during halftime at the game. The event was well received.

The TC and Vestaburg have grown to 17 members each!

A continuation grant application has been submitted to Prevention Network that, if awarded, will support the prevention club’s safe prom events and additional students for the CADCA Mid-Year Institute in July 2023.

MPC has approx. \$33,000 left in the current PN grant that needs to be spent by end of March. The collaborative is anxious to have the clubs spend the remaining activities money. Cari suggested the idea of having kids take selfies in front of prevention messaging and posting it to their social media in return for a ticket that would give them free food with \$3.00 at the school cafeteria (pizza, fries, slushy etc.). Amy will contact each of the advisors so they can propose the idea to their club members or encourage the kids to come up with another idea to spend the remaining grant money.

- **New Year Reminders/information**

- **2023 Meeting Schedule – J Kroneck**

Full Collaborative meetings in 2023 will now be held on the 2nd Tuesday of March, May, July, Sept., and Nov. from 10:00 am-11:30 am

- **In-Kind form – please fill one out for every participation in MPC activities. Can be done online at www.montcalmprevention.org/About**

- **Round Table**

Tara A. reported that the Montcalm Sheriff’s Department will have a Narcan vending machine in their lobby. Tara and MCN hopes to have a vending machine in Edmore. John will be seeking 18-20 year olds this year to perform tobacco vendor compliance checks in April. They must use older kids this year because of the law change that increases the tobacco purchase age to 21 from 18. Kurt K. said that there is a Criminal Justice Club at MCC that might be interested in doing this. Kurt is checking with the club to gauge interest and will report back to John.

Next Collaborative Meeting: **March 15, 2023, 10:00 am – 11:30 am MAISD and Zoom**