

Reducing Substance Abuse Coalition 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, October 14, 2015

1) Introductions and Partner Updates:

- **November RSA Meeting Date Change!** - November's RSA coalition meeting is scheduled for 11/11/15 and that falls on Veterans Day which is a county holiday. We have rescheduled the RSA meeting for 11/18/15.
- **Attention Homes Annual Fundraiser-** 'Sleep Out, Dine Out Shout Out' for homeless youth. November is Homeless & Runaway Youth Awareness Month. For more details www.AttentionHomes.org or call 303.447.1206.
- **BCPH-** We are hiring a Substance Abuse Prevention Coordinator to join our team at Community Health. Help spread the word!
- **DFC & OBH policy announcement-** Due to the guidelines set forth in both grants RSA members may not engage in lobbying as representatives of the RSA Coalition.

2) Chana Goussetis- BCPH Marketing & Communications Manager- Chana engaged the coalition members in an experiential brainstorming activity to help members conceptualize a logo that best represents the essence of our collective work.

- Chana will return to the November RSA meeting (11/18/15) and continue to brainstorm the possibility of first renaming our coalition. RSA coalition members agreed that the name served a purpose in the beginning stages of developing our coalition, however with the energy and momentum the coalition is now experiencing members agreed we would like to rename the coalition to capture more of our essence.
- RSA members agreed that they would like a more outward facing logo. The logo will serve as a tool for RSA to be branded in the community and have more visibility. The logo will be added to all of our marketing and communication materials.
 - Once the name and logo are finalized and approved by the RSA coalition Chana and Marnie will develop initial designs for RSA outreach materials. These materials will vary and target specific target audiences.

3) DFC & OBH work plan overview-

- **Highlights:** marketing/communication plan, website, RSA branding, updated recruitment materials specific to different targeted populations, social norming media campaigns, RSA Youth Leadership Team, amplification of existing

campaigns, coalition development/recruitment, expansion of pro-social activities, & RSA surveys.

4) City of Boulder- RFP

- Boulder City Council scheduled to review RFP 11/17/15.
- Timeline update
- Toolkit addition-
- Review year one goals
- Leveraging
- Reach

RSA members agreed and approved a review committee for the City of Boulder RFP proposals. We agree to 3-5 appointed volunteers who didn't have a vested interest in the RFP. Suggested committee members include: Leisha Conners Bauer, Chris Nelson, Ann Sullivan, and Lee Scriggins.

5) RSA Committee/Work group discussion- The coalition has evolved and are now in a place due to several grants we've received that there is a need for work groups to meet outside of the monthly RSA meetings. RSA members discussed: mini teams, strike teams, action groups, and groups that could work online as well.

- RSA agreed to start with two work groups to start- 1) RSA Youth Leadership Team & 2) Parent Support
- Marnie will coordinate the RSA Youth Leadership Team work group and Andrea will coordinate the Parent Support Team.