

# 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, November 18, 2015

### 1) New Name for RSA

Chana Goussetis, BCPH Communications and Marketing Manager, led the group in an exercise to develop a new name for the coalition. At last month's meeting, when discussing branding of the coalition, members said they thought the coalition's name was not inviting or strengths-based. Chana will take feedback from the branding exercise and the naming exercise and bring ideas for a new name, tag line and logo to the next coalition meeting.

### 2) City of Boulder RFP update

- On November 17, City of Boulder staff presented a request to City Council to issue an RFP for use of \$250,000 in marijuana tax revenues. The purpose, goals, and guidelines included in the memo to Council are closely aligned with the framework that RSA has been using to begin planning for the RFP. One addition mentioned in the memo which current RSA proposals don't address is child poisoning, which can be added to our application. Council voted to have the RFP address "integrated substance abuse, including marijuana," rather than solely marijuana. The RFP will be issued in December, with recommendations for funding being presented to City Council in February. During the staff presentation at the Council meeting, City of Boulder Human Services Director Karen Rahn mentioned the RSA Coalition several times as an example of a coordinated community effort to address youth marijuana use.
- RSA members had developed six potential components for the joint RSA proposal, most of which addressed work with smaller groups of youth or adults. The team of RSA members who had been framing the decision-making process for the proposal met to suggest a set of additional activities that would have a broader reach and would leverage other community substance abuse efforts. (See Attachment A)
- Andrea Poniers put out a "last call" for components to be included in the proposal and reminded the group of the framework that had been developed by the coalition related to evidence base, priority populations, etc. Anyone with a new idea should contact Marnie Copeland, and she will also touch base with members who have submitted proposals. The group discussed the possibility of educating employers about substance abuse and thinking about prevention for injection drug use, now that the scope of the RFP has been broadened.
- Members agreed that a review committee made up of Andrea Poniers, Ann Sullivan, Lee Scriggins, Chris Nelson, Meca Delgado and Leisha Connors Bauer would be responsible for reviewing the full range of components and blending them into our strongest application.

### 3) **RSA in Action! Workgroup Planning**

Action is underway in all priority areas identified by the coalition at the beginning of the year. Most are supported by strategies and/or funding in the Drug-Free Communities grant or the Office of Behavioral Health grant. (See Attachment B)

- **Coalition Development** is starting with organizing the Youth Leadership Team. A work group is moving forward on this priority.
- **Policy** work included in the grants will focus on educating “influencers” about youth substance abuse and this work will begin in the new year. Policy advocacy (lobbying) is not allowed through the coalition due to grant restrictions, but BCPH has been active in recent debates on the City of Boulder’s marijuana code.
- Activities for **Aligned Messaging/Communication** were laid out by a work group several months ago and are in line with those included in the grants. This work group will be convened in January to continue this work.
- Some of the **Parent Support** work focuses on messaging and will be included in the Aligned Messaging work group. Other Parent Support efforts involve skill-building, which will be subcontracted out to one or more community agencies.
- **Pro-Social Activities** will also be handled through a subcontract.
- Andrea asked members to volunteer for a one-time meeting to help develop the scopes of work for the parent support and pro-social efforts. These members would not be eligible to bid on the projects. David Anderson, Chris Nelson and Deb Roberts agreed to participate.

### 4) **Community of Hope**

Leisha Conners-Bauer told the group about the Community of Hope, a joint effort between three Boulder County agencies (Public Health, Community Services, and Housing & Human Services) to better coordinate their efforts in order to create improve health and quality of life outcomes for Boulder County residents. A goal is to influence the social determinants of health and the first focus will be on mental health and substance abuse. The RSA Coalition has been recognized by the Community of Hope Interagency Operations Committee as a key collective effort in the community. Andrea Poniers will be the ‘ambassador’ who will share information between the coalition and the Community of Hope.

**There will be no RSA meeting in December, to allow work groups to meet.**