



May 18, 2011

Meeting Minutes

St. Augustine Catholic Church
6762 West Rogers Street, West Allis

1. Introductions

The Coalition meeting was convened at 5:10 P.M. by Coalition Coordinator Tammy Molter and introductions were made. Coalition Members in attendance are: Barbara Smith, Citlali Mendieta and son, Susan Stuckert, Shelly Strasser, Sue Sujecki, Officer Rod Nelson, Tammy Molter, and Duncan Shrout. Guests included: Coach Jason Stromberg, Coach and teacher John Nelson, Baby Basics and Beyond students Kenda Famous and Qudsha Robinson and teacher Julie Toman and West Allis Police Officer Chris Sohre.

The West Allis Culver's Restaurant provided a selection of food items at this meeting. Thank you to Store Manager Brian Schubring for providing this courtesy.

Citlali Mendieta owner of Antigua Restaurant has provided two \$10 gift certificates for drawings at this meeting.

2. March 18th Meeting Minutes

Minutes were approved as submitted.

3. Baby Basics and Beyond (BBB)

A presentation on the program Baby Basics and Beyond, sponsored by the West Allis Health Department, was presented. Financial support for the alcohol and other drug abuse portion of the program of this program has been provided by the Coalition. BBB is a program aimed at improving the pre-natal health of school-age parents and their children. The students shared their table top display and presentation materials from the program.

4. Life of an Athlete

Coaches Jason Stromberg and John Nelson presented a PowerPoint presentation with information received at the Life of an Athlete (LoA) training in Green Bay by program developer John Underwood. Both coaches were quite enthusiastic about LoA and hope that additional LoA training will be available in the West Allis West Milwaukee School District. There was substantial conversation regarding implementation of LoA curriculum and strategies in the District. Officer Nelson pointed out that LoA is consistent with the THINK program for 5th graders which has as its operating philosophy "change the kids rather than the parents".



5. 1st Annual Technology and Safety Night

Tammy gave an overview of the Technology and Safety Night for parents held May 15th at West Allis Central High School. Thirteen parents were in attendance to hear from speaker Eric Szatkowski “What Every Parent Should Know” about internet safety. The Parents Who Host initiative, to run from May through June of this year, was also introduced.

6. Parents Who Host Lose the Most

Officer Chris Sohre of the West Allis Police Department presented his slide presentation entitled “The Realities of Driving Under the Influence”. This presentation exemplifies the unfortunate outcomes for youth and adults of driving while drinking.

Tammy also presented a PowerPoint about the Parents Who Host initiative –with the Coalition promoting a safe and sober prom and graduation season from May through June 2011. Yard signs, posters and window clings will be prominently displayed throughout the community. Florists have agreed to put stickers on corsages and boutonniere boxes and bakeries will be asked to put stickers on boxes with graduation cakes.

7. Expand Sector Representation and Involvement

Tammy stated that representatives of Rogers Memorial Hospital and St. Augustine’s Church have become Partners of the Coalition. Berkshire - West Allis, D.C. Ellington, Lakeland College and North Shore Bank on 105th have all become Friends of the Coalition.

8. 2011 Youth Risk Behavior Survey (YRBS)

Susan Stuckert described the 2011 YRBS process. Survey results are currently being analyzed. The 2011 YRBS results should be available later in the summer.

9. Screening, Brief Intervention and Referral

It has been suggested that the West Allis West Milwaukee School District and Coalition consider the implementation of Screening, Brief Intervention and Referral (SBIR) within the district in the school year opposite the YRBS. SBIR which is not drug-testing is a specific process that allows for a significant number of subjects to be interviewed or complete online an evidenced-based questionnaire focused on alcohol and other use. SBIR will achieve the greatest benefit for students and the District when a significant number of students are screened each year or every other year. When implemented, an SBIR process would include screening as well as follow-up and early intervention activities. Implementation of SBIR would include the following steps:

- Selection of age group for screening (such as all high school freshmen)
- Selection of an evidenced based screening instrument(s) to be utilized
- Determination of who (teacher, guidance counselor, social worker) will screen the selected students. Any capable person may be trained in evidenced-based SBIR procedures.



- Training of personnel who will screen students
- Determination of follow-up and early intervention process

We know from prior YRBS data that a significant number of District students frequently use alcohol and other drugs. The purpose of screening is to provide all students regardless of their risk with helpful information which is focused on promoting abstinence from or the reduction of alcohol and other drug use.

10. Next Meeting Date and Location

The next Coalition meeting will be held on Wednesday, July 20, 2011 at 5 P.M. at a site to be determined. The primary speaker for this meeting will be Ms. Julia Sherman who coordinates the Wisconsin Alcohol Policy Project in the Resource Center on Impaired Driving at the University Of Wisconsin Law School. She began her work on alcohol policy on the American Medical Association's Reducing Underage Drinking and continued as national field director for the Center on Alcohol Marketing and Youth at Georgetown University.

In 2009 Sherman chaired the Alcohol, Culture and Environment (ACE) Work Group of the State Council on Alcohol and Other Drug Abuse and authored its final report, "Changing Wisconsin's Alcohol environment to Promote Safe and Healthy Lives." Before beginning her alcohol policy work, Sherman served as Director of the Assembly Democratic Caucus Staff and as a member of the Middleton Common Council where she lives.

Barbara Smith and Chris Sohre were the recipients of the \$10 gift certificates from the Antigua Mexican and Latin Restaurant drawing.

Meeting adjourned at 6:35 P.M.



July 20, 2011

Meeting Minutes

St. Augustine Catholic Church
6762 West Rogers Street, West Allis

11. Introductions

The Coalition meeting was convened at 5:15 P.M. by Coalition Coordinator Tammy Molter and introductions were made. Coalition Members in attendance are: Barbara Smith, Susan Stuckert, Beth Heflin, Sue Sujecki, West Milwaukee Village President Ron Hayward, West Milwaukee Police Chief Dennis Nasci, Joyce O'Donnell, Lt. Chad Evenson and Officer Rod Nelson - West Allis Police Department, Janet Gatlin – Rogers Memorial Hospital, Tammy Molter, Karen Kolberg, and Duncan Shrout. Guests included: Peggy Miller, Paul Holz, Marge Zimmermann, Allison Spitzer – intern at WA Health Department, Mary Kessler, Jeanette Kowalik – Milwaukee Boys & Girls Clubs, John Ragonese – WM Village Trustee and speaker Julia Sherman.

The Coalition is grateful for the continued gift of prepared food items provided by West Allis Culver's Restaurant at this meeting. The Coalition would like to thank West Allis Culver's Store Manager Brian Schubring for this generosity.

Citlali Mendieta owner of Antigua Restaurant has provided two \$10 gift certificates for drawings at this meeting. The Coalition would like to thank Ms. Mendieta for her generosity.

12. March May 18, 2011 Meeting Minutes were presented

Minutes were approved as submitted.

13. Wisconsin's Alcohol Culture – Local Perspective

As an introduction to Ms. Sherman's presentation, Chief Nasci and Lt. Evenson each presented information and data concerning the incidence of underage drinking and other drug use in West Milwaukee and West Allis and the programs and initiatives each community has to reduce these serious problems.

Highlights cited in these presentations include:

1. Emphasis on arresting drivers who are intoxicated
2. Compliance checks at licensed premises and off-premises retail and tavern establishments
3. Party Patrol and Concerned Parent Program focus on parents and older siblings providing alcohol to underage drinkers
4. Increased use of diverted prescription drugs and heroin
5. Increased use of marijuana



14. Wisconsin's Alcohol Culture – State-wide Perspective

Ms. Julia Sherman coordinates the Wisconsin Alcohol Policy Project in the Resource Center on Impaired Driving at the University of Wisconsin Law School. She began her work on alcohol policy on the American Medical Association's Reducing Underage Drinking and continued as national field director for the Center on Alcohol Marketing and Youth at Georgetown University. In 2009 Sherman chaired the Alcohol, Culture and Environment (ACE) Work Group of the State Council on Alcohol and Other Drug Abuse and authored its final report, "Changing Wisconsin's Alcohol environment to Promote Safe and Healthy Lives."

The cost of an underage drinking ticket was discussed – to be continued at the September Coalition Meeting.

1. Why alcohol policy

- 1) Genesis of alcohol policy – W.H.O./USA
- 2) Alcohol misperceptions disproved – WHO
- 3) 4 A's available, attractive, acceptable, affordable
- 4) ACE – Vision of a positive alcohol environment in WI

2. Alcohol Policy in Wisconsin

- 1) Importance of local control
- 2) Outlet density
 - i. 5 methods to limit alcohol outlet density
- 3) Alcohol control at festivals
 - i. ACE recommendations
 - ii. La Crosse festival project
- 4) Limiting youth access – commercial
 - i. age compliance checks
- 5) Limiting youth access – noncommercial
 - i. social host
 - ii. Consumption jurisdiction issues – local patch
- 6) Other initiatives
 - i. Sober server
 - ii. Local Responsible Beverage Server Training
 - iii. Alcohol Interdiction
 - iv. Saturation Patrols
 - v. Public Intoxication Ordinances



3. Challenges Ahead

- 1) Unregulated and grey area products
- 2) Perception of alcohol consumption as economic development
- 3) Preemption

15. 2011 Youth Risk Behavior Survey (YRBS)

Susan Stuckert described the 2011 YRBS process. Survey results are currently being analyzed. The 2011 YRBS results should be available later in the summer.

16. Next Meeting Date and Location

The next Coalition meeting will be held on Wednesday, July 20, 2011 at 5 P.M. at School District headquarters, 1205 S. 70th St. Primary speakers for this meeting will be Ms. Julia Sherman and her colleague Ms. Nina Emerson of the University of Wisconsin Law School. This will be a continuation of the July 20th meeting focused on steps to be taken to reduce underage alcohol use in West Milwaukee and West Allis.

Janet Gatlin and Karen Kolberg were the recipients of the \$10 gift certificates from the Antigua Mexican and Latin Restaurant drawing.

Meeting adjourned at 6:45 P.M.