



**MINUTES**  
**Tuesday, 2/26/19, Pierson School Library**

**ATTENDANCE:**

- Sector Representatives:** Karin Schroeder, Civic/Volunteer and Secretary  
Nancy Lynott, Government  
Cheryl Rozzi, Government and Co-Vice President  
Tanya Rulon-Miller, Parent and Co-Vice President  
Katy Graves, Education  
Eileen Moskowitz, Religious/Fraternal
- Members:** Brigid Collins-Stewart, Parent
- Youth:** Robert Stewart
- Other:** Carissa Siry, CDTF, National Guard  
Sean Cassidy, CDTF, National Guard  
Johnette Howard, East Hampton Star
- Staff:** Danielle Laibowitz, Program Coordinator

**1. Welcome and Introductions**

Johnette Howard from the East Hampton Star observed the meeting. She found out about SAFE while attending the Southampton Town Opioid event in February. She is interested in the way we are handling marijuana prevention amongst the youth in our community.

**2. Approval of minutes from 1/15/19, 11/27/18, 10/30/18**

Minutes from the previous three meetings were distributed and approved. Cheryl Rozzi made the first motion and Katy Graves seconded it. They were approved unanimously.

**3. CADCA Forum/Youth involvement**

Tanya attended the CADCA Leadership Forum with Rebecca, Danielle and Kym in Washington, D.C. this February. Tanya’s big take away was from an independent coalition from New Hampshire who started with national funding is now working independently of the DFC grants. The NH coalition started with a year of introducing themselves to their community. Tanya felt that we are still in the midst of that introductory year and need to focus on getting the word out that we are not trying to take adult’s use of alcohol away. Does the community know who we are? What do they think we do? Another takeaway was that it is important to celebrate the things that we have accomplished and the people who have worked on those accomplishments, those who have supported us, those who have participated in our campaigns. Carissa recommended a breakfast to celebrate those who support us and give out appreciation certificates. A third takeaway was that we need to look for alternate sources of funding. Hospitals will give grants to groups working on health issues. We should go to the hospital and introduce ourselves and make connections. Dr.

Gannon and Robert Ross are two people we should consider talking to at the hospital. SAFE should also contact the wellness foundation who also provides grants. Lastly, how do we get youth more involved? One suggestion was to offer free food, such as a pizza party or Buddhaberry. It was suggested that we have a contest for an anti-vaping campaign or alcohol posters. As part of this, incentives need to be designed and approved. SAFE will also start working towards establishing a youth club in the Middle School.

Katy reminded us that SAFE has had a big impact on homecoming in keeping it more focused and contained at the school, versus the beach where there was no control over the students. Also, that the prom has been totally revamped with the help of SAFE, for example, buses now transport the kids to prom and a red carpet event happens at the school before boarding the buses.

Regarding youth, Danielle is attempting to get the Sag Harbor students that attend the LITI Youth Leadership conferences to stay more involved throughout the school year. The Middle School conference will be in April. SAFE is working on offering a stipend to a teacher to manage a SAFE youth club starting in the middle school. Having a teacher or other staff member that the students see every day would be helpful in keeping the students engaged. The guidance office puts out the information about LITI. We should celebrate the kids for being a part of it by having a party or going to an event like an escape room.

#### **4. Social Host Law video PSA – Update – Eileen Moskowitz**

Eileen gave us an update on the distribution of the Social Host PSA. LTV has been running it as of today. It is believed that LTV may only be for the Town of East Hampton. Nancy is working with SeaTV to run it. PJ was going to reach out to a family member about getting it on news 12. WVVH (Hamptons TV) was very impressed by us and is going to run the PSA, and wants to run a news feature on SAFE. Eileen has put them in contact with Kym and Danielle. Regal Cinema was recently bought out by a European company and it is difficult to get time. Eileen is going to continue to work to get the PSA at the theater. She is trying to get them to play it on the monitors in the lobbies, not during the movie. Brigid recommended reaching out to the HIFF (Hamptons International Film Festival) and Bay Street Theater for their documentary festival. Eileen will follow up with these two venues. Katy will put Eileen in touch with school administrator who is responsible for putting things on the website. The PSA will put under the parent drop down menu with the label “Social Host Law”. Eileen suggests showing it on a loop at Harborfest.

#### **5. Law Enforcement Update**

Danielle spoke to Chief McGuire. He will do all of the things we suggested. He will try to do more compliance checks but will not give advanced notice of them. SAFE offered to help in any way we can. He would like to do another “shoulder tap” operation with a different volunteer who will be more proactive. The next Drug Take Back Day will be on April 27<sup>th</sup>, the same days as the DEA runs its national days. We will also do another one with the police in the fall. The police department is ready to participate in another “Sticker Shock”

campaign, we just need to pick a date and design a new sticker. If SAFE would like to, compliance checks can be done by members of the community without the police as long as we follow certain guidelines.

## **6. Anti-Vaping update**

Tanya's take away from CADCA was that the cancer risks associated with vaping are less concerning to kids than the superficial effects, looks, smell, cost, etc. Our anti-vaping campaign is still evolving. Tanya handed out information from the End the Trend Campaign and The Real Cost FDA posters which will go to all schools in the country, meant to be posted in the bathrooms. Robert Stewart felt that the End the Trend Campaign with the guinea pig and the goat is better for 6<sup>th</sup> grade and lower. He listed the black and white posters from the FDA for 7<sup>th</sup> grade and older. Next vaping task force meeting will be Thursday March 7<sup>th</sup> at 3pm, district conference room. Katy will set that up with Mary. Meeting must end by 4pm. Brittany Carriero will be invited as most of the material will be for the Middle School.

Robert also suggested making up our own campaign so that we have something that is eye catching and maybe developed by the kids, increasing their buy in. Robert said that there are anti vaping ads that pop up while playing games on his phone, and kids dismiss them. If we use that same ad, kids won't pay attention. For next year's red ribbon week, can we have a competition to come up with one of our campaigns?

## **7. National Prevention Week, May 12 -17**

National Prevention Week is in May. A campaign that is suggested by SAMSHA is the "Talk We Hear You" campaign. This campaign is directed towards parents and teachers. We may need to set up a task force to investigate which parts of this campaign we would like to use. Karin, Carissa, Danielle and Cheryl volunteered to be part of this. Katy wants to be a part of the parent component. A Town Hall meeting where we can discuss the new survey results and SAFE's progress and goals was suggested for that week. SAFE has applied for \$750 grant to run the meeting. Also, a Media campaign for prevention week was agreed upon. Sag Harbor Cultural Day is the weekend before this week. Danielle will contact the organizers to see if there is a place for SAFE. Eileen is going to (and did) send the contact information.

## **8. Marijuana**

We have to focus on the topic of marijuana in the context of the children. Marijuana may become legalized, but it will still be illegal for kids. Maybe we look to a positive norms campaign where more of us are speaking up about what works and that it is not "normal" for youth to use marijuana or other substances, it may just be perceived that way. We need to share information with the community in such a manner as to give them more tools in their bag of tricks without preaching and telling parents how to parent. Carissa suggested a program from Cornell University that helps parents by providing information and tools. It has been extremely well received by other coalitions she works with. They will come to us to provide a program if we were interested.

## 9. Year Plan

Sticker Shock will be a Saturday in April. Do we have time for the Middle School to design the sticker? Need adult and youth volunteers to help that day.

Need to set up a Harborfest task force for 2019. Eileen, Cheryl, Karin, and Rebecca have volunteered. Would like to see more people involved. SAFE needs to come up with something different for our booth. The video PSA will run on a loop at the booth.

Alcohol awareness month is April. Rebecca is going to contact the owners of Lulus and Tutto il Giorno to see if they would be willing to do an alcohol free evening, maybe show a movie and have a family night. Could be a trivia night?

Nancy suggested doing something on National Night Out which is a community safety event in August. The police are often involved in this. Last year Suffolk County Police Department helped host an event. Should SAFE do something for this along with National Overdose Awareness day in August?

Due to a high level of interest by police, Tall Cop is coming back in December (hopefully Dec. 2, waiting for signed contract) to do a full day with local police depts. SAFE can look into a community event that evening if there is interest. Once we have a definitive day with him, Danielle will find out if it is possible and how much it would add to the cost. Once the date is secured, SAFE will need to find a venue. Nancy suggested Southampton College.

## 10. Upcoming Meetings

- i. Anti-Vaping Task Force, Thursday, March 7, 3:00 – 4:00 pm, District Conference Room
- ii. Tuesday, March 19, 2019
- iii. Tuesday, April 16, 2019
- iv. Monday, May 20, 2019
- v. Tuesday, June 18, 2019

## SEVEN STRATEGIES

1. Providing Information
2. Enhancing Skills
3. Providing Support
4. Enhancing Access/Reducing Barriers
5. Changing Consequences (Incentives/disincentives)
6. Physical Design
7. Modifying/Changing Policies

