



Community Awareness Task Force Meeting

Meeting Minutes Wednesday May 29, 2019

2:00pm-3:00pm

Abrams Public Health Center Rm. 1104 3950 S Country Club Rd

Attendance:

Antonio Ramirez, Pima County Health Dept.
Christian Ferreria County Drug Task Force
Cynthia Purcell, CODCA
Gertha Sicobo, Pima Council on Aging
Jamal Givens, LPKNC
Jenelle Sensenig, Pima County Health Dept.

Margie Mortimer, Community Advocate
Mayra Ramos, Pima County Administration
Mossi Moreno, Counter Drug Task Force
Nicholas Cogdall, Pima County Health Dept.
Rachel Cummings, Pima County Health Dept.
Sara Locarnini, County Drug Task Force

Welcome & Introductions:

Nic Cogdall, Pima County Health Department (PCHD), welcomed and thanked everyone for coming to the meeting, then introduced Jamal Givens, LPKNC, to lead the meeting. Jamal led the group in a round of introductions.

Prevention messaging:

Jamal Givens, LPKNC, wanted to gather general ideas on prevention messaging being implemented in the community to see what's working, how agencies are getting their messaging out there, and what everyone currently doing regarding prevention messaging.

Rachel Cummings, PCHD, shared the county's substance abuse resource website will go live on Monday. The website, Pimahelpline.org, was developed by the Referral & Treatment action group and will serve as a resource directory for Pima County residents.

Nic shared that the Medical Practice action group developed a trifold for physicians with guidelines for prescribing opioids, the action groups are interested to reach out to dentist and other providers that may prescribe medications.

Gertha Sicobo, Pima Council on Aging (PCOA), shared that PCOA had previously used media messaging, including TV and radio. PCOA has a public relations expert that has connections with TV and radio stations to do messaging and is interested in starting media messaging for their Be Med Smart program.

The U-MATTER program through the Pima County Attorney's office in partnership with the Tucson Police Dept. and CODAC uses physical brochures and small business cards developed by CODAC to hand out during outreach and to their target populations.

Jamal told the group about ADHS's hosted a presentation by Chief Wayne Tormala on the Arizona youth vape prevention campaign called "Facts Over Flavor" about vaping. Jamal explained that most adults won't see the advertisement on mainstream outlets because they're targeting youth, using Snapchat to message for youth aged 10-14, as well as YouTube and Instagram to advertise prevention messaging.

Although social media seems to be a popular choice, some members discussed using print media for the populations that they want to target, which includes people that don't have access to social media on their phones or computers.

Jamal asked if Healthy Pima has funding available, Nic informed the group that the initiative does not have funding available, however, some action groups have pursued grant funding including the falls prevention coalition. Additionally, the PCHD can provide support on printing materials and can help create graphics through the communications team.

Jamal expressed interest in creating prevention messaging for the action group that focuses on elementary and middle schools for parents.



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Margie Mortimer stressed that it is important for all the Substance Misuse and Mental Health Alliance and its community partners to share the same messaging to get the message out. Nic and Jamal would like for the group to work on a unified messaging for all the groups to use. The group expressed interest in finding someone that could help the group to do the process and walk the group through creating messaging. Nic recommended Bonnie Leko-Shapiro from the PCHD communications team and will follow up with her about helping create some messaging for the task force.

Mossi Moreno, Counter Drug Task Force, shared that one potential way to share prevention messaging to is attending the movie events at Reid Park hosted by Cox. Since a lot of families attend the events the action group could advertise a message on the movie screen and possibly have an outreach table for families with resources.

General Updates:

PCOA would like to invite everyone to attend the Be Med Smart coalition meetings every 4th Wednesday of the month, there will be no meeting in July. In August the meetings will start up again and there will be a presentation to kick off the meeting.

The Substance Misuse and Mental Health Alliance is having a joint presentation on Wednesday, June 27th and typically all other action groups cancel their monthly meetings. The Community Awareness action group asked that June meeting be held to continue discussing prevention messaging. Nic will send a calendar invite for the all group meeting in June.

Next Meeting

Next Meeting: the next task force meeting will be held:

Date: Wednesday, June 189, 2019

Time: 2:00 – 3:00 PM

Location: Abrams Public Health Center, 3950. S. Country Club Rd. Tucson, AZ

Room: 1104

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