



FC-API Coalition Meeting
Frederick County Health Department
May 3, 2018
5:30 pm to 7:30 pm

MINUTES:

Members present: Lt. Bruce DeGrange (FPD); Todd Crum (FCHD); Laura LaMotte (FCHD); Teresa Cevallos (Hood); Jesse Pippy (FCLB); Marge Rosensweig (RMA); Lisa Zecher (FMH); Lauren Sinay (FPD); and Brittany Smith (Way Station).

The minutes from March 1, 2018 were approved.

Old Business:

MSPF2 FY18 Strategic Plan Updates

- Underage Party Tip Hotline
 - Channel Communications created a Facebook ad aimed at parents and adults to promote the Underage Drinking Party Tip Hotline; the target audience is 30 years and older in Frederick County.
 - Ads were initially scheduled to run for 3 consecutive months April to June, to cover the Prom and Graduation season.
 - The first ad ran from Wednesday, 4/4 to Thursday 4/12 – received a lot of negative comments but had a successful reach. There were 323- link clicks; 23,116 reach; 27 Reactions, 44 Shares; 19 Comments.
 - An updated media schedule was created. It will include a week of last year’s Radio PSAs to air on WFRE (FM)/WFMD (AM) from Monday, 5/28 – Friday, 6/1. This will target the Memorial Day weekend and High School graduations.
 - The new Facebook flight schedule is:
 - A second ad was created using the same text but a different picture. This ad schedule is Wednesday, 4/25 – Sunday, 5/13 (to cover HS proms).
 - The first ad will run Thursday, 5/24 – Sunday, 6/3 (to cover HS graduations.)
 - The message will also be sent out via Frederick County Public Schools communication system (Find Out First) to parents, next fall to target Homecoming.
 - There is a challenge with tracking the data for the hotline. Currently, only the number of calls that come into the hotline and leave a message can be tracked. The number of calls that get transferred to the emergency lines cannot be tracked.

- Binge Drinking Media Campaign
 - “Think Before You Drink” campaign is targeted for 18-25 year olds in Frederick County. Messages are being placed on various social media platforms including Facebook, Instagram and Twitter.

- Promoted Instagram and Facebook ads ran from 3/1/2018 to 4/30/2018.
 - As part of the outreach materials for this campaign, we had coaster and posters developed that highlighted responsible drinking tips. We received feedback from some college students about the posters and hope to have these printed to distribute to alcohol merchants.

- Enforcement
 - As discussed at the last Coalition meeting the educational letter to Alcohol Merchants regarding compliance checks was updated.
 - The Liquor Board distributed this letter to each licensee when they picked up their renewal licensee, along with a copy of the ID Checking Guide which has examples of IDs from other States.
 - This is a change from last year when the educational letter was sent to the alcohol merchants by the participating law enforcement agencies via mail (for FPD & MSP and hand delivered from BPD and TPD).
 - Since the last Coalition meeting in March, there have not been any alcohol compliance checks conducted.
 - In FY18, 119 merchants of the 294 merchants including Class A (retail), Class B (restaurants) & Class DBR (Breweries) in Frederick County were checked. The compliance rate was 77.4%. Of those who had a sales to minor violation, about half of the employees checked ID and sold to the minor; and the other half of employees did not ask for the minor's ID and sold.
 - The Liquor Board is requiring Law Enforcement to use volunteers from Maryland with a valid MD license only.
 - Youth volunteers are required to attend the Liquor Board hearing. There has been an issue with some officers and volunteers not attending the hearing and not contacting the Liquor Board.
 - Ofc. Sinay with FPD states, she highlights on the summons letter to contact the Liquor Board if they are unable to attend the hearing.
 - The Health Department hosts a training for all local Law Enforcement agencies regarding compliance checks. The requirement of the volunteers and the police officers attending the hearings will be reinforced at this training.
 - Funding was provided for the Liquor Board to host a Fraudulent ID Training with Marty Johnson for alcohol merchants in April. There were approximately 40 attendees.
 - There is another Fraudulent ID training scheduled for June 1st.

New Business:

SABG- Substance Abuse Block Grant

- Substance Abuse Block Grant (SABG) will focus on Underage Drinking and Non-Medical Use of Prescription Drugs (NMUPD).
- The Strategic Plan for this was submitted to the State for approval.

MYSA (Maryland Young Adult Survey on Alcohol)

- This survey is conducted by the MD School of Pharmacy for 18-25 year old regarding alcohol. http://bit.ly/MYSA_2018
- The survey is open until May 11th.
- It is being promoted on Facebook, Hood College, and FCC. The survey flyer was placed in bags that were distributed at drug take back day (over 300 bags were distributed). The survey was also shared with this Coalition, the Opioid Prevention Coalition and Substance Abuse Council.
- Any assistance promoting this survey is appreciated.

MSPF2 FY19 Strategic Plan

- Currently updating the strategic plan for next fiscal year.
- Most of the strategies will stay the same, including enforcement and media campaign.
- The plan will also include:
 - Expanding merchant training with Marty Johnson to include training to reduce over service in addition to the ID training information.
 - Working with a youth council regarding substance abuse issues.
 - Youth to conduct environmental scans of establishments to gather data.
- The final plan will need to be submitted and approved by the State.

Round Robin/Updates from Coalition Members:

- Update from Hood College
 - “Spring Break Safety Event” was held at Whitaker Campus Center on Wednesday, March 7th. There were different activities to promote safe decisions over spring break.
 - Provided outreach to Thomas Johnson High School (TJHS) for a Prom Safety event and educated students on the Good Samaritan Law. There were activities using the marijuana and drunk goggles. Approximately 300 students participated.
 - Meeting with MD Collaborative on Tuesday, May 8th.
- Update from Frederick County Liquor Board
 - Sending notification of ID Training to licensee via email.
 - Distributed educational letters and ID Checking guides to alcohol merchants regarding compliance checks occurring.

Next FC-API Coalition Meeting:

Thursday, September 6, 2018 from 5:30 pm to 7:30 pm