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Insight Alliance
MINUTES
November 17, 2011

Attended: Elizabeth Herbert, Christy A. Smith, Neil A. Fisher, Ashley Greene, Todd Moody, Van Mominee, Jennifer Berven, Barry McGlothlin, Sharon Rice, Heatherly Sifford, Sam Mays, Margie Collins, Lisa Smalling, Nicole Douglas, Jerry Hughes, Virginia Farr, Linda Hoit, Ed Jefferies, Gregory Battles, Steve Baldwin

Welcome and Introductions: The meeting was opened by Chairperson, Heatherly Sifford and everyone introduced themselves.

Approval of Meeting Minutes: Ed Jeffries made a motion to accept the September minutes as written. The motion was seconded by Neil Fisher.

Weed and Seed: Steve Baldwin shared that Weed and Seed is currently in an extended grant period through March, and is in the process of transitioning from being federally funded. Steve and Linda went to Washington D.C., where they received an update and national evaluation on the program.

HEROES: Neil shared that the Heroes program is the only one in the country not to get cut. Steve shared that he had received an email with data about the program sharing some statistics highlighting the success of the program. Jennifer discussed ways to get permission for the student surveys that will be conducted in the spring, and how to get the information to the parents. Neil said that on December 5, Greg Wallace will be going to the school board, and coalition members could write letters of support for him to take.

Staff Report: The Public Service Announcement that the leadership students made was shown on the projector. Sam shared about the making of the video that was written and performed by the students. Steve asked about marketing the video, and members shared some ideas, such as getting the schools to post the video on their websites, showing on TV screens at lunch, or during morning announcements. The idea for making the videos into a series on different substances was suggested, and will be pursued with interested students; Drama programs were suggested as a place to get students interested. Chris McIntosh with Channel 11 was suggested as a contact for getting students and the PSAs on the news in the community segment. If anyone has ideas, please send them to the Sam – sam@insightalliance.org.

Strategy Report: Prior to the regular 3:30pm Coalition meeting, members met for a strategy meeting on reducing underage drinking. Jennifer shared that the athletic director from Daniel Boone High School has asked the coalition to come and talk to the student athletes to share information. For example – one night of drinking sets an athlete back two weeks of training, and alcohol is still affecting your body 72-96 hours after drinking.

Different ideas for reducing underage drinking in 14-17 year olds included hanging banners in the gym where the students will see them often, and creating brochures with facts and information for both parents and students, and making sure the parents receive the brochure. Another idea is to create consequences for the kids to changing social norms. Our goal is to become a respectable source of information.

As a way to gather more information, ETSU's research department was suggested as a partner. The sociology professor Leslie McAllister did the Weed and Seed Evaluation, and it was one of five used as an example at the conference in Washington D.C.

Announcements: Prior to the next coalition meeting on December 15, we will have another strategy meeting on Tobacco at 2:30pm. The regular 3:30 meeting will be a short one, followed by food and a recognition ceremony for our partners.

The combined Insight Alliance meeting, and Prevention, Intervention, Treatment subcommittee for Weed will meet December 15, 2011 at Trinity Church on University. At 2:30 we will meet to talk about Tobacco prior to the regular meeting. All are invited to attend.

Weed and Seed will meet Tuesday December 20, 2011 at Carver Recreation. Lunch will be served at 11:30 and the meeting begins at 12 noon. RSVP to Linda Hoit.