

KENTUCKY ALCOHOL POLICY ALLIANCE

KAPA Agenda – November 18, 2014, 2:30-3:30 p.m. EST

Bluegrass Prevention Center, 1351 Newtown Pike/ Bldg. 3, Lexington, Kentucky 40511-1278

CONFERENCE CALL ATTENDEES	MEETING ATTENDEES (IN ADDITION TO CONF. CALL ATTENDEES)
Brooke White-Bingham- Adanta RPC14 Joy Ford- LifeSkills RPC4 Karen Lentz- Commonwealth Alliances Patty Gregory- Seven Counties RPC6 Unknown- <i>joined late, name not captured</i>	Kelly Samples- Shelby County Prevention Tara McGuire- Bluegrass RPC/ Alcohol PES Tiffany Quarles- KY ABC <p style="text-align: right;">Total attendance: 8</p>

TOPIC	DISCUSSION/CONCLUSIONS/ RECOMMENDATIONS	ACTION/ FOLLOW-UP
Welcome & Introductions	Tara McGuire welcomed everyone to the meeting and statewide conference call. Introductions were made by members.	
Minutes	<p>Tara reported minutes from the April 9th KAPA meeting were available online. Members can double click on blue hyperlinks in the minutes to open the associated web-pages.</p> <p>Conference call meeting attendees were instructed to utilize the KAPA Meetings linked page for access to meeting agendas, minutes, and other documents up for discussion.</p>	Download KAPA meeting minutes, agendas, & other documents discussed at www.kyprevention.com/projects/kapa/kapa-meetings/
RBS Statewide Survey	<p>Regional Participation/ Statewide Distribution Update – Tara discussed the Survey Completion by Region Chart provided prior to the meeting. As of October 17, 2014, 166 surveys had been completed statewide. Tara reminded those at the meeting this number is not necessarily representative of the number of liquor retail establishments with opinions. Many respondents indicated they represented multiple establishments.</p> <ul style="list-style-type: none"> - 3357 KY Licensed Liquor Retail Establishments were reached through the initial hard copy mailing from RPCs and PAL Coalition (September 30, 2014, Initial Deadline) - Seven Counties and Bluegrass RPCs co-sponsored a full page ad in the September 2014 Issue of Kentucky Beverage Journal. The ad provided the option to complete the printed survey, tear out, and mail as well as the Survey Monkey link for online completion. This issue was distributed to 1800 subscribers. Nearly all subscribers are alcohol-related businesses. See breakdown by business type and geographic part of the state in the meeting agenda document at www.kyprevention.com/projects/kapa/kapa-meetings/. - In order to attempt to increase the number of surveys collected, the KAPA Steering Committee and KAPA RBS Survey Committee elected, via email, to extend the initial survey close date from the previous September 30, 2014, deadline to Dec. 15th, 2014. - 150 additional KY Licensed Liquor Retail Establishments in Region 2 will be mailed hard-copy letter plus survey questions 	<p>RBS Survey Update within 2014-11-18 KAPA Meeting Agenda (PDF) document at www.kyprevention.com/projects/kapa/kapa-meetings/.</p> <p>Revised RBS Survey Timeline (tentative): Survey extended closed date: Dec. 15th, 2014</p> <p>Entering data/analysis: December 2014 - January 2015</p> <p>Utilization of info: 2015 Kentucky General Assembly Session</p>

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<p>RBS Statewide Survey (<i>cont.</i>)</p>	<p>as of 10/17/2014—deadline Dec. 15, 2014</p> <ul style="list-style-type: none"> - M.E. Kobes, Bluegrass RPC Director, coordinated with the Kentucky Beverage Journal (KBJ) to provide them with 275 copies of the survey with the Dec. 15, 2014, deadline, to include in their subscription notice mailing. M.E. delivered copies on Oct. 20, 2014, to KBJ. - Woodford County ASAP also requested 9-copies of a revised letter and survey questions to deliver/re-mail to nine establishments in Woodford County whose initial surveys came back as undeliverable, with the deadline Dec. 15, 2014 <p><u>Survey Statewide Reach (estimate as of 10/16/2014)</u></p> <ul style="list-style-type: none"> - Tara reported 11 of 14 Regional Prevention Centers (RPCs), the PAL Coalition, and the Woodford County ASAP Board were assisting with mailing hard copies of the RBS Survey to KY Liquor Licensed Retail Establishments. Currently, the RBS Survey Project is expected to reach at least 3507 establishments within those 11 regions. Based on this estimate, the survey will reach 89.9% of the total 3906 KY retail licensees not including those reached through the KBJ ad or subscription notice mailing. <p><u>RBS Survey Future Plans and Ideas</u> were also briefly mentioned.</p>	
<p>Underage Drinking Prevention Social Media Contest for Kentucky Youth</p>	<p><u>Prizes</u> – Tara provided an updated handout on the Social Media Contest for KY Youth. Prizes now include the following:</p> <ul style="list-style-type: none"> - Bluegrass Regional Prevention Center is sponsoring, in partnership with the PFS II Grant, <u>two</u> statewide prizes. A gift card will be awarded to the top MIDDLE SCHOOL ENTRY and another to the top HIGH SCHOOL ENTRY. <p>Gift card prizes will be awarded to the top high school and middle school winners in the following Kentucky regions:</p> <ul style="list-style-type: none"> - Four Rivers Behavioral Health Region (Ballard, Calloway, Carlisle, Fulton, Graves, Hickman, Livingston, Marshall, and McCracken Counties) -- \$100 Gift Card to High School Winner. \$100 Gift Card to Middle School Winner. - Pennyroyal Center Region (Caldwell, Christian, Crittenden, Hopkins, Lyon, Muhlenberg, Todd, and Trigg Counties) -- \$100 Gift Card to High School Winner. \$100 Gift Card to Middle School Winner. - RiverValley Behavioral Health Region (Daviess, Hancock, Henderson, McLean, Ohio, Union and Webster Counties) - The Adanta Group Region (Adair, Casey, Clinton, Cumberland, Green, McCreary, Pulaski, Russell, Taylor, and Wayne Counties) -- \$100 Gift Card to High School Winner. \$100 Gift Card to Middle School Winner. 	

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<p>Underage Drinking Prevention Social Media Contest for Kentucky Youth (cont.)</p>	<p>Challenges/ Timeline – Due to unanticipated challenges in conducting social media contest referred in the 2014-11-18 KAPA Meeting Agenda document and discussed during the meeting/ conference call, the meeting attendees determined to hold the contest March 9-20, 2015, instead of the previous time during Kentucky Prevention Week Dec. 8-12, 2014. Tara requested feedback on the following lingering questions related to contest administration and rules/ guidelines/ procedures for submission.</p> <ul style="list-style-type: none"> - Should parental permission be required to enter the contest? Patty Gregory suggested requiring a qualifying adult’s permission to enter the contest utilizing wording similar to the requirements utilized by the Reel Action Youth Video Contest Against Underage Drinking available at www.reelactionky.com. - How to gather/ verify name, grade, and county information from users who post social media contest entries? The group was in favor of utilizing an online form at www.kyprevention.com to gather contest participant information in addition to requiring the participant to post their contest entry Infographic to the Alcohol PES Social Media Twitter and/or Facebook page/s. The purpose of this separate entry form will be to protect youth’s personal information and not require posting identifying information publically to a social media account. - Do middle school students have social media accounts? If students were not an age to qualify for their own social media account (Facebook requires site users to be at least 13 years old), the group felt it would not be a problem for middle school students to find an adult or group, to assist them with posting their contest entry to social media. - Tara requested assistance in putting together a flyer geared toward youth to encourage them to enter the contest. Although no one felt they could provide assistance at this time, Tara requested if someone on the call or someone attendees were in contact with had further ideas to please let her know. 	<p>The Social Media Contest will be held March 9-20, 2015</p> <p>Require a qualifying adult’s permission to enter the contest similar to the requirements utilized by Reel Action.</p> <p>Participants will be required to submit an online entry form at kyprevention.com, and post their entry to either the Alcohol PES Twitter or Facebook pages to qualify.</p> <p>Please contact Tara McGuire at tkmcguire@bluegrass.org if you are willing to assist with developing a youth contest flyer.</p>
<p>Community Highlights</p>	<p>AlcoholEdu:</p> <ul style="list-style-type: none"> - Kentucky State University beginning AlcoholEdu in Fall 2015 - University of Louisville completed first year of AlcoholEdu - <i>AlcoholEdu for College: Tested and Proven Effective</i> Webinar was held on Nov. 12, 2014. A recording of the webinar and presentation is available online. <p><u>Regional Youth Conferences on Substance Abuse Prevention recently hosted by RPCs, and assisted by the Alcohol PES are as follows:</u></p> <ul style="list-style-type: none"> - October 29 -- Kentucky River Community Care RPC12 - November 14 -- Four Rivers Behavioral Health RPC1 in 	<p>AlcoholEdu hyperlinks: View webinar recording Download presentation</p> <p>For more information about these regional youth conferences please contact your local RPC, or the Alcohol PES at</p>

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	<p>collaboration with Pennyroyal RPC2</p> <ul style="list-style-type: none"> - November 21-22 – RiverValley Behavioral Health RPC3 <p><u>Trimble County Social Host Ordinance (SHO) passed 11/17/2014 → 26 Kentucky Social Host Ordinances.</u></p>	<p>tkmcguire@bluegrass.org.</p> <p>Contact Patty Gregory at Seven Counties RPC for more information on the Trimble County SHO.</p>
KAPA Planning and Organization Meeting	<p>Tara discussed the need for a KAPA Planning and Organization Meeting to determine the group’s visions, primary objectives and guiding principles/general operating procedures. All steering committee members will be strongly encouraged to attend or send a representative to this meeting. Tara pointed out this meeting would be open to any KAPA member or associate, and asked if anyone other than steering committee members attending today’s meeting/conference call wanted to attend. No one indicated interest.</p> <p>Tiffany Quarles stated she would like to attend this planning meeting and felt it would be beneficial to the future of the group because “if you don’t have a clear cut mission/goal, it’s hard to mature and grow.”</p>	<p>Tara will coordinate the meeting date through meeting wizard. Steering committee members and other parties with specific interests are encouraged to attend. The meeting will occur in December 2014.</p> <p>Tara reminded members someone is still needed to fill the role of KAPA Secretary and assist with meeting minutes.</p>
Next Meeting	<p>Information about the next KAPA meeting will be announced at a later date.</p> <p>To join the KAPA mailing list or to become a member of KAPA, email tkmcguire@bluegrass.org.</p>	<p>NEXT MTG. – T.B.A.</p> <p>Conf. call & mtg. info: http://www.kyprevention.com/projects/kapa/kapa-meetings/.</p>
Announcements	<p>Karen Lentz notified the group that KY ABC was again discussing statewide RBS legislation, and expected to propose an alcohol-related bill this 2015 KY General Assembly Session.</p> <p>Tara announced other news and research updates from the Alcohol PES related to:</p> <ul style="list-style-type: none"> - New Alcohol PES web-pages on the Coaches Initiative and Sticker Shock available at kyprevention.com - Teen Binge Drinking Linked to Long Term Brain Changes according to a study published in The Journal of Neuroscience. - Strict Social Host Laws Can Lead to Less Underage Drinking new study in the Journal of Studies on Alcohol and Drugs. - Monster Energy College Ambassador Program Under Scrutiny ABC News feature story. 	<p>Karen will keep the group updated on alcohol-related legislative developments as she is made aware of them.</p> <p>Visit www.kyprevention.com/projects/news/ for other Alcohol Prevention News & Research Updates</p>
Adjourn	<p>Tara adjourned the meeting at approximately 3:40 p.m. EST.</p>	

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