

Substance Abuse Task Force Meeting Minutes
November 18, 2009
BOS Conference Room
Seneca County Office Building

Those Present: Mary Lou Lang SCCCC, Mike Whirtley Youth Bureau, Mary Grace SCCCC, Dave Barnick Van Dyke ATC, Kathleen Bremer WCSD, Liz Wiatrowski COA, Annie Mahoney Youth Bureau, Pete Wormuth, Hans Bruyn

The meeting was called to order at 10:05

Treasurer's Report:

Mike reported that the current balance is the same as the last meeting. An outstanding bill from Wilson Press needs to be taken care of. Mike will contact Rachel in regards to this matter.

Review of Meeting:

The main focus of this meeting was to move forward with an action plan based on the results from the YDS. It was suggested that we work on one target at a time. The focus of the first target would be on alcohol. Suggestions were made to create a Grass roots marketing campaign that included anti-alcohol videos on the sites You Tube as well as the Finger Lakes Newspapers Website.

The SATF would like to target parents and youth to address the following issues based on the results of the YDS:

- Favorable attitudes by parents toward alcohol use
- Youth perception that alcohol is readily available
- Youth responses that incidence of alcohol use in the someone else's home is common

The goal is to address these issues through "in your face" advertising at local events, Christmas concerts and sporting events in hopes of changing community attitudes towards the above topics. It was also discussed that we as adults need to start talking directly with students regarding the issue of alcohol and perceptions around the use of it.

The SATF felt it would be beneficial to get the information regarding the YDS results out there to the public and to meet with students through round table or classroom discussions. Mary Grace suggested that we keep things on hold in regards to putting the information out there until she has a chance to speak to Scott Lavigne, Director of Mental Health. Mary Lou offered to contact the schools to see if it would possible to have some students sit down to discuss these issues once we receive the go ahead from Scott.

Adjourned:

Meeting was adjourned at 11:45

Next Meeting Date:

Seneca County Youth Bureau, 1/12/10 @ 10:30

Note taker: MLL