

METH TASK FORCE MEETING NOTES

September 23, 2005

Present: D. Walker, J. & L. Weaver, S. White

Absent: E. Clark, P. Cohorn, W. Johnson, D. Roberts

OLD BUSINESS

- Discussed luncheon held on September 15th and reviewed responses to the “Needs Assessment.” The committee felt the luncheon went well but unfortunately the time was too short to get all ideas and opinions addressed. There was a good attendance by the school district, thus, new contacts available to get information to the students and parents.
- Audiovisual materials were given to the principals and superintendent in August. At the luncheon, it was made clear that this material was not being used. D. Walker gave C. Bethel, counselor at the WHS, the same material this morning. C. Bethel seemed very eager to initiate their use.
- The Rex Allen Movie Theater has received the anti-drug campaign information. The theater is showing the ads before the movies.
- M. Drage has recorded ads for the local radio station and they are being played.

NEW BUSINESS

- Anti-drug campaign messages will be announced during the Rex Allen Days Rodeo.
- Reviewed city ordinances that placed restrictions on the sale of Sudafed. C. Cronberg will obtain Tucson’s recent ordinance. **D. Walker to follow-up on obtaining ordinance and draft one for Willcox.**
- Discussed more opportunities to bring the message to students and parents. The Partnership has a booklet that can be given to the parents. We can have them sign for them (and perhaps take a quiz and turn it in) similar to what the school does for report cards. **D. Walker will follow-up on the cost of the booklets for 1500 students.**
- Discussed ways to obtain funding for booklets, as well as, increasing the community involvement of the campaign. **J. Weaver will look into possibilities with Valley Telecom, SSVEC, and the RICO funds.**
- The Halloween Carnival, sponsored by WASA, will have a booth, put on by WPD, where anti-drug material is needed. Approximately 800 students go through the carnival. **D. Walker will obtain DVD copy of Partnership ads and other literature that may be appropriate.**
- The next addition of “The Lariat” and “The Seasons” will be published soon. **S. White will submit information to these two sources for publication.**
- Discussed other areas to disseminate information, i.e. – Doctor’s offices, hospital, grocery stores, library, “The Oasis,” etc. The Partnership for a Drug Free America is launching a new anti-meth campaign in November. Agreed that we want to present information frequently and consistently (i.e. – quarterly) rather than continuously so as not to lose its effect. **D. Walker will provide anti-drug flyers and literature to the local physicians and hospital now and then again**

in November. J. Weaver to hang-up posters throughout the community once they are made available.

- Discussed how to increase attendance at community outreach programs. Agreed that we need dynamic speakers, such as Calvin Terrell. **S. White will look into the cost and when we can obtain this speaker.**
- Next meeting will be October 21st at 12 noon.