

## WASA Task Force Meeting (Task Force formed on July 13, 2005)

July 18, 2005

Present: Ellen Clark, Sally White, Lena Weaver

Reviewed agenda prepared by Dr. Dawn Walker. Discussion ensued as follows:

### Short Term Goals

1. Dr. Walker will meet with the Willcox School Supt. & Principals on Aug. 2<sup>nd</sup>. Dr. Walker will let Sally know of time and place so she can be there. Question: should the Willcox Police Dept. be represented? By Terry, the school resource officer? Dr. Walker will present the Pediatrician's Project along with the video and PA campaign for the school. Yes, ask for participation in the task force.
2. The Kid's Fair is August 5<sup>th</sup> at NCCH. Sally has handouts about methamphetamine use; what shall we hand out about the campaign?
3. Newspaper campaign should begin prior to school starting.  
Suggestion: arrange a newspaper interview for Dr. Walker, probably with Carol Broeder, for a kick-off newspaper article. Ellen will meet with newspaper to arrange the ads to run; WASA will pay half the cost for the ads; ads will use "WASA" as a sponsor and will include the WASA logo.
4. We chose not to pursue the radio but to go to the theater for their pre-movie screen ads. Lena will work with the Nolans to arrange this.
5. Dr. Walker will educate the medical staff at NCCH on meth use. WASA has a 5 minute skit about meth use that might be very "educational" for the physicians. Could be done at a medical staff meeting. Sally will arrange at Dr. Walker's request.

### Long Term Goals

1. To reduce the use of and the first starts of meth:
  - a. by educating parents on ways to recognize meth usage.
  - b. by utilizing the Arizona Justice System survey and comparing it to existing baseline information
  - c. by the WASA Leadership Team doing a community survey
  - d. both surveys to be complete within 12 months
2. To educate NCCH medical staff and encourage community outreach participation on the issue of meth use.

- a. Information available to physicians for placement in waiting rooms (lobby and exam rooms) for their patients to read and/or take with them.
3. To have the campaign be continually persistent with ads, public service announcements, and community outreach.
  - a. ads each week, articles once a month, outreach as opportunity surfaces
4. To have Sudafed and other similar OTC drugs pulled from the store shelves and be sold only by the pharmacist behind the counter.
5. To statistically show that there is a reduction in drug use. This will allow us to obtain funding from outside resources to continue efforts and expand. (see #1 on the use of surveys and existing baseline information.)
6. Other ideas? Increase presentation of the meth skit via Message Theater.

Next Meeting is scheduled for Friday, August 12 at noon at the Depot. Sally will send notices.