



*Working together to promote a drug-free community that inspires our River Valley youth  
by modeling healthy lifestyles and supporting families, schools and communities.*

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## **River Valley Rising Meeting Minutes**

**Date:** March 9, 2015

**Location:** River Valley Counseling – 28 Congress St. Rumford

**Time:** 11am

**Attendance:** Stacy Carter (Rumford PD), Sandy Witas (RVHCC), Jesse DeTris, Patty Duguay (RVHCC), Barb Radmore (Western Foothills Kids Association), Brenna Parent (MVMS), Denise Cross (Dept. of Corrections), Kyle Tilsley (Maine State Police), Nicola Weatherbee (River Valley Counseling), Matt Gilbert (MVHS), Jenn Whitemore (DHS), Amanda Houghton (Dirigo Middle & High School), Deb Litchfield (River Valley Counseling), Jo Morrissey & Robin Hetzler via Zoom (21 Reasons), Allie Burke (RVHCC), Kelsey Arsenault (RVHCC).

## **CADCA Academy Update**

We need three different people to go with Allie to Albany. Right now Patty is going to the first week training at the end of March, Denise Cross is hopefully \*fingers crossed\* going to the second week of training in June once all the paperwork gets figured out, and Kelsey will be going for the third week training in the end of August.

## **Jo – Presentation on Environmental Strategies**

Attached in the email you'll find the handouts from Jo – the pinwheel (from the Institute of Medicine) and matrix handouts. The bedrock of doing environmental strategies is ensuring that health promotion messages are the foundation of every part. There are 3 major components of Environmental Strategies – Laws/policies, enforcement, and public support. Environmental strategies address the following community factors: social, legal, physical, political, and economic. The goal is to educate those who are most in contact with youth. There is a move towards addressing risk factors which influence substance abuse and mental health behaviors as well as overall wellness. It is the DFC's goal to create systems and environmental changes which support healthy behaviors and makes healthy choices easier. We're trying to create a safer community for youth, not just get them in trouble. Jo also talked about things that the DFC grant cannot fund which includes scare tactics. We will order and distribute a pamphlet on scare tactics and some scientific evidence on why they don't prove effective in the long run. The goal of using environmental strategies is that they slowly change what's an acceptable behavior through policies and practices that then change the community norm.

## **Karen Williams – April 14<sup>th</sup>, MVHS 6pm.**

Karen Williams will be in Rumford for the whole day on April 14<sup>th</sup> and can do up to three presentations with us. As of right now we have an evening presentation planned for the general public at the Mountain Valley High School Muskie Auditorium for 6pm. We're also scheduling our next RVR meeting for that same day **April 14<sup>th</sup>** at the **Rumford Public Library** at **11am** so that Karen can attend that and have a presentation with all of us. We're still looking for ideas for what else we can do with her? Who else should she talk to? Guidance counselors, coaches, what do you think? Any ideas are appreciated. A handout for the evening presentation will be coming ASAP!



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### **Phone Survey**

Just some information on what's been going on in the background with RVR; with the MIYHS Survey happening this year, we also want to update the rest of our data, so our parent phone survey was scheduled and went out. We should be getting information back from that at some point in the near future. One of the issues discussed with that is that it's only for land lines and a lot of people only have cell phones, so that's a barrier we have to face.

### **Community Survey – Survey Monkey**

We also have to do a survey using Survey Monkey for the community. One idea from Allie and Jo was to set up laptops at the Karen Williams Event, so while people are coming in they can fill out the quick 15 question survey before the presentation, and hopefully we will get a lot of responses. We can also send out the link via school Facebook pages, email lists, alert now, and any other places we can get it out.

### **RVR Swag**

Our pens should be arriving any day now (how exciting)! We're still looking for other ideas on how we can brand ourselves – highlighters, styluses for iPads, paper cups, magnets, labels for water bottles, post-it notes, anything else you can come up with?!

### **RVR Brochure & Info Sheet**

Ideas for where these could go – agencies, places where people are sitting and waiting, community center and rec centers, food pantries, career center, Region 9, on school websites and Facebook pages.

### **Facebook, Twitter, & Instagram**

We are on social media - spread the word, have your students, parents, and friends follow and like us!

### **Positive Youth Development Training**

Registration is now open for the Positive Youth Development and Summer Training Academy which will be held on the campus of the University of New England in Biddeford, ME on July 20, 21, & 22. There is a link to this in the email along with these minutes. We can provide a few scholarships for people interested in going to this.

### **NEXT MEETING**

Our next meeting will be **TUESDAY APRIL 14<sup>th</sup>** at **11am** at the **Rumford Public Library**. Karen Williams will be there! Can't wait to see you all there!