



Working together to reduce youth substance use and abuse by aligning existing resources, facilitating education, and supporting families, schools and communities.

94 River St., Rumford ME 04276 • (207) 364-7408
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River Valley Rising Meeting Agenda

Monday, March 14th, 2016

11am Rumford Town Office

Attendance: Patty Duguay, Barb Radmore, Allie Burke, Sandy Witas, Jo Morrissey, Abby Burdin, Chief Carter & Denise Cross

1. Update on Action Plan Year 2- see attached

2. Reporting Tool (DFC-ME):

The DFC reporting tool is finally up and running. For our reporting we need to enter data in from October 2014-January 2016. Since this is our first official report we are learning what we need to keep track of (youth/adults) and other data tracking. The report is due April 15th.

3. Marketing Ideas and Suggestions

We have been trying to expand our audience by coming up with new ways to market. We have placed an ad in 3 local restaurants on their placemats. We have placed an ad in the MVHS yearbook, the Bethel Area Healthy Living Magazine, and the River Valley Chamber Commerce Guidebook. We have made lots of connections with the Mexico/Rumford schools now we want to expand farther to Dixfield and Buckfield. A few publishers were mentioned such as Turner Publishing, Western Maine, and Foothills. We would like to get our logo on a PSA announcement, Public Access, or Tip of the Month that could be view in the schools.

4. 1x1 Stakeholder Interview Trainings with Jo Morrissey-see attachment

RVR would like to have help conducting 1x1 interviews with people in the community. Allie and Abby can't do it alone. Jo Morrissey talked in the meeting about the better ways to conduct an interview. 1x1 interviews will be a great way to get new data, get people talking about RVR and the purpose behind it. With your help we can reach more community members. Attached is a cheat sheet for you to talk to other people about the coalition and the work we are doing. Please help us get our name out and recruit more members.

Vision: *A safe and healthy community*



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An opportunity arose where we could do interviews with the customers at Frosty Delights about the DOT sign. Jo pointed out that we wouldn't want our first time people hearing about us to be over a controversial issue. Another idea was to get the selectmen from the towns to participate in the interviews. A suggestion was to have our interviewees write a letter to the editor about RVR. Another idea was to have an incentive to the person with the most interviews.

Update: we are hoping to meet with Bob the owner of Frosty Delight's for a 1x1.

5. Community Update

- Law enforcement have been very busy keeping up with all the calls that are coming in. Most of the calls are revolving around opioid and heroin use.
- Western Maine Addiction Task Force had their meeting last week. They are starting to get the word out and have already helped one person find the road to recovery.
- Early Aspiration College Scholarship Award Ceremony will be on March 25th at MVHS 6pm
- Paper Tigers: showing Thursday, March 31st at 6pm at the Gem Theater in Bethel
- On April 10th there is ACE's showing with Barb Radmore at 6 o'clock- location?? Check link for more information: <http://www.acesconnection.com/blog/for-acesconnection-members-only-a-sneak-preview-of-resilience>

6. Our next meeting will be on April 11th. Location TBD

5 Tips to Prevent Teen Alcohol & Drug Use

1. Count and lock up your alcohol and prescriptions.
2. Get to know your teen's friends, and their parents.
3. Talk to your teen often about your expectations and rules.
4. Ask about their plans and whether there will be drugs or alcohol.
5. Greet them when they come home and ask about their night.

For more information go to: www.maineparents.net

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 Ways to Wellness

Vision: A safe and healthy community