

Behavioral Health Strategic Planning Work Group Meeting

Summary

December 6, 2010

- Brooke Baker, the Behavioral Health Planning Coordinator, opened the meeting with introductions of the members in attendance.
- P.J. Brooks, with **First Step of Sarasota**, discussed the October 27 Prescription Drug Abuse Forum at Riverview High School. Panelists included Dr. Vega, Detective Don Kennard, Dr. Jerry Thompson, Cindy Harney, and P.J. Brooks. There were over 200 people in attendance with many questions throughout the evening. The host agencies are discussing future forums and a format for answering additional questions.
 - Brooke suggested adding the additional questions and answers from the event to the Drug Free Sarasota webpage for residents as an additional resource.
- Detective Don Kennard, with the **Sarasota County Sheriff's Office Pharmaceutical Diversion Investigative Unit (PDIU)**, discussed the NOPE Candlelight Vigil at Faith Lutheran Church on October 28. The event was intimate and included the Weinrich family speaking about their son. The plan is for this to be a yearly event.
- Hillary Woodcum, with the **Sarasota Coalition on Substance Abuse (SCoSA)**, discussed the North Port Town Hall meeting on November 30. There were 20 attendees and the meeting was streamed live via the web. The video from the meeting is now available on SCoSA's homepage. SCoSA launched the "Lock Your Meds" campaign at the town hall meeting to target unwitting suppliers of prescription medications. They have posters and parent guides for the campaign available if needed.
- Detective Kennard provided an update on the National Association of Drug Diversion Investigators (NADDI) conference several PDIU members recently attended in Indianapolis. The conference was informative and beneficial because they were able to link with other communities, gain additional resources, and make contacts that will be beneficial to future work group efforts.
- Brooke introduced a discussion on accurate data sharing. She provided the group with an updated talking points sheet and public Epi-gram. She stressed the importance of using these sheets when sharing the prescription drug message to ensure the community hears the accurate numbers. Currently, reporters are interested in the story and it helps to have the available data sheets to be able to tell the correct story.
 - Scott Pritchard, the **Sarasota County Epidemiologist**, continued the discussion with a presentation on the updated 2009 numbers. There has been a dramatic increase in deaths since 1999, but it appears in 2009 the numbers are starting to level off. He also shared that the target age group is getting slightly older. Scott cautioned on using the "Lock Your Meds" data completely because some of the numbers can be misleading. The local,

- state, and national data all point to the same trend that most individuals are getting prescription medications from friends and family. However, of these individuals only 5% are stealing them from friends or family with the rest of the individuals being given the medications by a consenting friend or family member. This is an important factor to recognize and understand.
- Kari Ellingstad, with the **Community Health Improvement Partnership (CHIP)**, updated the group on the CHIP: Health Provocateurs project. She shared that the group has selected a campaign name, SAFE Rx: Campaign for Responsible Prescriptions. Dr. Lora Brown has agreed to spearhead the Physician Education events, with P.J. and Detective Kennard providing an additional local component to allow doctors to connect to the issue. A press event is scheduled for January 31 for the hospital CEO's and health department directors to sign a proclamation committing to the campaign. Sheriff Tom Knight has also confirmed his attendance.
 - P.J. provided an update on the Education Channel Community Outreach Video on prescription drug misuse. It is tentatively set to be filmed in early January. Sheriff Knight, Dr. Vega, P.J., and Detective Kennard will be interviewed in the video. At the end of the video there will be a link provided to the Drug Free Sarasota website and the opportunity to take a follow-up survey. The goal of the survey is to capture a snapshot of viewers, while understanding the impact of the video on the community.
 - Monica Becket, with **Drug Free Youth (D-FY)**, updated on the North Port efforts. She shared that D-FY now has 66 active members. They are seeking a small group of members to become a leadership group within D-FY. They are also looking for younger members to join that have several years left in school to continue to participate in the program. Venice High School is interested in the potential for D-FY to be expanded there, as well. Through CHIP, D-FY is now able to accept tax deductible donations through the Gulf Coast Community Foundation.
 - Brooke updated the group on the SARG Call to Action. The application was submitted and received positive feedback. The alcohol scan project was accepted and the funds will be available for 25-30 individuals to participate in scanning the community for alcohol messaging and signage. It is recommended to have youth scan some of the sites as a way for youth groups to raise funds for their activities. The volunteers need to be finalized in February, as the scan results are due to be submitted online by March 31.
 - Cindy Harney, with **Families Against Addictive Drug Abuse (FAADA)**, provided several important upcoming dates.
 - On December 20, the Office of Drug Control will be releasing information about the Prescription Drug Monitoring Program.
 - March 13, 2011 will be a statewide Prescription Awareness day.
 - Brooke closed the meeting with a reminder that there will be no January meeting. The next work group meeting is February 7 at 1:30 p.m.

There will be no January meeting of the Behavioral Health Strategic Planning Work Group. The next meeting will be February 7 at 1:30 at Sarasota County Health and Human Services, 2200 Ringling Blvd., Room 226.