



High-Risk Drinking Prevention Action Team Minutes

"We want to encourage and educate individuals about responsible drinking in a way that doesn't stomp on people's rights, but creates a safe community for all."

High Risk Drinking Prevention Action Team Meeting Minutes

Wednesday, January 3rd, 2018

8:30– 10am

Eau Claire County Government Center/Courthouse

Room G302

Present: Jennifer Eddy, Katie Wilson, Cortney Draxler, Tom Wirth, Becky Knutson

1. **Welcome and introductions.** Becky volunteered to take minutes.
2. **Approval of December meeting minutes with 2 minor corrections.** Cortney will make changes.
3. **Updates**
 - a. **Alcohol Environment** – Katie notified Catherine Emmanuelle to make her aware of tavern events. Cortney shared Carleigh completed an interview with WEAU who sought us out to discuss the risks associated with drinking alcohol in the cold weather.
 - b. **Coalition survey**- Cortney encouraged everyone to take the survey when it is sent out via email.
 - c. **Community Health Assessment** – Cortney updated on the new assessment. Over 3,000 completed the assessment. In February, there will be community meetings to present the secondary data and everyone will have a chance for group conversation as well as another chance to vote. Please come to the community meetings in February and invite others in your networks.
 - d. **Healthy Communities Celebration** (April 26) – Katie encouraged all to attend. There will a legislative event prior to the Celebration again. If anyone is interested in the planning of this event, please notify Cortney or Carleigh. The event will be held at the Lismore this year.
 - e. **Interview/Chamber meeting request:** Jennifer shared her WEAU interview with Celestee went well. They agreed to collaborate on other talks. Jennifer will be talking to the Chamber in November with Celestee.
4. **Education/Outreach**
 - a. **Plan for April Alcohol Awareness Month** – Discussion occurred on what our message/our population/where our message should be delivered. We each completed half sheets with these questions.
Ideas for messages included: moderation (not abstinence); tag on to the New Year's resolution; culture of WI; Blackouts vs Memories; evaluate our relationship with alcohol along with a link to a survey to view our personal risks; plus possible apps to track alcohol. Katie will research some apps. Jennifer asked the group to try one of the apps. Tom discussed the importance of keeping the message positive/fun.
Ages ranged from: 13-26 females in particular, 25-50, 21-40, 18-35 binge drinkers. Ideas were also shared on maybe honing our population down even further to i.e. moms who are encouraged to handle stress by drinking wine.
Where: PSA's, TV interviews, FB posts, on-line, Volume One.

5. **Policy**

- a. **Recommendation Letter** – Cortney reported Carleigh has been finalizing the letter Lieske will take to the next meeting. She will email final letter to Katie and Jennifer. Cortney also noted the group is also looking at a Public Good Order ordinance as well as Impaired Server.

6. **Wrap-up**

- a. Check in to our members who have not been attending. Katie will email Jeanne Pittenger and Tom will touch base with Gary King.
- b. Next meeting date – **February 7th, 2018**

7. **Adjourn**

You can find all minutes and agendas on our website located at www.ehealthycommunities.org