



High-Risk Drinking Prevention Action Team Meeting

“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 Agenda

Wednesday, August 1st, 2018

8:00– 9:30am

Eau Claire County Government Center/Courthouse

Room G302

Present: Katie Wilson, Victoria Larson, Lilliam Pinero, David Stanley, Cortney Draxler, Sarah Dillivan-Pospisil, Joanna Bernklau and TJ Atkins

1. Welcome and introductions. TJ volunteered to take minutes
2. Approval of July minutes- Approved
3. Updates
 - a) Alliance for Substance Abuse Prevention- Two of their workgroups are up and running. The Communication sub-group meeting will occur on Thursday August 13nd at 10 am. The policies and practices group sub-group has met and discussed marijuana legalization. This discussion came up as a topic due to the County Boards proposed referendum to have a marijuana legalization opinion question on the Nov. 6 ballot to get the public opinion if they are for or against it. Compliance checks are continuing, and more are slated coming up this month. At Country Jam, it was noted there were lots of access points for alcohol. There were issues of underage drinking.
 - b) Alcohol Environment- Sarah reports there is a Beer Mile at the Fox Run in two weeks. Lil reports the Alliance is still compiling the information compliance checks from the Country Jam. Victoria mentioned it would be nice to have compliance checks done at the Pickle Fest. Discussion on The Rehab in Dunn County, where the owner of the Rehab attempted to transfer their license to an Eau Claire Bar owner, but the Dunn County city council denied the transfer (per the Dunn County Newspaper).
 - c) Chamber Workplace Wellness Learning Circle- August 16th- Jennifer will be presenting how high risk drinking can impact employers and what they can do to support their employees.
4. Community Health Improvement Plan

- a) Recap of last “Data Walk” meeting- Cortney recapped and a survey was sent out to finish up on the last couple of questions regarding the walk. The goal of today is to focus on a couple of data points.
 - i. Themes
 - 1. Emphasis of sober fun is wanted
 - 2. It is accessible at many events
 - 3. Cultural/Social norm
 - ii. Talk through health equity
 - 1. High rates across the board in the community and not just to a specific group.
- b) Prioritization – Choose top 3-5 data indicators
 - i. Reduce the excessive drinking (binge +Heavy drinking)
 - ii. Reducing the outlet density (may not have control of this)
 - iii. Reduce the perception of alcohol misuse is accepted and accessible in the community (Using the community health survey)
- c) Discuss potential strategies
 - i. There is a differentiation between norms and establishments.
 - ii. Incentivize events without using alcohol.
 - iii. Discussion on activities after work that don’t include alcohol and if there is a way to promote alcohol free activities.
 - iv. Focus on access and availability of alcohol
 - v. Focus creating healthy alcohol use
 - vi. Need to get consensus from people in the community that we have a problem, so how can we improve it and have clear messaging
 - vii. Community education, with a broad focus. Utilize Facebook posts, Chamber discussions, taverns.
 - viii. Bring back promotion of the Hello Sunday morning which is an Australia and Great Britain app that encouraged sober activities.
 - ix. Expand E-Checkup to help with education and alcohol use based on personal habits. Currently, only required for incoming students

5. Policy

- a) Update from Ad Hoc Neighborhood Safety and Relations Task Force- Cortney reminds this group the taskforce was formed at the request of City council after the discussion and reaction by the community to the Public Good Ordinance. Their last meeting focused on the input on the wording of the draft of the ordinance, which is to go back to the council and community. Additional tools were discussed to address the alcohol problem Eau Claire faces. Top strategies noted were policy for property owners/landlords, policy or ordinance to alcohol access, and then other strategy related to safe rides home, and policies at alcohol establishments. The Ad Hoc group discussed messaging of the ordinance to the community. Katie shares the group had large disagreement on numerous uninvited guests being dropped off by a vehicle, and the ability to drink while being on transported. The next step is discussing how to talk about the

ordinance with the community. The draft ordinance may go back to city council as soon as this fall.

6. Wrap-up

- a) Next meeting is September 5th, 8:00 – 9:30am

7. Adjourn

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