



## High-Risk Drinking Prevention Action Team – Minutes

November 6, 2019 • 8:00am -9:30am • Room 302, Eau Claire City-County Health Department

**Attendees:** Sarah Dillivan-Pospisil, Jennifer Eddy, Katie Wilson, Denise Wirth, Marisa Stanley, Tom Wirth, Greg Weber, and Joyce Smith

Agenda Item	Discussion	Action/Follow up
Approval of minutes	October	Sarah to take minutes
<p>Goal 1: To increase Eau Claire County Resident’s knowledge through messaging, education, and outreach on low-risk consumption (35 minutes)</p>	<p><b>Environmental Scan</b> (10 minutes) Katie provided a PowerPoint presentation on a social media scan of local establishments. Posts from social media accounts were captured to emphasize the 4 A’s (available, attractive, affordable, and acceptable) of the alcohol environment.</p> <p><b>Women’s Giving Circle</b> (5 minutes) The Women’s Giving Circle (A fund of the Eau Claire Community Foundation) raises money and distribute contributions to projects and initiatives that improve the lives of women and children in the Eau Claire area. Jennifer was asked by the Community Foundation to help provide statistics on opiates, methamphetamine and alcohol consumption for their 2019 Fall educational event. The event, <i>Addition: Is It a Problem in Our Community</i>, was held on September 17<sup>th</sup> from 5pm-7pm provided an educational program, K9 demonstration and panel discussion of community experts. The event received positive comments with about 80 in attendance.</p> <p><b>Social media/Press Release</b> (5 minutes) The team discussed the possibility to create social media posts or press release during the holiday season. Various themes were suggested, such as; Dry January, alcohol and cancer, alcohol, driving and the holidays (alcohol-related crashes), and binge drinking during the holidays focusing on the Burden of Binge Drinking report. Another avenue, writing a letter to the editor was also suggested to highlight community events that do not provide alcohol or encourage alcohol consumption. The team decided to move forward with scheduling a live interview over the holidays on low-risk alcohol consumption. The interview will be completed by law enforcement and human services. Tom contacted Jennifer Coyne, Outpatient Behavioral Health Therapist, Eau Claire County Human Services to represent Human Services and Greg will reach out to law enforcement.</p> <p><b>Burden of Binge Drinking Report</b> (15 minutes) The report was funded by a grant from the DHS Division of Care and Treatment Services, and highlights state and county-level costs associated with adult binge drinking. The report can be used to help guide local changes in policy and the implementation of evidence-based prevention strategies that can reduce the negative health, social, and economic impacts of adult binge drinking.</p>	<p>Sarah contact Judy Clark to schedule a live interview</p> <p>Greg identify someone from law enforcement to complete the interview</p> <p>Access full report: <a href="#">here</a> (Eau Claire specific information on pages 51-52)</p>



	<p>The Wisconsin Alcohol Policy Project provided additional handouts that were provided at the meeting: <i>How to Use This Report, Appendix A Explaining the Report, and Talking Points.</i></p> <p>WQOW and WEAU both highlighted the release of the report.  <a href="#">New Study reports binge drinking is costing Wisconsinites billions</a>  <a href="#">Study shows binge drinking in Wisconsin has \$4 billion dollar impact</a></p>	<p>Report summary: <a href="#">here</a></p>
<p>Updates</p>	<p><b>Council/Steering Committee meeting</b> (5 minutes)  <b>Alcohol Environment</b> (5 minutes)  <b>Alliance for Substance Abuse Prevention</b> (5 minutes)  <b>Excessive Intoxication Ordinance Diversion Program</b> (5 minutes)  <b>University of Wisconsin Eau Claire</b> (5 minutes)  <b>Voices in Prevention Action Team</b> (5 minutes)</p>	<p>Discuss at next meeting</p>
<p>Goal 2: To decrease high-risk drinking behaviors in Eau Claire County through awareness, education, collaboration, and policy (20 minutes)</p>	<p><b>Community Outreach</b>  Two presentations will occur this month on changing the drinking culture. The presentations align with goal 2 of our strategic plan, and highlights to be shared during next meeting. The team discussed the possibility of exploring the creation of a calendar to keep track of events and speaking engagements. The calendar would allow the team to provide consistent messaging to the community and plan for future events.</p> <p><b>Sober Server and Impaired Server Ordinances</b>  Marisa provided an update from city legal with the suggestions to engage stakeholders and provide recommendations in writing. The team drafted a letter a few years ago that can be updated. A few suggestions included; change the word “should” to “shall,” include secondary enforcement, and language that “impaired” could be alcohol consumption, use of illicit drugs or improper use of controlled substances. The ordinance would provide law enforcement another tool when called into local establishments.</p>	<p>Katie and Jennifer to recap at next meeting</p> <p>Katie update letter to city leaders on recommendations for a strong impaired server ordinance</p> <p>Lieske contact Tavern League as a follow up to the Neighborhood Safety Public Intoxication Taskforce</p> <p>Lieske contact a local establishment that already has a sober/impaired server in place to learn about successes</p>
<p>Next meeting: Wednesday, December 4th, 8am-9:30am</p>		