

## Coalition for Asian Substance Abuse Prevention (CASAP) Quarterly Coalition Meeting Meeting Minutes

June 23<sup>rd</sup>, 2011

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Agenda Item	Discussion	Action Items
<p>Introductions &amp; Program Updates</p>	<p>Meme Wang, Program Manager of the Substance Abuse Prevention Program at the Asian Health Coalition, provided introductions and program updates for CASAP including:</p> <p><b>FY11 Alcohol &amp; Tobacco Environmental Strategies</b></p> <ul style="list-style-type: none"> <li>• <b>GOAL: INCREASE COMMUNITY COLLABORATION</b> <ul style="list-style-type: none"> <li>○ Strategy: Engage CASAP Members To Sustain Coalition Activities And New Recruitment</li> <li>○ Strategy: Establish Partner Listserv and Website</li> <li>○ Strategy: Community Assessment And Dissemination of Findings</li> </ul> </li> <li>• <b>GOAL: REDUCE SUBSTANCE ABUSE</b> <ul style="list-style-type: none"> <li>○ Strategy: Social Norms Marketing Targeting Youth On Alcohol Consequences</li> <li>○ Strategy: Community Media Campaign Targeting Parents To Increase Parental Awareness of Youth Alcohol Consequences And Parental Monitoring</li> <li>○ Strategy: Implementing Alcohol Party Patrols in Chinatown</li> <li>○ Strategy: Providing Compliance Trainings to Chinatown Retailers</li> <li>○ Strategy: Continued Outreach Activities to Community</li> </ul> </li> <li>• <b>Past Milestones: Increase Community Collaboration, Engage CASAP Members To Sustain Coalition Activities And New Recruitment</b> <ul style="list-style-type: none"> <li>○ Chicago Police Department</li> <li>○ Kelly High School</li> <li>○ Henry Booth House</li> <li>○ Mercy Family Health Center</li> <li>○ Sing Tao News</li> <li>○ World Journal</li> <li>○ Respiratory Health Association</li> </ul> </li> <li>• <b>Establish Partner Listserv and Website</b> <ul style="list-style-type: none"> <li>○ CASAP Website and Monthly E-Newsletter</li> <li>○ To Be Integrated With AHC Website Upgrade Project (Summer 2011)</li> </ul> </li> <li>• <b>Community Assessment And Dissemination of Findings</b> <ul style="list-style-type: none"> <li>○ Completed and Dissemination IYS Survey Results</li> <li>○ Participation from 8 Elementary &amp; High Schools</li> </ul> </li> </ul>	<p><a href="#">Click here</a> to view Meme's PowerPoint on the Coalition's Progress</p>

- Community Media Campaign Targeting Parents To Increase Parental Awareness of Youth Alcohol Consequences And Parental Monitoring
- Social Norms Marketing Targeting Youth On Alcohol and Tobacco Consequences
- Implementing Alcohol Party Patrols in Chinatown
- Providing Compliance Trainings to Chinatown Retailers (BASSET)
- Continued Outreach Activities to Community
- Offered Courage to Quit in Chinese in Chinatown community

Along with Meme's updates, Tabitha Mui from the Chinese American Service League updated the coalition on the progress of *Courage-to-Quit*, the tobacco cessation curriculum that was recently provided in Chinatown. This marked the first time a Mandarin/Cantonese smoking cessation program was available in Chinatown. Three clients completed the 6-week curriculum. Tabitha explained the triggers her clients reported for the smoking such as boredom and smoking being a habit. that They were driven to quit smoking from their family's intervening. This demonstrates the need for the coalition to target youth to motivate individuals to quit. The 3 participants informed Tabitha that they began smoking over 30 years ago, before they knew the risks of smoking. They told her that if they had known of its consequences, they would never have started.

Recruitment for round 2 of *Courage-to-Quit-Chinese* will begin later this summer, and the program will begin in late August/early September.

Community leader, Dr. David Lee, suggested that future smoking prevention and cessation campaign materials be placed in medical clinics, as well as doctors and dentist offices throughout Chinatown. Subsequent campaign distributions will now include medical clinics and physician offices.

Police Officer, Amy Mogelberg of the 9<sup>th</sup> District, spoke in more detail about the party patrols conducted in Chinatown. Since February, 5 party patrols were funded by the coalition, resulting in 30 extra hours of police patrols in Bridgeport and Armour Square specifically dedicated for reducing underage drinking and consuming alcohol in public spaces. These party patrols also

[Click here](#) to view  
FY11 Party Patrol  
Information

allowed the police to more specifically target the problems associated with underage drinking, according to Officer Mogelberg. She also explained to the coalition that youth under the age of 18 are automatically arrested for alcohol violations, and that anyone over the age of 18 can either be arrested or ticketed for alcohol violations by the discretion of the officer. Some of the patrols took place in Chinatown though much of the focus was in Bridgeport as this neighborhood has more violent problems.

Officer Mary Jean Chan of the 9<sup>th</sup> district spoke on the issue of karaoke bars in the neighborhoods that violate licensing ordinances by staying open past 2 am. This often results in gang fights. Officer Chan suggested targeting these bars as part of the party patrol effort, as bar owners claim that gang members are pressuring them to stay open past 2 am. Suggested that the coalition promote the anonymous tip/text line to bar staff and owners to allow them to get help when being pressured to stay open.

The coalition was asked for feedback regarding the proposed FY12 environmental strategies of :

- Strategy #1: Strengthening CASAP Coalition Capacity
  - Objective: Engage CASAP Members To Sustain Coalition Activities And New Recruitment
  - Objective: Increase Community-Level Awareness Of Youth Substance Abuse Problem
  - Objective: Recruit Elementary and High Schools to Participate In The Illinois Youth Survey
- Strategy #2: Implement A Media Campaign Targeting Parents and Youth
  - Objective: Engage CASAP Members To Sustain Coalition Activities And New Recruitment
  - Objective: Community Media Campaign Targeting Parents To Increase Parental Awareness of Youth Alcohol Consequences And Parental Monitoring
  - Objective: Social Norms Marketing Targeting Youth To Increase Awareness On Alcohol Consequences And Change Youth Misperceptions About Underage Drinking
- Strategy #3: Partner With The Chicago Police Department To Conduct Party Patrols
  - Objective: Engage CASAP Members To Sustain Coalition Activities And New Recruitment
  - Objective: Reduce Youth Access to Alcohol at

Please e-mail [meme@asianhealth.org](mailto:meme@asianhealth.org) to provide us with additional feedback regarding the proposed FY12 Environmental Strategies for CASAP

	<p>Parties</p> <ul style="list-style-type: none"> <li>• Strategy #4: Utilize Media Advocacy to Require All Servers At Local Alcohol Retailers Be Trained on Responsible Beverage Service <ul style="list-style-type: none"> <li>○ Objective: Engage CASAP Members To Sustain Coalition Activities And New Recruitment</li> <li>○ Objective: Reduce Youth Access to Alcohol from Retail Outlets</li> </ul> </li> <li>• Strategy #5: Collaborate on Be United: Multi-Neighborhood Collaborative to Advocate for Policy Initiatives <ul style="list-style-type: none"> <li>○ Objective: Engage CASAP Members To Sustain Coalition Activities And New Recruitment</li> <li>○ Objective: Address Risk And Protective Factors for Youth Alcohol Abuse Through Changes in Policies and Systems</li> </ul> </li> </ul>	
Media Campaign Discussion	<p>Jaime Woods of Emmis Community Outreach (ECO) presented Phase II for the new media campaign. Overall, coalition members like the materials presented. However there was some discussion on the lack of stock images available for this specific campaign. Staff at AHC will work with ECO to determine if additional avenues can be utilized to find appropriate images for campaign materials.</p> <p>ECO explained that Phase II is using the same messages developed in Phase I with new imagery to keep the messaging fresh for the Chinatown audience. There was some concern expressed by coalition members that while smoking materials easily get our message across, the use of stock images in alcohol prevention campaign materials can potentially look like promoting alcohol use. Emmis will be working to edit photography to more clearly get our message across.</p> <p>Coalition members asked if workshops could be made available for youth to promote tobacco and alcohol prevention. AHC staff provided information on individual-level programming that CASAP has offered in the past including <i>Project Northland</i> for alcohol prevention and <i>Operation Storefront</i> for tobacco prevention. Sandra Kelly, school counselor at John C. Haines Elementary School, attested to the success of the <i>Project Northland</i> curriculum implemented last year. She expressed an interest in implementing the smoking cessation program, <i>Operation Storefront</i>, during the upcoming school year. Ms.</p>	<p><a href="#">Click here</a> to view the draft versions of the Phase II campaign materials for CASAP</p> <p>Please e-mail <a href="mailto:meme@asianhealth.org">meme@asianhealth.org</a> with any comets or questions regarding Phase II of the media campaign or any suggestions of places and/or distribution sources</p>

	<p>Kelly also suggested using the 1<sup>st</sup> and 3<sup>rd</sup> Quarter report card pick-up days as a way to reach parents in the community, as well as parent nights, parent advisory councils (PACs) or Local School Councils (LSCs).</p>	
<p>Be United: Policy Collaborative Introduction</p>	<p>The Be United: Multi-Neighborhood Collaborative that is working to create policy change in police districts 7 &amp; 9 and throughout Chicago was introduced by community partner Joseph Lopez of the Peace and Education Coalition in the Back of the Yards and William Kling, Professor of Health Policy and Administration at the University of Illinois at Chicago. Officer Mogelberg explained to coalition members that her police district serves multiple Chicago neighborhoods in addition to Bridgeport, and many of these neighborhoods face the same challenges in addressing underage drinking, which calls for the need to collaborate across neighborhoods to create environmental change.</p> <p>Coalition members were invited to Be United meetings that occur bimonthly. The next meeting will be held on Thursday, July 7<sup>th</sup>, at 11:00am at the Chicago Police Department of the 9<sup>th</sup> District, 3120 S. Halsted, Chicago, IL 60608.</p>	<p><a href="#">Click here</a> for the PowerPoint on Be United</p> <p><a href="#">Click here</a> for the Be United Policy Priorities</p> <p>Please provide <a href="mailto:meme@asianhealth.org">meme@asianhealth.org</a> with additional thoughts and comments regarding the Be United Policy Collaborative</p>