

# Latest Meeting Minutes

Thank you to everyone who was able to make it to our last meeting, and for your efforts and continued support of CASAP.

## Coalition for Asian Substance Abuse Prevention (CASAP)

Meeting Minutes

December 16, 2010

<b>Coalition Members Present</b>	<b>Sector</b>	<b>Organization</b>	<b>Email</b>
P.O. Albert Choi	Law Enforcement	CPD – 9th District	<a href="mailto:achoi15325@hotmail.com">achoi15325@hotmail.com</a>
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Tabitha Mui	Other Organization Involved in Substance Abuse Prevention	Chinese American Service League (CASL)	<a href="mailto:tabitha_mui@caslservice.org">tabitha_mui@caslservice.org</a>
David Lee	Civic or Volunteer Group	Chicago Alternative Policing Strategy (CAPS)	<a href="mailto:dlee@ico.edu">dlee@ico.edu</a>
Ariel Mindel	Healthcare	Mental Health Association of America	<a href="mailto:amindel@mhai.org">amindel@mhai.org</a>
Ivy Siu	Other Organization Involved in Substance Abuse Prevention	CASL	<a href="mailto:ivy_siu@caslservice.org">ivy_siu@caslservice.org</a>
Hong Deng	Healthcare Professional	Metro South Medical Center	<a href="mailto:hdeng@metrosouthmedicalcenter.com">hdeng@metrosouthmedicalcenter.com</a>
Esther Wong	Other Organization Involved in Substance Abuse Prevention	CASL	<a href="mailto:esther_wong@caslservice.org">esther_wong@caslservice.org</a>
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Mona El-Shamaa	Fiscal Agency	Asian Health Coalition	<a href="mailto:mona@asianhealth.org">mona@asianhealth.org</a>
<b>Guests Present</b>	<b>Organization</b>	<b>Email</b>	
Theresa Mah	Coalition for a Better Chinese American Community	<a href="mailto:theresa_mah@caslservice.org">theresa_mah@caslservice.org</a>	

Sharon Silberg	Emmis Community Outreach	<a href="mailto:ssilberg@emmischicago.com">ssilberg@emmischicago.com</a>
Jaime Woods	Emmis Community Outreach	<a href="mailto:jwoods@emmischicago.com">jwoods@emmischicago.com</a>
Samuel Zheng	Sing Tao Daily	<a href="mailto:samuelzheng@nysingtao.com">samuelzheng@nysingtao.com</a>
Jamila Johnson	Chicago Tobacco Prevention Project	<a href="mailto:jjohnson@lungchicago.org">jjohnson@lungchicago.org</a>
Monica Chen	World Journal	<a href="mailto:monicachen@worldjournal.com">monicachen@worldjournal.com</a>

Agenda Item	Discussion	Action Items
<p><b>Introductions</b> <b>11:00 – 12:00 PM</b></p>	<ul style="list-style-type: none"> <li>• Meme introduced FY2011 substance abuse prevention strategies to CASAP</li> <li>• Meme talked about compliance and RBS training</li> <li>• CASAP went over the environmental strategy party patrols by law enforcement in the 9<sup>th</sup> district for Bridgeport and Armour Square areas</li> <li>• Meme talked about Youth Tobacco Curriculum, Operation Storoefront</li> <li>• Meme introduced about the Illinois Youth Survey (IYS) data brief that was developed to give to school administrators, teachers, parents and other key community stakeholders</li> <li>• Meme talked about how the IYS was implemented in FY 2010 in the Chinatown area. Data was collected from 8 schools within the 60608 and the 60616 area codes</li> <li>• Edwin talked about how the raw data was not given to AHC due to confidentiality concerns.</li> </ul>	
<p><b>Introduction of Emmis Community Outreach</b> <b>12:00 PM - 1:00 PM</b></p>	<ul style="list-style-type: none"> <li>• Emmis Community Outreach (ECO) and its role in developing CASAP</li> </ul> <p>Jamie said that the CASAP coalition will be a brand and asked how do we make it into a brand that is visible to the community.</p> <ul style="list-style-type: none"> <li>• Jamie explained how Emmis owns radio stations and magazines, and is involved in community outreach</li> <li>• Sharon introduced the nonprofit arm of Emmis <ul style="list-style-type: none"> <li>○ Work with a lot of organizations to get into the community and understand youth and younger age groups.</li> <li>○ ECO will help the CASAP to outreach to the community in the most effective way.</li> </ul> </li> <li>• Sharon and Jamie explain their educational and professional backgrounds <ul style="list-style-type: none"> <li>○ Sharon has an MPA and understands nonprofits</li> <li>○ Jamie understands the science of marketing with 10 years of experience</li> </ul> </li> </ul> <p>ECO will help CASAP to organize and communicate more effectively to the community</p> <ul style="list-style-type: none"> <li>• Four phases of brand audit</li> <li>• Intelligence of branding</li> <li>• Strategy</li> <li>• Implementation</li> <li>• Maintenance</li> <li>• (Asking questions)</li> </ul>	

	<ul style="list-style-type: none"> <li>○ Edwin asked about the timeline of the four phases</li> <li>○ Sharon said that it depends on how the groups wants to function within the 4 phases</li> <li>• <b>Jamie asked what is CASAP, and what does the name mean to us and the people that we serve</b></li> <li>• In response:</li> <li>• David L. says that there a lot of coalitions in the community</li> <li>• David L. says that for CASAP, you would need to mention something about alcohol and tobacco. When you use the CASAP coalition name, people do not know what the coalition is about.</li> <li>• Tabitha wishes for the community to see CASAP in a positive light. She says that there is stigma attached to alcohol and tobacco.</li> <li>• <b>Jamie asked questions about the CASAP</b></li> <li>• In response:</li> <li>• David L. says that tobacco and alcohol is part of the immigrant culture life here in Chinatown. Most people know that tobacco and alcohol is a bad thing, but that people say they cannot stop.</li> <li>• Officer Mary Jean Chan said that is was hard to quit. She used the patch and Chantix to quit. She smoked for 15 years</li> <li>• Edwin asked what made her think about quitting</li> <li>• Mary J. Chan said that she was going to have surgery and if she did not quit smoking, she could not have the surgery. She said that people don't quit unless there is a serious illness... like if a daughter says daddy please quit .. they won't.</li> <li>• <b>Sharon rephrased the Q about how do people refer clients to programs</b></li> <li>• The Chicago Department of Public Health representative, Mila V., said that they don't provide substance abuse services.</li> <li>• Office Choi said that he does not believe he knows of the different programs that these people can be sent to.</li> <li>• Officer Choi said that to most of the general public, alcohol is not a drug just like tobacco</li> <li>• <b>Sharon asked what role should the CASAP play in dealing with individuals to stop smoking and drinking.</b></li> <li>• Officer Choi said that education is a good place to help spread the message of tobacco and alcohol</li> <li>• Edwin asked Esther W. whether CASAP means anything in the community and if she would talk about it... <ul style="list-style-type: none"> <li>○ Esther W. replied that the community does not know about what CASAP is</li> <li>○ And Esther said that she thinks that even CASAP members don't know what CASAP is supposed to do</li> </ul> </li> <li>• <b>Sharon asked CASAP: what is the most pervasive substance we see in adolescent community?</b></li> <li>• Officer Choi says that we are in the right track with targeting tobacco and drinking, because they are gateway drugs.</li> </ul>	
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- When ECO asked how the youth obtains the substances, members of the coalition replied that they can get it from home.
- Officer Chan says that it is so easy for youth to get different substances – tobacco, weed, and alcohol
- Another member asked what would be the most effective way to controlling these substance
- Officer Chan say that a lot of these tobacco products are coming from China. But the kids don't smoke the cigarettes from China but prefer smoking the American brands. Youth also smoke cigarettes and pot because it is so easy to get these things.
- **Sharon asked the CASAP group: Where are we seeing these youth smoking and drinking? Where are they getting their first drink?**
- Officer Chan said that they are getting it from their friends and other minors
- Karaoke bars serve minors in private rooms so it is hard to restrict youth access to alcohol. Karaoke bars do not card.
- A CASAP member said that the parents don't have a lot of time to interact with their kids because they are working long hours. Parents are not as educated and knowledgeable about alcohol and tobacco. Additionally, there are intergenerational conflict/cultural gaps between the parents and their children so there may be difficulties communicating.
- Esther said that people who smoke don't see it as a stigma. People from China come to the United States and continue the attitude that the habit of smoking is okay.
- **ECO asked what does the community see as achieving success?**
- The American dream – wealth, education, etc.
- But money is always the number one issue
- **Sharon asked: Besides smoking and drinking, are their other activities that the communities like to do?**
- Majong for the ladies and ping pong for the men. Older couple enjoy ballroom dancing.
- Tabitha said that when people play majong, people also smoke.
- Sharon says that she see's two different types of populations we need to target. People who have started and need to quit, and the other to prevent smoking in youth.
- David L. said that he believes that there is a better chance of stopping people from starting smoking.
- Tabitha said that her clients want to know about the resources that are available.
- Tabitha would like resources to be available as her clients come to see her
- Tabitha said that she believes that the community is too dependent on medications for solving their problems.
- Tabitha said that medications are a double edge sward. It works in the direction of helping to reduce physical dependency, but also there is a psychological addiction.
- **Sharon asked: with youth are there some things that we need to do to help prevent smoking?**

	<ul style="list-style-type: none"> <li>• One individual said that there aren't enough resources such as after school programs.</li> <li>• There are a lot of needs for the Chinatown community.</li> <li>• Students learn in school that smoking is bad for the health.</li> <li>• <b>Sharon asked if there are fun opportunities for the Chinatown community.</b></li> <li>• Edwin replied that there are few opportunities</li> <li>• <b>Sharon asked who matters to children as role models within the community outside of the parents?</b></li> <li>• Officer Choi said that the police serve as role models for the youth</li> <li>• Teachers</li> <li>• Physicians</li> <li>• David said that organizations like CASL can play an important role for the youth</li> <li>• <b>Sharon asked if there are their other community events that CASAP can make meaningful impact on the larger community?</b></li> <li>• David L. replied that there are not many events in the community.</li> <li>• Other people said that the Chinese New Year is a great event where the clans host large dinner parties at restaurants in Chinatown.</li> <li>• Chinese New Year is not a place to do smoking cessation, because people are celebrating and a lot of them smoke.</li> <li>• Chinatown fair, Dragon Boat festival, and the Chinese Moon festival. These are events that CASAP can reach out to the community.</li> <li>• <b>Sharon asked if there are other ways that we can incorporate smoking session into an event?</b></li> <li>• Health fairs where the CASAP can set up a booth</li> <li>• Poster contests for kids to do use art about to create message about smoking cessation and prevention</li> <li>• Officer Choi said that anything could work, because there is not much focus on tobacco within the community.</li> <li>• Sharon suggested that CASAP can come up with non-invasive ways of educating the public on smoking cessation.</li> </ul>	
<b>Adjourn 1:00 PM</b>		

For more information, contact:

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