



Meeting Agenda and Notes
Friday, August 16, 2019 • 9:00AM - 12:00PM
ESD 113
6005 Tye Dr SW, Tumwater, WA 98512

Attendees:

<input checked="" type="checkbox"/>	Sara Cooley-Broschart	<input type="checkbox"/>	Cristal Connelly	<input type="checkbox"/>	Aimee D'Avignon
<input checked="" type="checkbox"/>	Sarah Ellsworth	<input type="checkbox"/>	Trecia Ehrlich	<input checked="" type="checkbox"/>	Derek Franklin
<input type="checkbox"/>	Steve Freng	<input checked="" type="checkbox"/>	Kristen Haley	<input type="checkbox"/>	Will Hitchcock
<input checked="" type="checkbox"/>	Alicia Hughes	<input type="checkbox"/>	Kasey Kates Excused	<input checked="" type="checkbox"/>	Jason Kilmer
<input checked="" type="checkbox"/>	Emily Maughan	<input type="checkbox"/>	Mark Medalen	<input type="checkbox"/>	Jennifer Monteleone
<input type="checkbox"/>	Mandy Paradise Excused	<input checked="" type="checkbox"/>	Alex Sirotzki (phone)	<input checked="" type="checkbox"/>	Julie Peterson (phone)
<input type="checkbox"/>	Dave Putnam Excused	<input type="checkbox"/>	Dennis Rabidou	<input type="checkbox"/>	Steve Smothers
<input type="checkbox"/>	Lisa Stewart	<input checked="" type="checkbox"/>	Scott Waller	<input checked="" type="checkbox"/>	Liz Wilhelm (phone)
<input checked="" type="checkbox"/>	Martha Williams	<input type="checkbox"/>	Brandi Archer	<input type="checkbox"/>	Meghan Sullivan
<input checked="" type="checkbox"/>	Guest: Chewy Abebaw	<input checked="" type="checkbox"/>	Guest: Mari Irvan	<input checked="" type="checkbox"/>	Guest: Tori McDermit Hale
<input checked="" type="checkbox"/>	Guest: Sarah Mariani	<input type="checkbox"/>	Guest:	<input type="checkbox"/>	Guest:
<input type="checkbox"/>	Guest	<input type="checkbox"/>	Guest:	<input type="checkbox"/>	Guest:
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No	Agenda Items	Time	Lead	Summary Meeting Notes
1.	Welcome and introductions	9:00	Sara Cooley Broschart WHY Co-Chair	After technical difficulties, Sara welcomed members and members introduced themselves.
2.	ESD 113	9:10	Sara Ellsworth, ESD 113	Sara welcomed all to the ESD. Nine ESD support to the district across the state. Sara's new division is teaching and integrated student.
3.	Coalition Leadership Institution Share Out	9:20	Fallon Baraga Alicia Hughes	Fallon and Alicia reviewed key points of the Coalition Leadership Institute which was held in June. Prevention professionals across the state were given the opportunity to suggest areas of learning that would be beneficial to them. This year the subject area of communication was explored. Attendees sat with fellow professionals from their respective regions.

				<p>Fallon led WHY members through the Institute events. Alicia requested members to provide comments and suggestions for events going forward. To do this she requested members send her an email at Alicia.hughes@hca.wa.gov. Sara Cooley Broschart asked that the “house” metaphor presented by Frameworks Institute be shared with WHY members.</p>
4.	<p>Marijuana Packaging and labeling Update</p>	<p>9:50</p>	<p>Sara Cooley Broschart</p>	<p>Kathy Hoffman presented in June and has brought listen and learn sessions for LCB’s packaging and labeling rules to several locations across the state. The format of the listen and learn sessions is informal. Speakers can address problems or address comments from previous speakers. The goal was to gather information by the end of August; however, the draft incorporating the listen and learn information will probably be out October – November timeframe.</p> <p>Requests were to consider graphics and the serving size. Considerations were cost and safety. Recently, LCB and the industry met to discuss the information thus far.</p> <p>Written responses can also be submitted. Last time, prevention as a whole submitted one response; the industry submitted 85. Sara Cooley Broschart asked if members would like to put together a summation of all concerns that all can be submitted on an individual basis.</p> <p>Scott suggested dusting off previous submissions and updating to apply to the current ask.</p>
5.	<p>SPE Target Discussion: Underage Marijuana Use / 30 Days And more</p>	<p>10:05</p>	<p>Sara Cooley Brochart</p>	<p>This item was not discussed.</p>
6.	<p>WHY Discussion: Terminology – Marijuana vs. Cannabis</p>	<p>10:15</p>	<p>Kristen Haley</p>	<p>Kristen Haley led the discussion regarding terminology. She outlined how DOH has landed on terminology:</p> <ul style="list-style-type: none"> • Youth – use marijuana • Young adults – use marijuana • Parents – use marijuana <p>Research shows that most age groups and English as a second language sectors use marijuana and don’t equate what cannabis is. It was decided that DOH would use the terms that the sectors are familiar with.</p> <p>Industry tends to want to use cannabis.</p> <p>For prevention, Scott suggested that prevention keep reviewing to make sure terminology is keeping up with the trends.</p> <p>Jason commented that to keep confusion out of the mix</p>

				<p>and use the common terms so that the message is understood.</p> <p>It is important to be intentional when talking about the product.</p> <p>Sarah Mariani suggested that context should dictate which word to use in communication. For survey questions, changing terminology at this point might skew results.</p> <p>Sara Ellsworth commented that there may be some context to parents who make the assumption that cannabis and marijuana are different.</p> <p>Scott shared that increasingly Cannabis/Marijuana is the root of auto crashes. This has a significant impact on how this group should look at these terms so that the community has a clear understanding. Law Enforcement needs terminology to be clear for their reports and data.</p> <p>Sara Cooley Broschart asked how does CBD work into this conversation, now and in the future.</p> <p>Sara Ellsworth brought up how opioids and derivatives have also the potential verbiage issues.</p> <p>Sara Cooley Broschart asked that Communications Team start the process that would create a document standardizing terms for all agencies to use in reports and media.</p>
7.	Break	10:35		
8.	<p>WHY Coalition Discussion:</p> <ul style="list-style-type: none"> • Meeting Logistics • Technology / Remote Challenges • Agenda topics • 2020 Schedule • 	10:40	Sara and Kasey	<p>Sara directed the activity; members broke into three groups to ponder the questions:</p> <ol style="list-style-type: none"> 1. What are we here to do? 2. What do you want to get out of your participation? 3. What is the value of WHY to you? <p>The group conversation notes:</p> <p>Group 1, Question 1:</p> <ul style="list-style-type: none"> • Staying on top of current issues • Sharing Ideas: Collaboration • Problem solving issues • Bringing key stakeholders to the table • Beating group one • Getting FaceTime with common orgs or state agencies. <p>Group 1, Question 2:</p> <ul style="list-style-type: none"> • State to get more involved with advocacy • Expand reaper of coalition

				<ul style="list-style-type: none"> Gaining outside knowledge / new data <p>Group 2, Phone, Question 1:</p> <ul style="list-style-type: none"> Understanding the range of experience and perspectives. Tapping into the expertise of the room. Value of retaining relationships across agencies even in the face of personnel changes. Learning connection action <p>Group 3, Question 1:</p> <ul style="list-style-type: none"> Information sharing Collaboration Relationship cultivation & maintenance Update the website <u>Consistent</u> messaging – programming Try new things -> innovation Share, success and failures Highlight youth Clarify policy initiatives <p>Technology challenge: Emily offered to set up zoom for WHY meetings. How do we engage phone attendees, how do we limit room conversation (meeting etiquette), asking “what do phone members think?” and naming phone attendees; monitoring comments, using the video option of Zoom.</p> <p>Jason offered to help with training on zoom (Martha and Sara CB and others as needed)</p>
9.	<p>Team Updates:</p> <ul style="list-style-type: none"> Policy Data Vitality Communications 	11:10	<p>Dave Jason Liz Kristen</p>	<p>Communications update: working on updating website, making campaigns cohesive, permanent signage for Marijuana Retail locations and other medical offices. Encouraged members to promote StartTalkingNow.com with the media campaigns from DOH.</p>
10.	Meeting wrap up	11:30	Martha Williams	<p>Martha reviewed the Action Items assigned during the meeting.</p>
11.	Round Table Member updates	11:35		<p>Jason – College coalition discussion has included: greek societies will, if alcohol is more than 15%, be required to use a third party to card attendees. Will the industry respond with products at 14%? Also, the hard seltzer industry is changing their alcohol content, and more. Action: policy team should discuss and prep talking points or white paper. Communications team could help disseminate the information</p> <p>Derek – WASAPV is low on members. Mostly do education and prevention lobbyist, hand-outs were provided to members in hard copy and electronically.</p> <p>Kristen –DOH is launching in fall the young adult campaign (You</p>

				<p>Are), hiring new staff.</p> <p>Emily – school is starting soon, working on LifeSkills, HYS, and more</p> <p>Alex – WAPCo, both public educators are new to WAPCo. Training will be updated and available soon for vaping and more.</p> <p>Sarah Mariani – CADCA Boot Camp is scheduled in October, Prevention Summit in November, Prevention section is hiring for several positions.</p> <p>Sara Cooley Broschart – Prevention round table to be held in Bothel next week.</p> <p>Martha – 2019 Prevention Awards of Excellence nomination deadline is Tuesday, September 3 at 5 p.m.</p>
12.	Adjourn	12:00	Sara Cooley-Broschart WHY Co-Chair	11:53 a.m.

Action Items/Decisions					
#	Action Item	Assigned To:	Date Assigned:	Date Due:	Status
1.	Work on Logistic discussion to bring back to the coalition	Martha, Kasey, Sara BC			
2.	Work on providing training on zoom	Jason			
3.	Share Frameworks slides	Fallon			
4.	Policy team to create white paper on College coalition discussion on the 15% proposal	Dave			
5.	Sara Cooley Broschart asked that Communications Team start the process that would create a document standardizing terms for all agencies to use in reports and media.	Communications Team			