

# **Florida Higher Education Alliance for Substance Abuse Prevention**

## ***Minutes of the March 24, 2004 Conference Call***

### Members in Attendance

Betty Straub  
Jamie Pontius-Hogan  
Maureen Miller  
Darlene Merrill  
Dawn Pollock  
Christine Franzetti  
Mike Smith  
Ellen Snelling  
Hope Johnson  
Malikah Pitts  
Tom Hall  
Jackie Griffin-Doherty (Operation Par)  
Bob Ruday

### Report about North Carolina's Initiatives-Mike Smith:

Mike Smith reported that he had met Dr. Rebecca Reeve at a meeting in Las Vegas. Dr. Reeve and her team put together a meeting with 59 presidents, provosts, and other officials from throughout the state, and brought them to Raleigh, NC. At this meeting, the administrators signed a pledge to take more aggressive action against alcohol abuse on their campuses. The first lady of North Carolina, Mrs. Easley, who is a former prosecuting attorney, provided leadership for the administrators to come together. Mrs. Easley was able to have one or two important presidents commit to the meeting, which in turn helped more reluctant presidents join. Mike made the recommendation that as the legislative session winds down, FHE-ASAP may want to work with Mr. McDonough on a similar initiative. Mike will arrange for Dr. Reeve to be on next month's call and share the lessons learned.

### HB 949 Malt Beverage Tastings Update-Mike Smith:

Filed on February 11, then on Feb. 20th it was referred to committee. A companion Senate Bill was also introduced.

The bill has never been officially withdrawn, although it is dead for this session. Anticipate more aggressive pursuit of passage in the 2005 legislative session. Currently, malt beverage tastings can take place in 19,000 licensed establishments in FL, which includes bars and night clubs. The bill would expand this up to an additional 19,000 stores including grocery chains and convenience stores. MADD, Florida Beer

Wholesalers, the Beer Industry of Florida, and the Petroleum Marketers Association did not support this legislation in its current form.

Grant Report-Betty Straub:

The Louisville office of PIRE (Pacific Institute for Research and Evaluation) was awarded the Southeast C.A.P.T. (Center for Application for Prevention Technology), and has hired Betty as senior program manager, which means Florida will have more training and technical assistance! Betty will be focusing on the 17-25 year old age group for the southeast region.

Betty also submitted an application to the Enterprise Rent-A-Car Foundation for the Safe Lanes Project grant. They have an intensive college intern program and may want to work with Florida colleges on reducing DUI and underage high-risk drinking. Safe Lanes is a new publication from HEC that focuses on environmental management strategies. This proposal was submitted March 29 to meet the deadline of April 2. The Foundation's board will meet April 29, and we should know within 2-3 weeks after that date. Bob has a copy of the application if anyone wants to see it. Betty is also pursuing other private foundations, Florida state funding, and other national sources, including another CSAP opportunity to reduce ecstasy use.

Events for FHE's Website-Bob Ruday:

If anyone has any upcoming events that they would like to share, please send them to Bob via e-mail, and Bob will send them to Kat.

FHE-ASAP mini-grant and CORE-Tom Hall:

Now collecting survey sample for participating schools that match their demographics. Currently, there is funding for survey. Incentive for survey will be a book scholarship of \$75 for every 100 students that complete survey. Commitment letters are needed. By this fall, the list of the sample size (list of e-mail addresses of students participating in survey) will be sent to Tom, then Tom will send the list to the Core, which then the online survey will be distributed. Random students can be selected for the scholarships without breaching confidentiality. There is usually about a 30% return rate for surveys. Schools agreed to be part of the sample include: USF, UF, FSU, and FL Southern. UM is still considering this. There is no cost for the schools to participate. The survey will be distributed between mid-September through the end of October. Tom will be sending a sample letter from CORE that will be sent to school's IRBs.

Community Covenants on Hospitality-Dawn Pollock:

Dawn, Chris Franzetti, and Tri-Eagle are currently working on community covenants. Covenants are made to set community standards and cultural tweaking. Covenant comprised of one page summary defining what is expected from the host establishment and guest regarding proper behavior and a safe environment. There are posters of this summary for which bars can post. 42 bars that target students are being asked for signatures on covenants. A PSA has also been negotiated for the student newspaper with the covenant letter and signatures. There are also neighborhood and advertising covenants that are working with the bars and radios for promotion of covenants. They

hope to have the first one published in the newspaper beginning April 1<sup>st</sup>, to coincide with National Alcohol Awareness Month. So far, about 20 signatures out of 42 have been collected. Dawn will send a copy of the covenant and cover sheet to Bob, which will have been forwarded out to all members.

#### Campaign for Alcohol Free Sports TV-Chris Franzetti:

The Executive Committee met at the end of February, and some of the members volunteered to contact other organizations to see what their position was on the Campaign for Alcohol Free Sports TV. Chris contacted Bill DeJong at the Higher Education Center. His response is that HEC cannot endorse the campaign because of its funding source. However, the Center for College Health and Safety, which is also based at Education Development Center but operates independently of the HEC, does have a working relationship with CSPI, and is in support of this campaign. Bill advocates that getting other university Presidents sign on to the campaign is key. He said he would forward Chris' e-mail on to Laurie Davidson for further information. Bill also said that FHE-ASAP's endorsement would be good media coverage. Maureen Miller provided an update from the American College Health Association president. He will be taking the details of the campaign to his executive committee, and hopes to get back with us before their national meeting in June. Bob will be sending an article from yesterday's USA Today about beer ads and college sports. There was more discussion about FHE-ASAP endorsing the Campaign for Alcohol Free Sports TV. Chris is in favor of voting for FHE-ASAP to endorse the campaign. Mike would prefer having some kind of statement from athletic directors and university presidents stating that they agree with the position FHE-ASAP is taking, before voting on this as a coalition. We will be discussing the campaign more on the next call, so please send Bob an e-mail on what each of us needs to be ready to vote.

#### Report on AMOD Meeting-Chris Franzetti:

Nine schools attended the annual meeting in Scottsdale. The on-site Harvard evaluators aren't going to be funded by Robert Wood Johnson after the end of this contract period, so Harvard is developing alternative proposals to see where funding can come from to continue the onsite evaluation component.

PAR's programs and activities were discussed, as well as the relationship with the Tallahassee HRP.

LSU is inviting someone from the San Diego Responsible Hospitality Institute for consulting. Florida was the only one to talk about their statewide coalition activities. FSU had their site visit from AMA in February, and Chris feels confident about re-funding for next year.

#### Tampa Alcohol Coalition Meeting Update-Ellen Snelling:

There were over 40 people from Ybor City attending the meeting. The bar and club owners would like to attend meetings more often. This meeting discussed the following issues: raising bar age to 21, safe rides, fake IDs, and responsible beverage service.

There will be another meeting on April 6<sup>th</sup>, to continue the conversation with the bars and clubs.

2004 Florida Prevention Conference-Mike Smith:

The Conference will be held in November 16-19, 2004. The Florida Higher Education Alliance for Substance Abuse Prevention holds its one-day session on Friday November 19th. Mike and Chris will meet on April 13th to begin laying out an agenda. They need input from everyone regarding: potential subjects, potential speakers, time allotment for the conference, and any offerings of presentations from individual schools. Conference speaker's \$150 registration fee is waived. April 8th will be the launch date of the Florida's Changing Alcohol Norms paper. Bob will send out an e-mail to everyone asking for input on this year's conference.

Mike Smith added that the next Juvenile Justice Teleconference, "The Rise and Fall of Togas and Keggers" will be on April 27th from 3:00-4:15. It is free of charge.

Respectfully submitted by:

Darlene Merrill, Health Education Intern, University of Florida