



**LowCountry Alliance for Healthy Youth
Community Board Meeting Minutes
May 20, 2024
Live Hilton Head High School Media Center and Via Zoom**

Meeting called to order by Wendy Cummings at 6:00 pm

Approval of Minutes: April meeting minutes were approved (motion by Galen Sturup Comeau and seconded by Lieutenant Washington)

Attendance: Wendy Cummings, Chair (Schools/Co-Advisor Cross Schools THY), Dr. Loretta Novince (LCAHY/DFC Grant Consultant/DFC Grant Principal Investigator), Galen Sturup Comeau (Substance Abuse Agency/BCADAD), Florentina Hartley (Schools/Co-Advisor, Hilton Head THY), Aviana Stevens (Youth/Bluffton HS /THY), Claudia Barrientos (Youth/Bluffton H.S. THY), George Hussey (Youth/Hilton Head HS /THY), Lieutenant Washington (Law Enforcement/Beaufort County Sheriff's Office), Susie Mauer (Healthcare Professional). *Staff:* Kathy Brookshire (DFC Grant Coordinator). Laura Pirkey (DFC Grant Program Director and Youth Coalition Coordinator), *Guest Speakers:* Jim Ziska and Cindy Owens (Nexstar Media/WSAV).

Guest Speaker Presentation:

Jim Ziska introduced media analytics specific to impressions and completion rates for our captive audience in the defined service area in Southern Beaufort County from October 2023 to May 2024. There were over 261,000 impressions made with a 96.8 percent viewing completion rate. A broad comparative overview was also provided for Beaufort because viewers travel with devices. Impressions are tracked by city, not zip code. Roku is by far the most popular viewing mechanism. English and Spanish PSAs were reviewed. Viewership is most active in the evenings. LCAHY PSAs were viewed at the meeting. Data on social media, including Facebook and Instagram, were discussed.

DFC Support Program Grant Update

Dr. Novince presented the DFC Progress Report for Grant Year 7 which will be submitted in August 2024. Grant Year 8 begins September 2024. The Sustainability Plan remains a priority along with 12 Month-Action projects over the summer. Most suggestions submitted thus far for the Sustainability Plan are grant opportunities. Dr. Novince reminded community board

members that grants written now must be used in the specified timeline in the grant year. Currently, LCAHY is engaged in fundraising events, most notably the annual May Day 5K. Going forward, LCAHY must identify additional funding opportunities. Lastly, Dr. Novince stated the DFC/CDC has asked LCAHY for a budget update specific to the proposed contracts written in the 2023-2024 Budget.

TEENS FOR HEALTHY YOUTH

LCAHY Senior Service Award Recipients: Lieutenant Washington shared he presented the LCAHY Outstanding Senior Service Recognition Award to Payton Ward and Amber Van Horn at the THY recognition event on April 30th at May River High School. Congratulations to Payton Ward, President of Cross Schools THY & Amber Van Horn Co-President of Bluffton High School THY for their service, dedication and contribution to THY's vision of promoting positive teen health. Lieutenant Washington shared that we are so proud of these exceptional Teens for Healthy Youth leaders and wish them the best on their future endeavors.

Hilton Head High School THY: George Hussey and Alexandra Magil from Hilton Head High School THY shared that activities have slowed this semester as they are seeking a new advisor. Three juniors are eager to step up in leadership roles for fall 2024. The Hilton Head High School THY is very excited about programs next year.

Bluffton High School THY: Avi Stevens and Claudia Barrientos presented that their THY focus has been on supporting students with encouraging messages during exams to reduce stress.

Cross Schools THY: Wendy Cummings presented on THY's May Mental Health Month activities including "Dress Down Green Day," social media posts and other positive messaging. Artistic handmade bracelets were also distributed to students.

DFC 12-Month Action Plan Updates

May Day 5K/May 11: Wendy Cummings thanked all volunteers for a very successful event. The final numbers of race participants exceeded all previous years. There was a minor glitch in the course map for the race and will be corrected for next year. Total monies raised are just shy of \$11,000 (\$10,787.96). These monies do not include in-kind support from volunteers and sponsors. Wendy emphasized her gratitude to all involved in this community-wide effort!

Sheriff's Office Patrols: Dr. Novince reported for David Martin. Sheriff patrols are needed at Coligny in Hilton Head. David is exploring the possibility of identifying a private company to assist with patrols. Lieutenant Washington said efforts to reach out to law enforcement personnel have been challenging due to a limited number of law enforcement personnel.

Providing Information/Posting on Social Media: Laura Pirkey shared that LCAHY has both Facebook and Instagram accounts. Laura asked the Community Board members to please "follow" LCAHY on Facebook and Instagram and share the messages. Dr. Novince commented

on recent posts specific to the Outstanding Senior Service Recognition Award recipients and asked meeting attendees to watch for upcoming posts for Mental Health Awareness Month.

DEA National Rx Take Back Day/April 27: Avi Stevens shared that she and Mary Thurlow distributed the LCAHY Year-Round Rx Drop Off Cards to individuals dropping off medication at Rx Take Back Day at the Bluffton Beaufort County Government Center. Avi mentioned Kathy Brookshire and Ethan Barrera provided set up support at the event. Galen Sturup Comeau reported 26 pounds of medication was collected and also noted fewer cars are now presenting at the Take Back Day event. The emphasis is on the stand-alone disposal box sites. Lieutenant Washington noted officers must make special/additional trips to empty these boxes as they are heavily used. Lieutenant Washington will try to get these data. Dr Novince asked if we need to buy more stand-alone disposal boxes.

Town of Bluffton May Mental Health Proclamation: Avi Stevens reported she attended the Bluffton Town Council meeting with Dr. Novince and her mother Dr. Rhonda Stevens, a LCAHY Board member at which she accepted on behalf of LCAHY the Proclamation for May Mental Health month issued by Mayor Toomer. Avi noted this was a great experience and will be posted among THY success stories on the LCAHY web site.

LCAHY Underage Drinking Signage & Promotion of Rx Drop-Off Boxes: Dr. Novince presented on behalf of Cara Vercellone and read Cara's report from Mayfest 2024. The Bluffton Rotary provided LCAHY's signage at Mayfest about underage drinking in a laminated form. This signage stated, "We Know the Law Do You." Cara reported that, as a member of both The Rotary and LCAHY, she felt great pride and witnessed the power of two groups working together. The Rotary is saving these signs for the Oyster Roast.

Environmental Scan/Bluffton Gas Stations: Laura Pirkey reported an environmental scan specific to tobacco and alcohol products was conducted by THY members on February 3, 2024. The teens surveyed gas stations using a list of questions, including ease of purchase; signage and ease of theft. The goal is to survey stores for vaping in fall 2024. The 12-Month Action Plan includes recognizing retailers in Southern Beaufort County who are NOT selling to underage purchasers. A question was asked: "how shall we do this?" Possible an ad in the HHI/Bluffton Sun. Galen agreed publicly recognizing responsible retailers would be very positive. Dr. Novince mentioned that prior to COVID, LCAHY did thank establishments for NOT serving underage patrons. Laura suggested a news article be written with suggestions from THY for retailers.

Fund Development Opportunity/Belk's Charity Event: Laura Pirkey reported LCAHY has participated in the Belk's Charity event in past years. Claudia Barrientos (THY Bluffton High School) is familiar with this year's event and explained coupons are sold by LCAHY, discounts are provided at Belks for merchandise, and LCAHY then receives a percentage of total proceeds. Coupons are available for purchase.

SC Governor's 2024 Opioid & Addiction Summit: Kathy Brookshire reported she attended the statewide Governor's Summit on Opioids and Addiction in April. Registration was closed at 700 attendees. While the focus was addressing "substance use disorders; treatment programs; SC Opioid Abatement Fund and ending the drug overdose crisis," Kathy stated she was gratified to hear resounding support for prevention and education programs from attendees and panelists. Information was also presented by MUSC (Project ECHO); U of SC (Statewide Data and Analytics); Clemson (Clinician-to-Clinician "Warm Line"); SC Department of Public Health (Prescription Drug Monitoring "Dashboard") and DAODAS (new technical assistance for medical practitioners in SC). Kathy stated she felt definite validation for LCAHY's 12-Month Action Plan to prevent and reduce substance use among our youth while attending the conference.

2024-2025 LCAHY Calendar: Wendy Cummings reminded Community Board members to notify the office of community and schools for 2024/2025, so the meeting calendars can be adjusted. There will be no meetings in June or July. The next community board meeting is scheduled for Monday, August 19th.

The meeting was adjourned by Wendy Cummings, Chair

Meeting minutes submitted by Kathy Brookshire, DFC Grant Co-Coordinator, on behalf of Francine Norz Tobin, Recording Secretary.