

# Ingham Substance Abuse Prevention Coalition

**ISAP Meeting Minutes**  
**January 15, 2009**  
**LPD South Precinct**  
**8:00 am to 10:00 am**

**Members Present:**

Mike Botke, Lansing Teen Court  
Harriett Dean, PPS/EISD  
Micki Fuhrman, PPS/EISD  
Marie Hansen, Community Member  
Joel Hoepfner, MidSouth Substance Abuse Commission  
Dawn Kepler, Prevention Network  
Sara Lurie, PPS/EISD  
Rod MacDonald, Community Member  
Pat McKinley, Cristo Rey Community Center  
Sharon McWilliams, Lansing School District  
Peggy Roberts, Power of We Consortium  
Amy Spaulding, St. Vincent Catholic Charities  
Mike Tobias, Cristo Rey Community Center  
Lt. Eric Trojanowicz, Ingham County Sheriff's Office  
Karen Waters, Cristo Rey Community Center  
Pat Wheeler, NCA/LRA

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**Next Meeting: January 19, 2009 @ 8:30 am**

**I. Call to Order:**

**8:20 am**

Chairperson Sharon McWilliams called the meeting to order and had each person introduce him or herself. Sharon presented Marie Hansen with a plaque from ISAP members in appreciation for her dedication to the work of the Coalition as 2008 Chairperson.

**II. Approval of December, 2008 Coalition minutes:** Harriett Dean, (PPS Voting Member) motioned to accept the December, 2008 ISAP minutes as published. Mike Botke, (Teen Court Voting Member) supported the motion. Motion passed unanimously.

**III. New Business:**

**a. Alcopops and Energy Drinks Pre-Mixed with Alcohol: power point presentation**

Harriett Dean and Micki Fuhrman presented. Harriett stated that the power point they were presenting today could be emailed to ISAP members at their request. Harriett described the marketing of "Alcopops", so called because of their sweet fruity soda-pop like taste. She stated that these types of alcoholic beverages "go down smooth" and are marketed as such. She stated that Zima and Bartles & James were the original brands of alcopops beginning in the 1980s, and Mike's Hard Lemonade was one of the first brands to catch on with young people. Harriett stated that marketers of alcopops claim that women over the age of 21 are their targeted

clientele. She showed several slides indicating that the opposite is true. The slides demonstrated internet and other advertisements clearly designed to appeal to young drinkers, particularly girls and young women. Alcopops are heavily marketed through non-traditional media such as internet sites, chat rooms and text messaging. They are classified by the U.S. Alcohol and Tobacco Trade and Tax Bureau (TBB) as “Flavored Malt Beverages”, though they exhibit little or no traditional beer or malt beverage characteristics. Harriett stated that they are only beer in the true academic sense. Micki then went on to describe Energy Drinks Pre-Mixed with Alcohol, such as Rockstar 21, which derived from mixed cocktails such as Red Bull and Jagermeister. Whereas current efforts among preventionists are to properly classify alcopops as mixed spirit drinks instead of flavored malt beverages, the aim for energy drinks premixed with alcohol is to completely eliminate the sale of the product. Micki indicated in power point slides that this type of alcoholic beverage is also very popular with young people, especially as a method of binge drinking. Marketing of these products, such as Sparks, Rockstar and Tilt, mimics the marketing of nonalcoholic energy drinks. One of the biggest problems with these drinks is that the actual products, whether alcoholic or nonalcoholic, are very similar in appearance. Micki showed slides demonstrating that it is difficult to differentiate between the two. Micki also stated that in one high school in the country, 42% of students were found to have brought one of the alcoholic energy drinks into the cafeteria. Energy drinks premixed with alcohol are particularly dangerous due to the mixture of high levels of caffeine (Stimulant) and alcohol (depressant).

#### **b. Action Item: Alcopops and Energy Drinks Pre-Mixed with Alcohol Resolutions**

Mike Tobias presented. Mike clarified statistics regarding the alcopops resolution. He stated that reclassification would change the price of alcopops from \$.20/gallon to \$1.81/gallon. He said that it would also greatly reduce the number of liquor outlets selling the product. Currently 3,971 Michigan liquor licensees can sell liquor as well as beer and wine, whereas 3,388 sell beer and wine only. Mike distributed copies of the two proposed resolutions on the Michigan Coalition to Reduce Underage Drinking (MCRUD) letterhead. He encouraged ISAP members present to visit the MCRUD website and its link to the resolutions and fact sheets about the products. Mike stated that he and MCRUD Coordinator Ken Dail have been busy trying to get as many agencies and volunteer groups as possible to either sign the MCRUD resolutions or design their own. He stated that Karen Waters has also been working with several churches that act as ISAP information centers on supporting the resolutions. Mike stated that Governor Granholm has the authority to remove energy drinks premixed with alcohol from the shelves at any time. He identified the three Liquor Control Commissioners who have the authority to both reclassify and remove alcohol products. They are: Nida Samona (Chairperson), Pat Gagliardi and Donald Weatherspoon. He also identified Liquor Control Hearing Commissioner Colleen Pobur. Mike stated that the Liquor Control Commission currently has one vacant chair. There is a requirement that at least one Democrat and one Republican be on the Hearing Commission. The current vacancy is for a Republican. Mike stated that support of the resolutions does not qualify as lobbying. He stated that ISAP members and other prevention people made a big impact on the Liquor Control Commissioners at the December 2008 Public Hearing. Mike stated that the Public Hearings are held twice a year, in December and in June. Though we cannot lobby as Coalition members, Michigan Prevention Association (MPA) members can lobby. Mike encouraged ISAP members present to become MPA members. Rod MacDonald asked if it would be difficult to get these resolutions passed. He stated that lobbying the Governor is very personal. Mike emphasized the importance of speaking to the Liquor Commissioners regarding the resolutions. Joel Hoepfner stated that working with individuals like these, right up to the drug czar, and influencing who gets a post, is a great tactic for preventionists.

**Decision:** Sharon asked for a motion that the ISAP Coalition support both resolutions. Karen Waters (Cristo Rey Community Center, Voting Member) moved that the ISAP Coalition support both resolutions and Micki Fuhrman (PPS Voting Member) seconded. The motion was unanimously accepted.

### **c. Youth Media Training**

Sara Lurie presented. She distributed copies of the Truth in Action High School Media Training flyer to ISAP members present. She asked Dawn Kepler to add any information she has, as Dawn has also been working on the training at Prevention Network. The end goal of the training is for students to enter upcoming high school youth media contests. Sara stated that Amy Moore organized this training through the Comcast Network last year. Youth were trained in several different prevention programs, such as Courageous Persuaders. This year, the training will be held at the Capital Area Career Center in Mason on Wednesday, January 28, 2009 from 11:30 am to 2:30 pm. Sara stated that several media-savvy students are involved with the project. High-tech equipment is not a requirement for the storyboarding, shooting, editing and sound that is involved. Sara stated that the students can actually go through the process in their own homes. The finished products will be broadcast by Safe and Drug Free Schools. There are currently five teams of five students registered for the project. Dawn added that the project organizers are planning on a tri-county competition through the Facebook website. Friends of the participating students will vote on the finished products. There are also plans for broadcasting winning entrees on local radio stations and on the scoreboard at Oldsmobile Park during Lansing Lugnuts games. Dawn added that there will be a representative from the Comcast Network at one of the media contests. Entrees will also be broadcast at the April 19, 2009 Student Talent Show at the Hannah Center in East Lansing. Rod added that there is a product called the “Flip Video” camera and one million of them are currently being distributed to non-profit agencies nationwide. The goal is for non-profits to show exactly what they do. Rod stated that the Flip Video cameras might be something that youth participating in the media contests could use.

### **d. Beer Tax Discussion**

Mike presented. Mike stated that the last year that the tax on beer was increased in Michigan was 1966. He stated that raising beer taxes is a strategy proven to be effective, evidenced through Communities for Change on Alcohol. Mike added that when beer taxes were lowered in Australia in recent years, the country suffered consequences. Mike asked Marie for input on the subject. Marie stated that advocating for a beer tax would have to be a broader effort than this Coalition’s. She reminded ISAP members present that strategies for raising the Michigan tax on beer are included in our Drug Free Communities Work Plan. Marie stated that Public Sector Consultants administered a survey in 2004 for Prevention Network to determine public acceptance of an increase in the beer tax. Their findings were that people in our area will only support this type of legislation if the tax dollars fund substance abuse treatment and prevention efforts. In addition, our Governor has continually supported an increase in liquor but not beer taxes. The federal government continually asks to have the beer tax lowered, but this never gets out of committee. Marie added that there is a common misconception that low income people are the typical beer drinkers when, in fact, beer consumption goes up as income levels go up. Joel stated that the Michigan Association of Substance Abuse Coordinating Agencies (MASACA) has done a feasibility study regarding beer taxation. Joel said that beer taxation is tied in with a lot of other taxation issues. He stated that the task for ISAP members is to push MASACA members into supporting a beer tax increase. We will need to combine resources with “bigger guns” such as health departments. Micki asked if there has been an increase in the tax on wine and Mike stated that the last time that happened was in 1982. Marie stated that politically this is a good time to track support of beer taxation, lawmaker by lawmaker. Mike stated that his

state representative supports an increase in the tax on beer. He added that the liquor code and liquor act allow for local control of this type of legislation. It can be done at the city, county or state level. Mike stated that Homer Smith of Mothers Against Drunk Driving (MADD) agrees. Mike Botke asked Mike if he could find out what kind of money would be generated by raising the tax on beer and Mike replied that he could. Joel stated that the types of powerful policies being discussed at this meeting are the future of substance abuse prevention. He said that when alcohol is taxed, those who use and abuse alcohol end up paying for what they use. The money goes back into the system. Mike Botke stated that he always weaves the use of alcohol into scenarios used with Lansing Teen Court clients. He stated that the clients are self-reporting that they are buying their alcohol from adults who buy it legally. Karen stated this is consistent with current alcohol compliance check data. She stated that when our data indicates that youth are not attempting to purchase alcohol themselves, they have to be getting it from someone else. She stated that the Lansing and East Lansing Police Departments just submitted results of their compliance check inspections for the first quarter of fiscal year 2008/2009. Out of 103 liquor licensees inspected in both cities, only one violated. This is consistent with the 99 to 100% rate of compliance seen in Ingham County for the past year. Karen stated that if the decoys used during the inspections are an indication, retail access by youth is not an issue. Karen described other access routes for youth alcohol use and asked ISAP members present if they were seeing them. Sharon stated that the methods youth use to obtain alcohol tend to cycle. She agreed that local youth are not currently attempting to purchase their own alcohol but, as Mike stated, often purchase it from adults. Social access routes are the bigger issue for the Coalition to focus on.

#### **e. SPF/SIG Monies Use**

Sara presented. She stated that the ISAP Coalition has been awarded \$31,000.00 in Strategic Prevention Framework/State Incentive Grant (SPF/SIG) funds. Joel added this is an increase from the original award of \$25,000.00. He said that there are currently six counties in the MidSouth Substance Abuse Commission (MSSAC) Region implementing prevention strategies for three different substance abuse issues. The State of Michigan has approved this across the board. The strategies implemented by Ingham County address the issue of traffic fatalities and crashes related to alcohol. Joel stated that MSSAC staff has confidence that the funding will impact our priority target area. He added that we will also receive at least \$31,000.00 in SPF/SIG funding in the next fiscal year. Marie asked Joel if serious injuries due to alcohol-related crashes are part of the priority target area and he stated that they are. ISAP members will need to look for intervening variables and evaluate data over time. Joel referred to data contained on the Office of Highway Safety traffic crash website. He added that across both the region and the state, 18 to 34 year old males are the demographic suffering most of these fatalities. Our data must identify contributing factors, scope and sequence, and fidelity of initiatives. All counties funded by MSSAC will have to prove that capacity has been built. Joel stated that the SPF/SIG funds can go to law enforcement agencies or other agencies carrying out ISAP strategies. Sara stated that the Domino Strategy for Responsible Alcohol Use and media coverage on Thirsty Thursdays at the Lansing Lugnuts games are possible strategies to include in the work plan for SPF/SIG funds. She asked Joel and Dawn to talk about the roll out of the Domino Strategy Program at Sienna Heights University in Adrian, Michigan, where it is being piloted. Dawn distributed handouts describing what is happening at Sienna Heights with this program. She said that Penny Norton, who developed the Domino Strategy, has said that elements of the program can be used by community groups. Dawn stated that the Domino Strategy Program encourages consumers of alcohol to be aware of the size of their drink, as well as the number of drinks they are consuming. Joel added that any evaluation of a program like this has to go through rigor. He emphasized again the importance of evaluation and outcome. He said that this is easier to do than evaluating social norming strategies, due to measurable components. (ie: 0-1-2 alcoholic beverages consumed, physician office visits) He stated that the Domino

Strategy Program now has an evaluation component, including a pre/post test. MSSAC funded the evaluation piece. Sara added that implementing texting in sitings of alcohol infractions at Lansing Lugnuts games is another possible strategy for funding. Marie stated that it would be good for the Coalition to collect different types of data at Lugnuts games, as well as from the Common Ground Music Festival. Recommendations were made that the ISAP Executive Committee meet next week to develop a plan for the SPF/SIG funds.

**Decision:** Sharon asked for a motion that the ISAP Executive Committee meet to write a plan for the SPF/SIG funds and present it at the next Coalition meeting. Mike Botke (Teen Court Voting Member) made the motion and Eric Trojanowicz (Ingham County Sheriff Department Voting Member) seconded. The motion was unanimously accepted.

#### **f. Legislative Updates**

In Amy Moore's absence, Dawn presented a Smoke Free Michigan update. Dawn distributed copies of a New Year, New Chance handout, describing current smokefree air legislation. The handout identified actions for Michigan residents to take in the continued Campaign for Smokefree Air. The [www.BREATHEMI.org](http://www.BREATHEMI.org) website was also identified on the handout. Harriett stated that a Genesee County Commissioner has reintroduced the SmokeFree Michigan Bill.

#### **IV. Old Business:**

##### **a. Alcohol and Our Community; Sobering Statistics About Use and Abuse in Ingham County**

Harriett distributed copies of the final publication of this work product. She stated that the ISAP Media Committee will reconvene soon to determine how best to distribute them. Marie asked that copies be given to Peggy Roberts today to take to the Power of We Consortium.

#### **V. MidSouth Announcements:**

Joel stated that he had no further announcements.

#### **VI. Other Announcements:**

**a.** Micki recommended that the Responsible Responsibility Council of East Lansing receive a letter of appreciation from ISAP, based on their continued rate of compliance during alcohol compliance inspections. Karen suggested considering a future letter to the Responsible Hospitality Partnership of Lansing for the same reason.

**Decision:** Sharon asked for a motion that the ISAP Coalition send a letter of appreciation to the East Lansing Responsible Hospitality Council. Mike Botke made the motion and Marie Hansen (Voting Member, Citizen of Lansing, MI)seconded. The motion was unanimously accepted.

**b.** Sara stated that the 33<sup>rd</sup> Annual Special Olympics State Winter Games will take place from February 3<sup>rd</sup> through 6<sup>th</sup>, 2009 in Traverse City and Belaire, Michigan. Further information regarding the Special Olympics and the Polar Plunge can be obtained from the [www.somi.org](http://www.somi.org) Special Olympics website.

c. Dawn distributed copies of the Michigan State University (MSU) Social Norming Campaign posters. Further information regarding social norming initiatives at MSU can be obtained through the [socialnorms.msu.edu](http://socialnorms.msu.edu) website.

d. Mike Botke discussed Lansing Teen Court in the community. He stated that Lansing Teen Court would like to share their data with the ISAP Coalition. Mike stated that:

- Lansing Teen Court receives funding from five different sources, including MSSAC and the Mayor's Task Force on Drug Free Youth.
- There will be a golf outing to raise further funding at Grosbeck Golf Course in Lansing, on June 27, 2009.
- Latecia Heath has been re-hired as a Lansing Teen Court staff person.
- Lansing Teen Court is a prevention program of Child and Family Services. This is a new merger and means that every child entering Lansing Teen Court will be assessed. The Juvenile Inventory for Funding testing instrument will be the assessment tool used.
- Lansing Teen Court is also conducting the "Staying Connected With Your Teen" program for participating families. Sara stated that schedules for the entire parent programs offered through EISD/PPS, including "Staying Connected With Your Teen", are currently available.

e. Sharon announced that our meetings will begin at 8:30 am instead of 8:00 am henceforth, with "Coffee and Conversation" from 8:00-8:30.

**VII. Adjourn:            10:10 am**