**MINUTES 12/8/2020 ALCOHOL TASK FORCE**

**12 - 1 PM**

**ONLINE**

**Co-Chairs: Robin Carnes and Cassie Crumpton**

**PRESENT:**

**Robin Carnes, Public Health**

**Cassie Crumpton, Sublette Treatment Court**

**Deputy Deborah Hueckstaedt, Sublette County Sheriff’s Office (SCSO)**

**Sgt. Travis Bingham, SCSO Public Information Officer**

**Sarah Hixson, Clinic Director, High Country Behavioral Health**

**Joey Burke, SPC Tobacco Co-Chair, Governor’s Council on Impaired Driving**

**Deanne Swain, D. Swain Media**

**Trisha Scott, Coalition Coordinator**

**Notes, agreements, and action items:**

Review 2020 DUI and BAC and demographic data with Deputy Hueckstaedt and Sgt Bingham. Review progress on goals. Review current harm reduction campaign and reach of social media. Make a 6 month plan for the campaign. Deputies Johnston and MacKenzie are ready to go for next TIPS training, but TIPS is on hold due to covid and little current demand.

Discussion on marketing: We are marketing to agents of change (women) more than targets of change in our harm reduction campaign. Should we consider targeting the targets (males in their mid twenties to mid- forties)? Travis (the lone male in this meeting) recommended marketing to the targets of change. Joey Burke recommended looking at the GCID campaign in other WY counties that uses messages on gas station pumps and on beer coolers of businesses willing to participate. Trisha will contact Rachel Nuss at Dept of Health about materials. Joey will share examples of GCID content with this team.

Comment was made that men listen to radio. Radio ads using local people like certain treatment court graduates are worth exploring. Comment was made that making ads like conversations may be more effective for the target local demographic.

Other marketing considerations: “Cost of a DUI” messaging on gas pumps needs to be informed by motivational interviewing practices; not telling people what to do, but asking “How will I get to work if I get a DUI and lose my license?”

Comment was made that the CDC and SAMHSA moderate drinking formula is “shocking” to our community members.

Deanne and Trisha will draft some messages targeted to males in their mid twenties - mid forties and request a focus group with Travis and other males we know in that age group.

**Next Alcohol Task Force: March 9**. Trisha will invite Mayor Murdock to talk about the town alcohol permit so we can potentially advise on revisions using the alcohol permit checklist from Dept of Health and WY Liquor Division. Trisha will invite Brianne and Kaylee from the County fairgrounds to hear their story of how they got the fair board to agree on new alcohol rules for the fair.