

Prevention / Education / Media Sub-Committee Meeting Report

The committee continues to try to come up with ways to bring awareness to the masses, as we have identified several target populations. In an effort to try and identify anything that transcends ethnic/racial/age/gender barriers we thought about college football. A smaller workgroup was formed from the subcommittee. We had several meetings with the media representatives from Auburn University and the University of Alabama in regards to getting our message out to their very diverse fan base populations. Secondary to a very short timeline, the preliminary contract negotiations were unsuccessful and we were not able to work through the process before the football season started, but are hopeful to resume the discussion and be able to have some sort of media campaign for the 2018 season. We are also hopeful to include maybe Troy State, UAB, Alabama State and Tuskegee Universities as well.

Continue to work on our branding/marketing strategy with #TheLabel being the dominant part of the slogan (maybe #liveTheLabel; readTheLabel; #followTheLabel) etc.

Coordinating efforts with ADMH SPF-Rx ...Strategic Prevention Framework for Prescription Drugs and ADPH small grant monies for a media campaign of some sort.

The Prevention / Education / Media Committee met on Thursday, July 27, 2017 from 9:45 am to 3:15 pm at the University of Alabama in Tuscaloosa.

- Our day began by arriving on campus and going to Russell Hall. We had a program tour of the MPACT (Maximizing Potential for Academics, Community and Treatment) Program. This is a one of a kind program that is a collaborative effort between the Office of Student Conduct and the Student Health Center (Substance Abuse Services) unit/division.
- The program provides clinical services in assessment, diagnosis, individual and group therapy, with four progressively intensive programs designed to lead students to healthier decision-making and lifestyles for a successful academic career. MPACT provides early intervention and case management through a unique on campus drug court experience.
- We were able to tour the lab where the on-site drug testing is done and ask questions.
- We then had a round table discussion with the MPACT staff members about their job role(s) within the MPACT program. We were later joined by Dr. Albright who is a member of this committee and a faculty member of the University of Alabama serving as the Hill Crest Foundation Endowed Chair in Mental Health Research. He brought along some students/interns one who gave a powerful testimony of overcoming some very negative social determinants of health that the majority of his siblings, family and community had succumbed or fallen victim to.

- We had a working lunch, where the conversation continued in regards to our morning experience.

- We ended the day with a visit to and discussion with the program staff and students of the Collegiate Recovery Community Program. The overall concept of CRC is a College or University-provided, supportive environment within the campus culture that reinforces the decision to engage in a lifestyle of recovery from substance use. It is designed to provide an educational opportunity alongside recovery support to ensure that students do not have to sacrifice one for the other.