

## **Juvenile Justice Council of Iroquois County Meeting Minutes**

**March 7, 2022**

### **I. WELCOME**

The Juvenile Justice Council of Iroquois County held a meeting on Monday, March 7, 2022. The meeting commenced from 1:30-3:30 p.m. in the breakroom of the Iroquois County Courthouse in Watseka. Coalition members were invited by email to attend this in-person meeting.

Barb King, JJC Chairperson, welcomed all who were in attendance. A handout containing Meeting Talking Points was distributed and everyone present was reminded to sign-in.

#### **Members present at the meeting were:**

- Barb King — Iroquois County Probation Department, Iroquois County Juvenile Justice Council Chairperson, Law Enforcement Sector Representative
- Jenni McTaggart — Iroquois County State's Attorney Office, DFC Grant Project Coordinator
- Sarah Pree — Iroquois County State's Attorney Office, DFC Grant Communication Campaign and YPE Coordinator
- Susan Wynn Bence — Gibson Health, Iroquois County Opioid Coalition Chairperson, Other Sector Representative
- RaDonna Hasselbring - Iroquois County School District #9 School Counselor, School Sector Representative
- Tammy Barragree - Clove Alliance, Other Sector Representative
- Gina Greene - Iroquois County Public Health Department, Healthcare Sector Representative
- Stacey Smith - WGFA/WIBK Radio Station Manager, Business Sector Representative
- Mary Kay Lavicka - Iroquois Memorial Hospital, Healthcare Representative

### **II. INTRODUCTIONS**

Introductions were foregone as everyone present was familiar with one another.

### **III. PARTNERING WITH I-KAN ON ADDITIONAL INITIATIVES IN UPCOMING MONTHS**

Sarah Pree shared with the coalition that she and Barb King had recently met with the Iroquois-Kankakee Regional Office of Education's Life Education Center staff regarding working together on some initiatives during the upcoming months. I-KAN would like to partner with the JJC to spend over \$4,000.00 of grant funding to increase the percentage of middle school and high school youth in Iroquois County who report:

- their parents have talked to them in the past about not using alcohol
- and that they believe they would get caught most of the time by their parents if they drank beer, wine, hard liquor...without their parents' permission.

These funds must be spent by June 30th on billboards, newspaper ads, and/or radio ads.

Brenda Wetzel, Director of I-KAN's Life Education Center programs, will be responsible for composing contracts with the billboard, newspaper, and radio vendors that are used. Pree said that Wetzel had conveyed that she would like the grant funding to be spent sooner rather than

later. Wetzel had also expressed that she would like some of the funds to be used to broadcast a radio PSA on WGFA in April for Alcohol Awareness Month.

The coalition perused the list of Efforts to Date by both the JJC (TIP the Scale campaign) and I-KAN on the Meeting Talking Points handout to see what prevention efforts have already taken place or been planned in our area so as not to duplicate efforts. The council then discussed the three advertising possibilities supported by I-KAN's grant, scrutinizing each in order to spend the funds in the most effective way. The group decided against utilizing billboards, as they are quite costly and it is difficult to find one in a good location during a particular time period, as the billboard company prefers long-term rental contracts. Also, a graphic designer would need to be paid to put together a print-ready billboard.

The coalition also explored the possibility of advertising upcoming ACEs (Adverse Childhood Experiences) programming which would include mental/emotional building activities for local youth. Although the JJC is hoping to offer such programming in the near future, it has not yet devised a plan for hosting such activities/events. Thus, the group decided to focus our efforts on radio and newspaper ads.

#### **A. RADIO ADS**

Pree reminded the coalition that Wetzel had said she wanted some of the funds to be used to broadcast a radio PSA on WGFA in April for Alcohol Awareness Month. Pree asked for ideas for possible PSA content. She shared that she and Lynda Marti (I-KAN LEC employee) had written a PSA script a year ago that had not yet been recorded.

##### **SCRIPT:**

**Adult voice:** *I-KAN Life Education Center programs and the Juvenile Justice Council of Iroquois County want to remind everyone that April is Alcohol Awareness Month.*

**Male/female teens can take turns reading the lines - perhaps all teens could read the campaign slogan line together:**

*Mom and Dad, it may seem like I don't need you as much now that I am a teenager, but, the truth is...I do. I still need your influence and involvement. Continue to be there to help me with school projects, cheer me on from the sidelines, and offer guidance to keep me healthy and safe, especially when it comes to the dangers of underage drinking. Parents are the leading influence on their kids' decision to drink or not drink. So, please keep showing up...We are still growing up.*

**Grant Information that must be included:**

*Funded in whole or in part by the Illinois Department of Human Services, Division of Substance Use Prevention and Recovery through a grant from the Substance Abuse and Mental Health Services Administration.*

The coalition thought that the script would work well for the PSA we have been asked to create. However, the group thought that a minor tweak should be made to the script so that it really emphasizes TALKING with your kids. Thus, the following line will be added after still needing parents' influence and involvement, "I know it may not seem like I want to talk to you, but I do...just keep talking to me." Stacey Smith noted that this PSA would be longer than the usual 30 second spot. Because it will most likely be a 60 second spot, it will play fewer times each day during the month of April.

Members were in agreement that the grant information at the end of the ad should be sped up, but not to the speed where it sounds like a chipmunk talking.

Local teens will be asked to record themselves reading the script. Students taking part will be able to list their participation as community service. RaDonna Hasselbring will reach out to several Watseka High School Studio 9 and NHS students for help with this endeavor. Pree will reach out to the Donovan SADD chapter sponsor for participating teens. Jenni McTaggart noted that her daughter would be happy to take part. Pree will put together an email containing the finalized script and recording directions to be shared with the students. (The directions will be the same as what is shared with our local celebrities who record their TIPs for the radio.)

Members expressed an interest in also creating a PSA that centers on the Social Host Law with prom and graduation season approaching. Members discussed if any changes had recently been made to the Social Host Law. Pree texted Jim Schreiner (I-KAN) who had recently recorded a PSA on this same issue. Schreiner texted back and shared his script with the JJC. His script seemed to follow the same information about Social Host Law that is shared on the JJC's website. Pree will do more research to ensure that both our website and the PSA we are creating have the most up-to-date information. She will send this information to Smith who will compose the ad.

The coalition members expressed their belief that having State's Attorney Jim Devine read the PSA on Social Host Law would have the biggest impact on listeners. Pree will reach out to him to see if he or Assistant State's Attorney Alex O'Brien would be willing and able to record the PSA. Like the other PSA we are putting together, this, too, will most likely be a 60 second spot.

Pree will reach out to Wetzel to find out for sure what groups need to be mentioned in the PSA's. (Example: I-KAN LEC, JJC, Pfl, etc.) We will also need to know if the "Keep Showing Up" motto will need to be mentioned in both radio ads. Smith will determine the length of each ad and the cost to run each ad multiple times a day from April 3-30, 2022. Then, Smith will reach out to Brenda with the details for the contract.

## **B. NEWSPAPER ADS**

Pree shared that when the JJC placed ads in all of the local newspapers in the past, the total cost was approximately \$466.25. This included ads placed in the Iroquois County Times-Republic/Illinois Spirit, Gilman Star, Clifton Advocate, and Cissna Park News. She noted that the Milford Herald is no longer operational. A discussion took place as to if another individual had started publishing a Milford newspaper. After several members messaged their contacts in Milford, it was determined that Milford does not currently have a working newspaper.

Suggestions for advertising in the newspaper included: Social Host Law Ad, Ads featuring our local TIP Celebrities that also plug upcoming initiatives, TIP of the Week

feature similar to the Smile of the Week, paying for a Newspaper Guest Columnist to write about our prevention efforts/initiatives, and paying a stringer writer to write an article. After discussing these possibilities, the coalition decided to put together a total of three newspaper ads to be placed in all of the local newspapers during Alcohol Awareness Month (April). The ads will be centered on the following:

1. Featured Local TIP Celebrity with prevention advice for parents about underage drinking
2. Another Featured Local TIP Celebrity with prevention advice for parents about underage drinking
3. Social Host Law

Pree will use our online Canva account to design these ads. Wetzel had previously noted that the newspaper ads will need to include the “Keep Showing Up” campaign logo and each organization’s logo. Pree will share our plan and the designed ads with Wetzel. We will ensure that the total cost for the PSA’s and the newspaper ads do not exceed I-KAN’s budget.

#### **IV. DONOVAN HS SADD CHAPTER’S REQUEST FOR HELP WITH PROM WEEK ACTIVITIES**

Pree shared that Kristin Lindquist (Donovan HS SADD Chapter Sponsor) had asked for ideas for activities that can be done with the group and/or student body the week before prom. Their prom is scheduled for April 30th. Lundquist had originally mentioned a prom reenactment, but our grant funding does not support such scare tactic activities. Lundquist had also asked for the JJC’s help with putting together some trivia questions centered on underage drug prevention. Pree said that she is in the process of putting together such questions/answers.

Lundquist had asked if the County Sheriff would be a guest speaker for their group about drinking and driving, “Toe the Line”, and what would happen if teens are picked up for drinking. Sheriff Perzee suggested Assistant State’s Attorney Alex O’Brien might be a better speaker since he knows more about prosecuting such offenses. O’Brien is happy to come to speak to her students. Pree asked for suggestions of other guest speakers. It was mentioned that Debbie Krones had done a wonderful job speaking at schools about tragic loss as a result of underage drinking.

Pree stated that Ken Ward had talked to the JJC in pre-COVID time about the Cissna Park American Legion acquiring the Drunk Goggles/Drugged Goggles/Scooter program. They were planning to take this presentation around to area schools to demonstrate how alcohol and drugs can affect how one sees things. Pree asked if anyone knew if anything had ever been done with this program. She wondered if it would be possible to borrow the materials for use at Donovan. King said that she will reach out to one of the Bailiffs at the jail about this matter, as he is connected with the Cissna Park Legion.

#### **V. OTHER JJC MATTERS**

Jenni McTaggart noted that we had received a list of prom and graduation dates for Iroquois County schools from I-KAN. She promised to forward this list to members in attendance.

Pree reminded the group that we are always needing suggestions for local celebrities who can be featured on our TIP the Scale Facebook page. She encouraged everyone in attendance to share or email their suggestions.

Pree also shared that the JJC has been busy distributing silverware packets affixed with our TIP prevention stickers to area organizations/schools/agencies hosting meals. She said that we are eager to partner with more groups, so please pass along information about such upcoming events to either McTaggart or herself.

King stated that TIP the Scale's 501c3 status is still a work in progress.

McTaggart said that through a partnership between the JJC, I-KAN ROE and the Pfl coalition, she continues to be busy teaching Life Education Center lessons to Iroquois County K-6th grade students in the classroom.

Pree stated that 7th, 8th, and High School teachers throughout the county have also been busy teaching the Too Good for Drugs curriculum supplied by the JJC. She noted that some teachers have already finished implementing the ten lessons for the school year.

McTaggart shared that she and Pree had visited Donovan High School's SADD group to implement the JJC's Vape Escape Room activity. She noted that the students seemed to enjoy taking part and that we had learned that the activity works best with smaller groups. She stated that we hope to bring the escape room to Watseka High School soon.

McTaggart noted that we will be sure to add the Tobacco-Free Community Grant and the Tobacco Coalition to our agenda for the next JJC meeting. Gina Greene shared that the Iroquois County Public Health Department sends the **ASPIRE** (A Smoking Prevention Interactive Experience) program free to area schools. It is a self-paced learning tool designed to help a teen quit smoking and to stay on the path of good health. She compared it to an interactive graphic novel program. Schools can then reach out to ASPIRE to participate.

## **VI: ADJOURNMENT**

Barb King will let members know when the next meeting is scheduled. She reminded members that both full council and committee meeting minutes will continue to be shared via email. Full council meeting minutes are also posted on the TIPtheScale.org website.

Meeting adjourned.