



Parents Matter Coalition of  
Pierre/Fort Pierre  
c/o Growing Up Together  
800 E. Dakota  
Pierre, SD 57501  
Telephone: 605-224-3189  
Email:  
[parentsmatter@pie.midco.net](mailto:parentsmatter@pie.midco.net)  
Website:  
[www.parentsmattercsd.com](http://www.parentsmattercsd.com)

**Parents Matter Board Members**

**President/Chairman:** Larry Weiss

**Vice President:** Denice Lee Moore

**Secretary:** Barbara Rohrbach

**Treasurer:** Cheryl Arguello

**Parents Matter Coalition of Pierre/Ft. Pierre**

**Avera/ St. Mary's Hospital**

**5<sup>th</sup> floor conference room, Pierre, SD  
Meeting Minutes**

January 8, 2014

**Opening**

The regular meeting of the Parents Matter Coalition of Pierre/Ft. Pierre was called to order at 12:00 on January 8, 2014 in Pierre, SD facilitated by Captain Elton Blemaster, Law Enforcement Sector Member Representative.

**Present:** Elton Blemaster, Denice Moore, Ruby Douglas, Cheryl & Tito Arguello, Barb Rohrbach, Dawn Tassler, Amy Fowler, Carmella Bourk, Tina Freeman, Michelle Bowman, Kati Seymour and Sam Seymour. **Absent:** Larry Weiss, President and Chair of Parents Matter.

**Approval of Agenda**

The agenda was unanimously approved. Motion to accept was made by Tina and seconded by Cheryl.

### **Approval of Minutes**

The minutes of the December, 2013 meeting were unanimously approved as distributed.

### **Open Issues**

Ruby discussed the 501 c 3 status and ratification of the “Conflict of Interest Policy”. Tiezen's Law Office recommended the Conflict of Resolution and the Dispute Resolution Policy be accepted and approved by the Board and Sector Member Representatives in the form of their signature or their approval by e-mail. (Larry Weiss). Both policies have been reviewed and approved by our legal advisors and will be included in the Parents Matter Policy and Procedure Manual.

All members were requested to log their volunteer hours and submit them monthly on an in-kind donation form and given to Ruby, Project Director. This will help the Coalition apply for funding requiring in-kind contributions.

Barb Rohrbach told the committee that the Policy and Procedure Handbook is coming along and a draft was given to Ruby for suggestions. This is a work in progress and the Board and Sector Members will schedule a work day to review and approve the Policy Manual.

Ruby, Denice and Larry met with the Superintendents of Pierre and Ft. Pierre. Both communities appreciated the information of the Pride Community Survey and will contact Ruby for assistance in the areas of: Cyberbullying, bullying and violence. Teachers felt the need for training in alcohol use and the effects it has on violence and more information on drugs. The Pride Survey has been administered every year since 2006 to the 6<sup>th</sup>-12<sup>th</sup> Grade Students in the Pierre/Fort Pierre Schools. This is the third group of Senior's that has taken this survey and the results showed that in 2008, 23.6% of the students in grades 6-12 reported that they had used alcohol. This included the use of having a drink of wine, hard liquor or beer. In 2013, 15.7% of the students reported using alcohol. This is a decrease of 7.9% in use however, we can do better. (attached are the Pride Survey Stats, Arrest Report Graph and the Case Statement for Parents Matter).

Denice and Ruby attended a State Prevention Meeting in which Denice presented. It was noted that \$2.92 per \$100.00 was used for prevention and \$97.08 for treatment. There needs to be more money for prevention. The Parents Matter: A Parent's Guide to Local Laws Associated With Alcohol Use was handed out at the meeting. Public “thanks” went out to Elton Blemester and the Pierre Police Department for their efforts in the compliance checks to reduce youth access to retail sources of alcohol. Pierre had a 100% compliance rate during this past September's checks. . Elton mentioned that the retailers

have to be thanked as well due to their relationships this has been proactive element for our communities. Barb completed a underage drinking arrests graph for 2007-2013 that has demonstrated how Parents Matter has made a difference but as always this work needs to be continued to make a difference.

“1000 Cups of Coffee” was on Oahe TV and locations of the “cups” that Ruby has obtained were discussed. Marketing of this campaign is very important means to get the “word” out just what Parents Matter does and to educate the members in the communities about prevention. Cheryl prepared the “pudding cake” in mugs for each of the attendees. Each attendee was encouraged to take their mug with them and use it as a reminder to talk with others about the Coffee Cup Campaign. ( This is a way to have your cake and eat it too!!)

UPDATE: McDonald's of Pierre will be donating a1000 cups of coffee (small) for Parents Matters Campaign. We have come up with a “redeemable coupon” for the cup of coffee. The coupons (10 to start) will be provided to the Board and Sector Member Representatives along with the CMCA Questionnaires. This will enable them to help facilitate the discussions and collect pertinent data regarding the needs in our communities. Please contact Ruby for more information and how you can become a facilitator: 224-3189.

### **New Business**

Save all receipts from Lynn's Dakotamart. For every \$10,000 submitted the coalition can receive \$100. Members will tabulate and submit their receipts at each board meeting to Cheryl, Coalition Treasurer.

Grant writing by volunteers is necessary to receive monies for Parents Matter. We can now apply for grants with our 501 c 3 since we have applied. The IRS hasn't approved it yet but it is pending. If someone or a group should donate money while it is still pending and IF we would happened not to get approved, then the donors need to be notified.

Three subcommittees were discussed and individuals were asked to take the lead on the committees. Fundraising – Denice Lee Moore; Evaluations – Amy Fowler; and Education Committee – MichelleBowman. These three areas are very important to Parents Matter's success of educating our communities in prevention.

There is a training called “Strengthening Families” that will be held in April 2014. Coalition members are invited to attend, there will be stipends from SDSU available to help with the lodging, meals, mileage costs of the training. Attendees were encourage to contact Jessica Kirkham for more information and details: dstate.edu or 605-688-6037.

December Arrest Report was supplied by Elton Blemaster. In December the was a total of 48 arrests for drugs and alcohol. These numbers probably indicate that college students were home for the holidays.

### **Adjournment**

Meeting was adjourned at 1:00 pm by Elton Blemaster. The next general meeting will be at February 12, 2014 at noon, in Pierre, SD.

Minutes submitted by: Barbara Rohrbach, Secretary

**Sector Member Representatives:** Cheryl & Tito Arguello, Captain Elton Blemaster, Carmella Bourk, Amy Fowler, Dr. Kelly Glodt, Andrea Klein, Janice Johnson, Tony Mangan, Diana Melvin, Denice Lee Moore, Barbara Rohrbach and Jeri Thomas

Parents Matter Coalition of Pierre/Fort Pierre--Pride Survey's 2008-2013

Longitudinal Data/Comparison Reports

<u>2008-2009-6<sup>th</sup>-12<sup>th</sup></u>	<u>2009-2010- 6<sup>th</sup>-12<sup>th</sup></u>	<u>2010-2011-6<sup>th</sup>-12<sup>th</sup></u>	<u>2011-2012-6<sup>th</sup>-12<sup>th</sup></u>	<u>2013-2014</u>
<i>Age of first use</i>	<i>Age of first use</i>	<i>Age of first use</i>	<i>Age of first use</i>	<i>Age of first Use</i>
Alcohol: 13.0 years	Alcohol: 13.0 years	Alcohol: 12.95	Alcohol: Not collected.	NA
Marijuana: 13.8 years	Marijuana: 13.8 years	Marijuana: 13.854	Marijuana: Not collected.	NA
Tobacco: 12.9 years	Tobacco: 12.8 years	Tobacco: 12.371	Tobacco: Not collected.	NA
<i>Past 30 Day Use</i>	<i>Past 30 Day Use</i>	<i>Past 30 day Use</i>	<i>Past 30 day Use</i>	<i>Past 30 day use</i>
Alcohol: 23.6%	Alcohol: 24.0%	Alcohol: 20.6%	Alcohol: 17.3	Alcohol: 15.7
Marijuana: 10.6%	Marijuana: 11.5%	Marijuana: 12.0%	Marijuana: 7.3	Marijuana 6.4
Tobacco: 17.8 %	Tobacco: 17.2%	Tobacco: 15.0%	Tobacco: 13.0	Tobacco: 10.9
			Prescription:3.7 OTC 4.4	Prescription and OTC: 2.5
<i>Perception of Harm</i>	<i>Perception of Harm</i>	<i>Perception of Harm</i>	<i>Perception of Harm</i>	<i>Perception of Harm</i>
Alcohol: 70.5%	Alcohol: 66.1%	Alcohol: 69.2%	Alcohol: 77.6	Alcohol: 78.7
Marijuana: 64.2%	Marijuana: 63.8%	Marijuana: 61.8%	Marijuana: 76.8	Marijuana : 76.7
Tobacco: 86.0%	Tobacco: 87.2%	Tobacco: 86.7%	Tobacco: 88.2	Tobacco: 89.1
			Prescriptions: 87.3	Prescriptions: 88.1
<i>Parental Disapproval</i>	<i>Parental Disapproval</i>	<i>Parental Disapproval</i>	<i>Parental Disapproval:</i>	<i>Parental Disapproval</i>
Alcohol: 89.5%	Alcohol: 89.2%	Alcohol: 90.2%	Alcohol: 92.0	Alcohol: 93.1
Marijuana: 96.4%	Marijuana: 95.4%	Marijuana: 94.7%	Marijuana: 95.2	Marijuana: 96.5
Tobacco: 92.7%	Tobacco: 92.9%	Tobacco: 94.2%	Tobacco: 94.1	Tobacco: 96.0
			Prescription Drugs: 96.6	Prescription Drugs: 97.3

Parents Matter Coalition of Pierre/Fort Pierre--Pride Survey's 2008-2013

Longitudinal Data/Comparison Reports

<i>Availability-Very Easy</i>	<i>Availability-Very Easy</i>	<i>Availability- Very Easy</i>	<i>Availability – Very Easy</i>	<i>Availability-Very Easy</i>
Alcohol: 57.5%	Alcohol: 32.5%	Alcohol: 49.8%	Alcohol: 48.4	Alcohol: 43.1
Tobacco: 52.7%	Tobacco: 34.6%	Tobacco: 38.6%	Cigarettes: 42.7	Cigarettes: 35.0
Marijuana: 34.3%	Marijuana: 20.3%	Marijuana: 68.1%	<u>Marijuana: 29.0</u> Illicit Drugs: 9.9	<u>Marijuana: 23.9</u> <u>Illicit Drugs: 9.6</u>
<i>Youth Disapproval of Use</i>	<i>Youth Disapproval of Use</i>	<i>Youth Disapproval of Use</i>	<i>Friends Disapproval</i>	<i>Friends Disapproval</i>
Cigarettes 80.4%	Marijuana 84.6%	Other Illicit Drugs 95.4%	Cig/Tobacco: 79.5	Cig/Tobacco: 83.8
			Alcohol: 79.4	Alcohol: 79.4
			Marijuana: 84.1	Marijuana: 87.2
			Prescription Drugs: 91.0	Prescription Drugs: 92.9



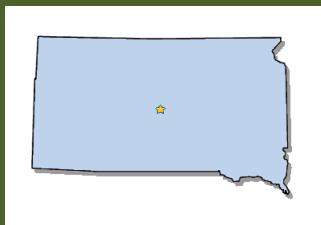
## Pierre/Fort Pierre Parents Matter Partners

Recognizing that local problems require local solutions, Parents Matter Coalition mobilized the communities to prevent youth drug use. Our goal is to reduce use among youth using the CMCA environmental strategies, and overtime, reduce substance abuse among adults through education, enforcement, changing policies and promoting factors that minimize the risk of substance use.

## The Coalition

Parents Matter Coalition of Pierre/Fort Pierre is a community coalition focused on preventing underage drinking and associated problems in our communities.

Coalition members have been successful in garnering human and financial capital in the community and collaborating to reduce and prevent underage drinking and other drug use.



### Perception of Harm

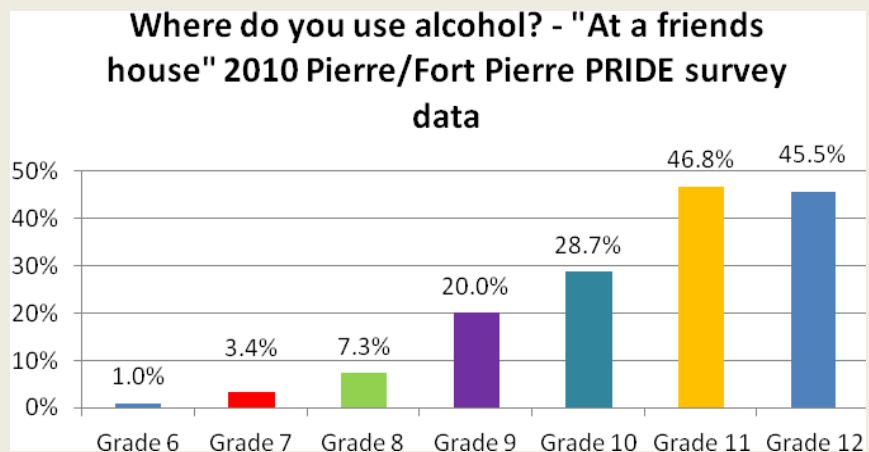
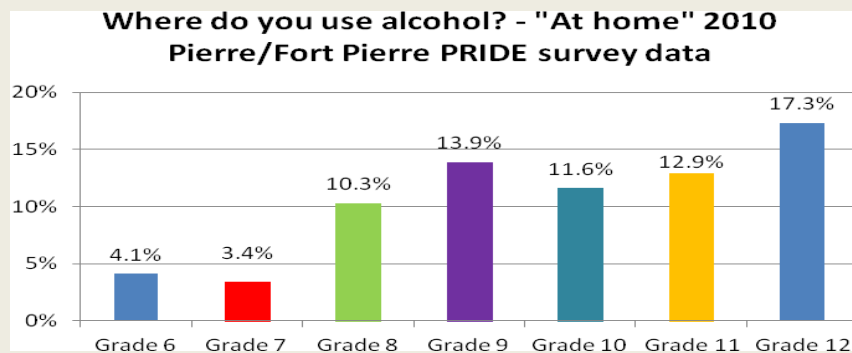
2007	70.5%
2008	66.1%
2009 -2010	69.2%
2011-2012	77.6%

Increase in perception of harm reduces use. (Pride)

## The Issue

In 2008, 23.6% of the students in grades 6<sup>th</sup>-12<sup>th</sup> reported that they had used alcohol. This included the use of having a drink of wine, hard liquor or beer. In 2013, 15.7% of the students reported using alcohol. This is a decrease of 7.9% in use however, we can do better.

## The Trends



### CMCA Community Questionnaire – 2012

**"Where are minors accessing alcohol"? 34% Responded from Parents Homes and 28% said from other buyers/adults.**

# PARENTS MATTER



Coalition  
of Pierre  
Fort Pierre

Let's make a difference



## The Response

Parents Matter Coalition of Pierre/Fort Pierre take an active role in addressing underage drinking through CMCA environmental prevention strategies in the communities, schools, and institutions. These strategies include:

- Compliance checks to reduce youth access to retail sources of alcohol
- Media campaigns to educate and increase community awareness
- Decrease social availability of alcohol by youth
- Decrease the social norms accepting of underage drinking
- Decrease the amount of promotion and advertising of alcohol

In addition to using the CMCA; Parents Matter continues to build coalition capacity by increasing community awareness of substance abuse and related problems and promoting the message that underage drinking is everyone's problem. An essential piece in preventing youth substance use is through involving parents and other community members in assessing the community issues and keeping the public informed about our progress.

## Accomplishments:

The Parent's Matter Coalition accomplishments have had a positive impact in our communities through our efforts: "We are Saving Live\$ and Making \$ense".

- Established a website: [parentsmattercsd.com](http://parentsmattercsd.com) which includes three years of data collection (Report Cards), information, minutes and newsletters. We also have a Facebook page designed by youth in our community.
- Developed and distributed the, "Parents Guide to Local Laws Associated With Alcohol Use", to all 9<sup>th</sup> Grade Students Parents and other community members and worked with our officials to educate the public about a Social Hosting Law.
- Increased the number of youth who reported NOT using alcohol and other drugs from 76.0% in 2007 to 84.3% in 2013.
- Continued to maintain a core group of volunteers who have increased the membership of the Parents Matter Coalition through media campaigns including: "1000 Cups of Coffee".
- Volunteers are also instrumental in seeking the 501 c 3 non-profit status for our Coalition.

## Your Help is Needed!

Parents Matter Coalition has made great strides since inception 7 years ago. 36% of the students had reported drinking alcohol in 2004 as opposed to only 15.7% reporting using alcohol in 2013. Our efforts have decreased underage drinking by 48.3%. This has been accomplished through education of parents, guardians and other concerned citizens. However, unless we can secure community support through existing and new community partnerships, the gains we have made in our communities will be threatened. Funding is needed to continue evaluating our communities and schools progress through the Pride Surveys and E-Check Up To Go Program.

Funds are also needed to support law enforcement efforts specifically to continue conducting Compliance checks. It is proven to be an effective means of reducing access of alcohol by youth. In 2009 compliance checks net 25% of 8 outlets served minors as opposed to September of 2013: 2 rural outlets of the 18 businesses failed the compliance checks with one community (Pierre) having 100% compliance.

Community coalitions can make a difference but, they can't do it alone. Your help is needed now to keep the Parents Matter Coalition of Pierre and Fort Pierre moving forward.

## Community Partners

Pierre Police Department  
KGFX and Affiliates Radio  
KCCR and Affiliates Radio  
SD Department of Education  
Pierre School District  
Fort Pierre School District  
SD Dept. of Labor, Exp. Works  
Teen Court (CAC's)  
Capital Journal  
Hughes County Sheriff  
Stanley County Sheriff  
Capital University Center  
Growing Up Together  
Avera Hospital  
Dept. of Social Services  
Stanley Co. Booster Club  
Retired Senior Volunteer Program  
Walgreen's  
4-H Youth Development, Reg. Off.  
SD Urban Indian. Health  
Walmart  
United Way  
Curt Merriman Printing  
Prairie Pages Book Sellers  
Perkins, Pizza Ranch, Classy's,  
Guadalajara, Dairy Queen,  
Arby's, Taco John's, Pizza Hut,  
Subway, Pizza Ranch, Burnt  
Offerings, Rocky and Skyla  
Nichlas, Pier 347



## Contact

Ruby L. Douglas, MsEd, CPS  
Project Director  
Parents Matter Coalition of  
Pierre and Fort Pierre

800 E. Dakota  
Pierre, SD 57501

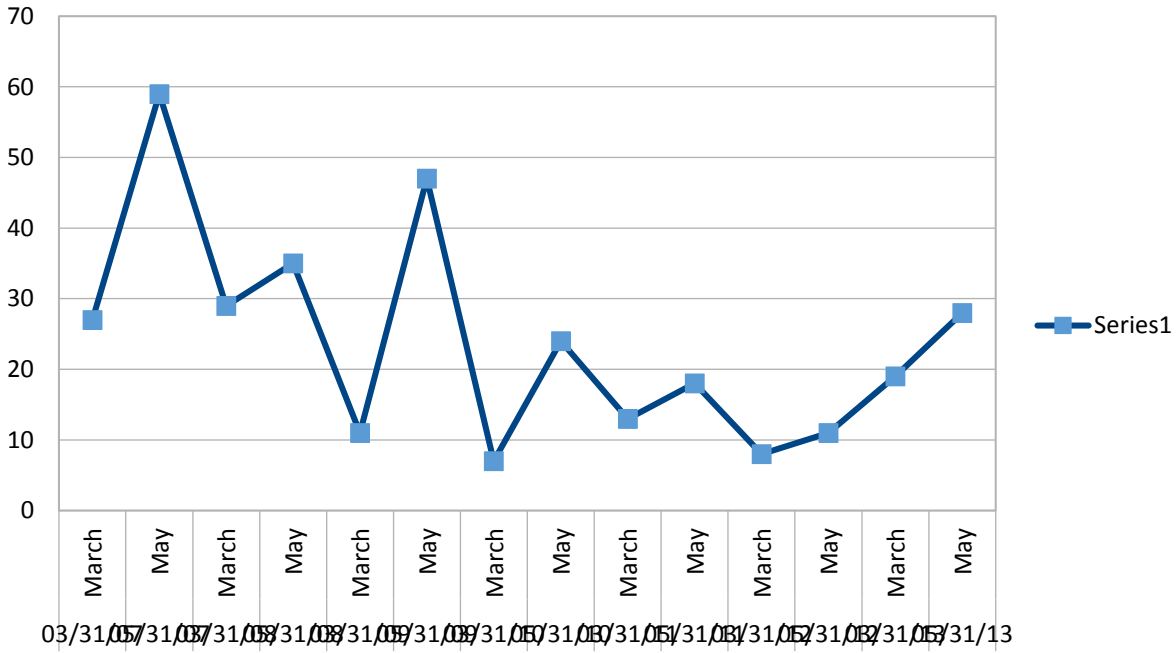
Phone: 224-3189, 222-0638  
FAX: 224-8339

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# Underage Drinking Arrests 2007-2013

03/31/07	March	27
05/31/07	May	59
03/31/08	March	29
05/31/08	May	35
03/31/09	March	11
05/31/09	May	47
03/31/10	March	7
05/31/10	May	24
03/31/11	March	13
05/31/11	May	18
03/31/12	March	8
05/31/12	May	11
03/31/13	March	19
05/31/13	May	28



Sheet1

