



Alcohol and Drug Policy Commission

Prevention Subcommittee Meeting

August 28th, 2024 10:30 AM – 12:00 PM

ZOOM Meeting link: [CLICK HERE TO JOIN MEETING](#)

Find your local number: <https://www.zoomgov.com/join/9876543210>

Note: The Subcommittee may choose to take agenda items out of order, pull, defer, or shorten presentation time of agenda item(s) to accommodate unscheduled business needs. Anyone wishing to be present for an item should arrive when the meeting begins to avoid missing an item of interest.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to: Corina Vasquez at corina.vasquez@oha.oregon.gov.

#	Item	Time	Presenter
1.	Welcome, Intros, Overview of Agenda	10:30 – 10:40	Debby Jones
2.	ADPC and Other Updates - Update from Opioid Settlement Prevention Treatment and Recovery Board CLHO Approval of the Ambassador Recs	10:40 – 10:50	Annaliese Dolph, Debby Jones
4.	Finalize Charter and Members	10:50 – 11:30	Debby Jones and Wes Rivers
5.	Scope and goals discussion - Advisory and Strategic Plan Functions Prevention in the last strategic plan	11:30 – 11:50	Debby Jones
6.	Any Public Comment	11:50-12:00	Debby Jones

ADPC Prevention Committee’s definition of Primary/Universal Prevention: “Practice, programs, and policies designed to prevent and reduce the incidence and prevalence of alcohol and other drug use and consequent health, behavioral health, and social problems (National Academy of Medicine (NAM) - formerly Institute of Medicine).”

Supporting Meeting Materials

- Updated: Infrastructure Workgroup Proposed Draft Charter
- Updated: Infrastructure Workgroup Proposed Membership Roster
- [Linked: ADPC 2020-25 Strategic Plan Progress Report July 2024](#)

7/24/26 ADPC Prevention Subcommittee Recap Notes:

Welcome and Introductions

- Chair Debby Jones started the meeting with restating the Committee's adopted definition of prevention.
- Director Annaliese Dolph gave the director's update:
 - Full commission meeting was cancelled for July and will resume in August.
 - Treatment Committee: the Opioid Settlement Prevention, Treatment and Recovery Board met earlier in the month to allocate \$13 million to Medication Assisted Treatment access, as recommended by the committee.
 - Recovery Committee currently working on governance, membership and charter.
 - Youth Collaborative with System of Care Advisory Council has kicked off - public meetings will start in the Fall.
 - New Staff:
 - Mitch Doig started this month as a Senior Policy Analyst
 - Mara Sargent will start August 1 as a Senior Policy Analyst
 - Stephanie Condon will start August 1 as a Communications Specialist.
- Chair Jones gave an update on the ambassador work to distribute the Settlement Board funds to counties. The group has narrowed to two proposals and will deliberate in the next week.

OHA Presentation on Rethink the Drink

- OHA Chief of Staff Ashley Thirstrup and Public Health Division Center Administrator Tim Noe provided a presentation on OHA's Rethink the Drink and the decision to suspend paid media buys for the campaign.
- First, OHA is committed to the Rethink the Drink brand, it is a critical strategy to OHA's comprehensive prevention model.
- Why was the paid media suspended? Leadership agreed to media buys for the summer campaign and communicated that plan with the public without considering factors of media buys in summertime:
 - OHA's goal to eliminate health inequities: OHA had thought about doing an LBGTQIA2S+ campaign - a pause would be an opportunity to develop that.
 - Evaluation: An evaluation from an earlier portion of the campaign is due in the fall and OHA wanted to use what they learned from the evaluation to shape future media buys. Funds for media buys are hard to come by so wanted to maximize resources for effective messaging.
 - Summer hazards (weather events/wildfires) and events conflict with campaign timing.
 - OHA felt that running a campaign at the same time Alcohol Pricing Task Force deliberations could be seen as trying to influence those legislative recommendations.
- OHA apologized for the lack of communications and reiterated that they are committed to the brand -- and have full support from state partners.
- With respect to sustainability, OHA has no dedicated funding stream for this campaign like they do for tobacco campaigns (Measure 108)
 - OHA is thinking about how to use funds at the end of the biennium to sustain campaign.
 - It is difficult to get substance specific prevention funds.
 - Is there a budget ask? Any prevention policy option package that is asked for includes prevention campaigns.
- OHA acknowledged recent media related to questions of alcohol industry influence in decision making. OHA knows there are competing economic and public health interests - as civil servants, OHA works to hear from everyone. OHA works with partners by being transparent, and shares near final documents as professional courtesy. With respect to the reported press release, the industry provided some "good news" feedback - OHA only considered one point on youth consumption. They used that point to make a larger point about adult drinking.

- With respect to evaluation, OHA has evaluations of the campaign posted on the website. There is another evaluation due for the fall (that evaluates the winter campaign). Evaluation is a big component in decision making.
- The material and campaign have not been influenced by the Alcohol Pricing Task Force conversations, but OHA didn't want to be perceived as influencing that process.
- OHA communications team does a great job to make sure the campaign is a shared asset- locals and state agencies can use all those materials locally. Have worked with ODHS and ODOT on past mass media campaigns -- the more OHA can get other state agencies involved the better.
- Some questions/comments related to why the professional courtesy offered to the wine industry wasn't extended to prevention partners related to the campaign suspension? Committee members felt It took too long to understand what was going on. It would have been good to have had some statement from the agency in the beginning of the summer. It is incredibly disappointing that the ADPC was not consulted/considered in this decision making.
 - OHA admitted that communication was an oversight. They commit to do better in the future.

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Membership and Charter

- Staff provided an overview of the membership and charter proposal.
- Members will review and get back to Wes with edits.
- Members will spend the first part of the August meeting discussing and taking a vote.
- Wes will correct some typo's/name misspellings, and some omissions related to state agency partners (OLCC/ELD).
- Clair offered to get the word out to preventionists via Oregon Coalition for Prevention Professionals for membership drive.

Public Comment

- None