

## **MINUTES: 12/3/21 ALCOHOL TASK FORCE**

**11AM - 12PM**

**Pinedale Visitor Center**

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

### **Present:**

**Robin Carnes, Nurse, Public Health**

**Cassie Crumpton, Sublette Treatment Court**

**Joanie Christie, Sublette Chamber Director**

**Darren Hull, Pinedale Properties**

**Rachel Weksler, Sublette County Public Defender**

**Mike Crosson, Sublette County Attorney**

**Peggy Weber, Pinedale Visitor Center**

**Deanne Swain, D. Swain Design**

**Trisha Scott, Coalition Coordinator**

### **Notes:**

Cassie called the meeting to order at 11:05 am.

Welcome Rachel Weksler, Mike Crosson, Joanie Christie, and Darren Hull. Brief review of task force goals and strategies and Sublette data sources.

Rachel reported higher BAC's across the board since covid.

Team discussed the 2021 high average BAC in the county relative to 2020 (currently average is .2, last year was .15).

Is it because a few .3 and .4's skew the number? Rachel reported that .4's are very rare and do skew the average. Rachel asked that we do more to inform the public how a higher BAC affects legal consequences. High BAC's impact driver's license restrictions, can require travel out of county to get interlock devices, can affect ability to get to work in our county with no public transportation, has a greater impact on people in the cycle of poverty and increases hardships for people living in poverty.

Media brainstorming: Can we do more videos like we did in the spring with Mr. Crosson and WHP Captain Guenther? Who are our influencers? What are the sites we can use to reach our target audience and also keep reaching our "agents of change"?

Cassie will reach out to treatment court grads. Team Proposed 3-4 videos:

1. Treatment Court grad. 2. Cassie. 3. Rachel. 4. Chris Steffen - Muley Fanatics. 5. Bubba.

Team recommended reaching the target audience (37 y/o males) through:

1. Muley Fanatics, 2. snowmachine clubs, 3. Game and Fish social media. 4. Other hunting sites.

Mr. Crosson reported it is illegal to hunt intoxicated and sent the state statute after the meeting.

Other media angles that target what motivates 37 y/o males: How many 6 packs would purchase a new bow? A snowmachine?

Discussion of public acknowledgement of bars for getting TIPS trained and using TIPS skills. Team was skeptical that bar owners would want to be recognized for working with SO to manage belligerent intoxicated customers. Team advocated for private donations for gift cards (no state or federal funds used) that the SO TIPS trainers could deliver according to the individual bar owner's comfort levels.

Cassie proposed "Golden Life Saver" award for prevention superheroes. Focus on the mission of "keeping families safe and intact".

Ongoing discussion of transportation for intoxicated bar customers: Joanie said that the Chamber has a jump start program for people wanting to start a business, like Uber, that would be beneficial to customers and business.

Youth alcohol prevention for the 2022 - 2024 work plan will be the focus of the March meeting. Cassie suggested looking at the Words Can Work program for effective training opportunities. Other counties use "Those Who Host Lose the Most" campaign. Trisha will send out info on both to the task force to look at before the March meeting.

Adjourn: 11:55 AM.

Next meeting: March 8, 2022.