

Marion County Children's Alliance Monthly Meeting

Wednesday, August 5, 2009

Invocation:

Given by Jim Bullock.

Scott Hackmyer shared a few comments about the National Night Out 2009 held last evening at OPD.

Scott had a meeting with Sheriff Dean this morning and relayed that the Sheriff sends his greetings and appreciation for the organizations and individual Alliance participants and what they do for the children of Marion County.

Introductions:

Mr. Hackmyer requested introductions from new members.

Minutes:

The July minutes were approved as written.

Speakers:

Kim Sandstrom, Arnette House was the first speaker and spoke about "Safe Place" which is currently underutilized. Arnette House is the Safe Place Coordination for Marion and Lake Counties. Kim was at the National Night Out last evening and only 1 child knew what the yellow safe place sign meant. We need to get the word out to the children in Marion County. Safe Place is 25 years old, nationwide and has powerful businesses as sponsors. The issues are very different in raising kids today from 25 years ago when Safe Place was first started. Outreach has expanded from teens only to 8, 9 and 10 years olds and as old as 23 in some cities. Safe Place is the first step for youth in crisis or at-risk to get immediate help. Shelters include fast food restaurants, convenience stores, Y's, health departments etc. There is still a need for Safe Places with longer operating hours and more days of the week.

Kim related three personal stories and announced that Safe Place has just started texting by using 4114111. She then gave the following statistics:

- 49% young people need a safe place due to family problems
- 20% are runaways
- 13% are homeless
- 15-16 years of age is the average
- 55% are female and 45% are males

There is a \$25-\$100 site fee (which can be waived) to start a Safe Place at your organization. In Marion County the United Way and Y are the biggest sites. Training is provided. If you would like to have a speaker about Safe Place you can contact Kim at 622-4432 x229.

You can contact Arnette House at 622-6135.

Tracey Sapp, Tobacco Prevention Specialist, Marion County Health Department was the 2nd speaker. She spoke on Tobacco Usage and what the Tobacco Industry is doing to get kids hooked on tobacco products. "Sweet Seduction" Big tobacco's sweet tooth for addition is a huge pull being used to get kids addicted to tobacco products including the use of candy-flavored cigarettes, cigarillos and smokeless tobacco. The bright colors attract the kids as does the use of ad people wearing tattoos to look cool. Other ad packs open like a book where you can read about the different blends which make it more enticing to our children. Even filters now look appealing by having designs on them.

The 1998 tobacco settlement prohibited the tobacco companies from taking "any action, directly or indirectly, to target youth... in the advertising, promotion or marketing of tobacco products." However, since the settlement,

the tobacco companies have increased their marketing budgets, much of which still targets kids by becoming creative.

90% of smokers start before the age of 18 after which it becomes harder to quit according to statistics. There are over 4,000 chemicals in tobacco. Overall tobacco usage is down since 1951, but R.J. Reynolds is up 9.8%. Cigars had the biggest increase and can be sold individually. In a March 2005 survey by International Communications Research (ICR) 10% of adults were aware of flavored tobacco, but 25% of teens (ages 12-17) had awareness and 8% of 20-25 yr. olds had tried flavored tobacco while 24% of 16-17 yr. olds had experimented. Some reasons for the increase is because products are “in their face” at convenience stores, kids have a curiosity, are excited over flavors promoted by advertising and the harsh taste is masked. Skoal tobacco distributes dipping tobacco and snus (a moist tobacco that you swallow), marketed as smokeless tobacco and is also flavored. Many 15 yr. olds know about it, are enticed and ready to try it and can easily deceive adults that they are using it. Camel has come out with a “twist” where a shot of menthol shoots in your mouth.

Mr. Hackmyer relayed a conversation he overheard in Tampa where a clerk (approx. 22 yrs. old) and a customer (approx. 17 yrs. old) were discussing the virtues of a chocolate cigar vs. a cherry flavored cigarette.

Roundtable:

- Workforce Connection Job Fair, August 11 10 a.m. – 1 p.m.
- Workforce Connection has stimulus \$ to retrain for jobs
- Safe Kids meeting, Aug. 12, 9:30 a.m. call Donna McCroan 629-0137 x2251, Health Dept.
- Mojo Grill lunch or dinner, Aug. 12, Mojo’s donates 20% of the day to help at-risk youth at Arnette House
- Faith Community Network meeting, Aug. 12 at noon, OPD
- MCCA, Back-To-School GiveAway, Aug. 15 is still accepting donations
- Xtreme Soulutions Lifecoach Workshop Aug. 15, call Mary Morgan 694-4888
- Mentoring Coalition meeting, Aug. 19 at 11:30, Jail Adm. Bldg., Multipurpose Conf. Rm.
- Pilot Kids Summer Program Finale, Aug. 14, 4:30-6:00 p.m., call Howard Moon at 427-5935
- United Way campaign Kickoff & MCCA is a Pacesetter, Aug. 20, contact Gerry Brent 438-5995
- Eckerd Youth Mentoring Chair-ity Auction Fundraiser, Aug. 28 5:30-7:30 p.m., Ocala Marion Realtors
- Art & Soul Children’s Art Auction, Aug. 6 to benefit Kimberly’s Cottage, call 873-4739
- KCI - Kinship Care will be held on Sept. 18-19, call 873-6332
- Howard Academy 7th Annual Fall Festival, Sept. 26, 10 a.m. – 2 p.m., 306 NW 7th Ave., Ocala, FL
- Samaritan Corp. is still going strong. Call Brian at 804-2026
- Girl Scouts are branching out to include non-traditional settings call Melanie Svercek at 694-4475 ext. 1825
- Interfaith is still collecting backpacks, contact Ken Nelson for specifics at 620-8239

Future Meetings:

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| Family Violence Prevention | 2 nd Monday, Aug 10 – 11:00 a.m., Sheriff’s Office |
| Autism & Other Disabilities | 2 nd Tuesday, Aug 11 – 11:00 a.m., 1028 E. SS Blvd. (old Hannity Hse) |
| Safe Kids Coalition | 2 nd Wednesday, Aug 12 – 9:30 a.m., Health Dept. |
| Faith Community Network | 2 nd Wednesday, Aug 12 – 12:00 p.m., OPD |
| Mentoring Workgroup | 3 rd Wednesday, Aug 19 – 11:30 a.m., Jail Adm. Conf. Rm. |
| Childhood Nutrition | 2 nd Thursday, Aug 20 – 3:30 p.m., MRMC Dining Room |
| Grant Advisory Workgroup | 4 th Thursday, Aug 27– 11:00 a.m. at Ocala Police Dept. |
| Quarterly Board | 1 st Wednesday, September 2 - 11:30 a.m., Jail Adm. Bldg., Multipurpose Room |
| Alliance Monthly Meeting | 1 st Wednesday, October 7 - 11:30 a.m., Jail Adm. Bldg., Multipurpose Room |
| 9 th Annual “Children First” Breakfast | – Tuesday, November 17, 2009 |

The meeting adjourned at 1:00 p.m.