

Mt. Baker Community Coalition Social Norms Theory Minutes

February 18, 2020

1:45 – 3:45 pm

Mount Baker School District Office Conference Room
4956 Deming Rd. Deming, WA 98244

Meeting Coordinator: Steering Committee, Coalition Coordinator,

Attendees: Jillian Hardy (YMCA), Katrina Carabba (Deming Library), Marissa Collins (WDRRC), Erin Montgomery, Jessica Bee, Cameron Clay, Julian Evans, Kaylee Hannah, Carl Isom-McDaniel, Keith Lindsey, Jayson Loreen, Celeste Terry, Troy Wright, Danika Troupe (Presenter- Montana Institute), Cheryl Greninger, Dan Reese, Ario Salazar, Wa'Lynn Sheridan, Kristi Slette, Rebecca Snearly- 20

Spirit (10 minutes)

- Introductions & land acknowledgement
- Community news & sharing of celebrations – short and sweet
 - Marissa Collins, WDRRC (Town Hall needs volunteers)
 - Sign Ups: THANK YOU!
 - Jessica Bee - Greeting Team
 - Carl McDaniel - Greeting or Set/Clean Up Team
 - Kristi Slette – Host team (Coalition table &/or activity)
 - Jillian Hardy from Whatcom Family YMCA (Ferndale Middle School has free Youth Mental Health First Aid class this weekend)
 - Wa'Lynn Sheridan, Coalition Coordinator (Town Hall = Family and Community event; Youth Video Challenge, creating prevention video around opioids—make sure it's framed positively; Racial Equity Institute: Presenting Groundwater, Feb. 26 @ Whatcom Community College; WCC is accepting applications for associates and certificates for substance use professional degree; Census training for community members at EWRRC on Feb. 24th; Learn to Interact Compassionately with Homeless at library; free intro to non-violent communication Mar. 11th @ EWRRC; Kids Days of Spring April 6-9th; need volunteers on Tuesday March 3rd for Community Meal—please talk with Wa'Lynn or Cameron Clay; Spring Youth Forum May 20th and 21st) – See “2.18.2020 scans”
 - Ario Salazar—Communities In Schools of Whatcom and Skagit County (potentially exploring partnership with Coalition and MBSD)
 - Cheryl Greninger from Brigid Collins (hoping to bring parenting education classes to community; have grants and scholarships available for parents interested in one on one parent education/coaching out here in the East county)
 - Katrina Carabba, Manager @ Deming Library (Community Forum on putting values into action this Thursday, dinner from North Fork Pizza will be provided, [link on website](#))
 - Erin Montgomery, MB Planned Parenthood (working with Paula Graham to be in Health Classes; recruitment starting for Peer Sexual Health Educators—freshman, sophomores, juniors)
 - Kristi Slette, Executive Director at WFCN (March 19th, 9-12, Whatcom County Health Dept. is bringing Chan Hellman to Ferndale Events Center to discuss Science and Power of Hope) – See “2.18.2020 scans”
 - Carl McDaniel, no announcements
 - Jessica Bee, EWRRC (invited everyone to follow [Facebook page](#) where they post events; March 3rd Foodbank happening at EWRRC, 9:30-11:30am; March 3rd community meal with #OneBakerVoice)

- Dan Reese from Northwest Youth Services @ high school each week to meet with unaccompanied youth (currently have emergency winter shelter running through the end of February—funding is running out, hoping to renew program next year; GroundFloor drop-in space First Congregational Church in Bellingham)
- Rebecca Snearly, Whatcom County Health Department (invitation to join Ferndale coalition meetings; reminder of Chan Hellman event)
- Troy Wright, JH Principal (semester change bringing more fun stuff; junior high musical happening middle of March; sports!)
- Danika Troupe, Montana Institute and Sedro Woolley Coalition Coordinator
- Keith, this Friday youth are selling Indian tacos for \$5 at community center on Rutsatz Road, 11am-1pm
- Cameron Clay, SAP @ Baker JH/SH

Science (60 minutes)

- Social Norms – Danika Troupe See “Montana Ins. 2.18.2020 PPT”
 - Science of the Positive

Core assumption: the positive exists and is worth growing. Science of Positive and Cycle of Transformation: spirit, science, action, return. Spirit: how do we want people to feel when they see our message?

- Positive Community Norms strategy

What is a norm? a standard of acceptable attitudes and behaviors prevalent among members of the community. 2 Kinds: actual norms (what most people are actually doing) and perceived norms (beliefs of what most people are doing, and are often wrong)

Norms are important because we all want to fit in

Something can only be a norm if it's 51% or better (majority, most, almost all)

Key steps: 1. Uncover strengths. 2. Measure gaps. 3. Challenge misperceptions. 4. Increase health.

What's in your green arrow? Grow the good that already exists

- Perceived Norms- examples

Partner activity: how has teen alcohol use changed from 1991-2016? How have school shootings changed from 1992-2015?

Social Norms Theory: we tend to do or believe what we think most people do or believe—this is often wrong.

Injunctive vs. Descriptive norms: Injunctive = the should/would/ought. Example: “would you rather x,y,z or not?” Descriptive = What are the facts? What is actually happening?

Action (40 minutes)

- Connection Activity- #OneBakerVoice (10 minutes)
 - Hand Clap
 - Creating our “MBCC Superhero”
- Data Gallery
 - Data Points
 - Strategy – “What are we trying to turn the corner on?”
 - 4 categories of substances - (Data from grades 6, 8, and 10)
 - Processes
 - 1, 2, 4, All – **These are reflections and not always the whole data story.**
 - What Stands out to you?
 - Alcohol
 - The majority of MB 10th graders Do Not Use alcohol. They are higher than WC.
 - MB 6th, 8th, and 10th graders believe it is wrong to drink alcohol.

- Use rates are not always equivalent to rates of approval/disapproval. (More disapprove than choose not to use).
- Almost all MB 6th graders have not used alcohol in the past 30 days.
- Rural (Baker) or all of Whatcom County are consistent when compared to one another.
- As students get older the acceptance of alcohol usage goes up. (1.8 – 7.7 – 11.1) - (Disapproval goes down)
- Some children think it is wrong but still use. Easier to change behavior?
- Majority of students think it is wrong to use alcohol.
- Almost all 6th graders are NOT using, only a small portion of 8th and 10th.
- Marijuana
 - The usage is less than I thought. Some children who use think it is wrong.
 - Most (82.1-100%) MB 6th, 8th, 10th graders believe it is wrong for peers to use.
 - Almost all (80-99%) Whatcom County youth in grades 6th, 8th, & 10th do not use MJ.
 - MB 6th graders 100% NON-USE!
 - Prevention needs to begin in 6th Grade!
 - All 6th graders believe it is wrong for peers to use.
- E-Cig/Vaping
 - Large majority of students find it somewhat to vary wrong to use tobacco.
 - 10th grade use of E-Cig/vaping is highest out of all substances.
 - The majority of students do not use vapes.
- Pain Killers/Rx Drugs/Illegal Drugs
 - The jump of use of other illegal drugs went up a lot from 6th – 10th grade.
 - Almost all students think it is wrong to use illegal drugs and are not using (except 10th grade? - Still true, just not as drastic)
 - I think it is amazing how the 6th grade vs 8th grade pain killer/Rx injunctive for whether they think it is wrong has very little change. You would think more 8th graders would think it's not wrong.
- Questions- Comments
 - Alcohol
 - NONE
 - Marijuana
 - What accounts for different reported rates in Baker compared to the rest of the county?
 - E-Cig/Vaping
 - Would be interesting to see data on chewing tobacco and smoking.
 - 8th grade believes that vaping/tobacco is not wrong, has a higher rate than that of 10th grade, and I thought those would be swapped. Is this a negative statistic?
 - Pain Killers/Rx Drugs/Illegal Drugs
 - NONE

Return (10 minutes)

- Reflect on Harvest Together

Upcoming Meetings:

Steering Committee (Leadership & Strategic): March 12th 9-10am @ MBSD CR

Outreach Workgroup: March 3rd 1-3pm @ EWRRRC

Columbia Valley Community Connections: March 11th 2-3:30pm @ EWRRRC

Youth Advisory Board (#OneBakerVoice): Mondays 3:45-4:45pm @ Room 322

Full Coalition Meetings: March 16th 1:45-3:45 @ MBSD CR

Planning-Building Resilience Through Connection: Feb. 25, Mar. 3, 10 at 10am @ Kendall

Upcoming Events:

Addiction Medicine Conference: February 20-21st @ Tulalip

Community Meal (HPAC/#OneBakerVoice hosting): March 3rd 6:30pm @ EWRRRC

Hope Science with Dr. Chan Hellman: March 19th 9-12 - Ferndale

Building Resilience Through Connection: March 31st 4:30-7pm @ Kendall Elementary

East Whatcom Health Services Fair: May 16th 10am-6pm @ EWRRRC

DBHR leadership Institute: May 27-28th (Pre-trainings on the 26th) – Lacey, WA

Wa'Lynn's Office Hours & Locations:

Mon. & Fri. 9-12 @ EWRRRC, Tues. & Thurs. 9-12 @ MBHS #216,

Afternoons and Wed. in community

Contact info: mbcoalition@wfcn.org or 360 255-7489

Thank You!