



Addressing Alcohol Committee

Date: 12-7-11

Location: Winnebago County Sheriff's Office

Minutes taken by: Brenna Root

Attendees:			
Dan Hinton	Lt. Lara Vendola-Messer		
Tracy Gehrke	Erica Geshrei		
Brenna Root			

Topic	Facilitated by:	Discussion	Actions
UWO College Student Messaging	Dan	<ul style="list-style-type: none"> The committee agrees with the progress of UWO and their messaging campaign. As progress continues forward at UWO and their messages get finalized, the AA committee will work with them at that point to see if a collaboration can be made. Possibly a co-sponsorship with re:TH!NK on messaging. 	Dan will update UWO
Employee Messaging	Lara	<ul style="list-style-type: none"> Get the "A message to employers from re:TH!NK" article sent to Chamber Newsletter and rural newspapers. 'OK' has been given by Chief Wilkinson for it to be sent out. 	Tracy will contact Lisa to get Chamber Contact
Bartender Talking Points	Everyone	<ul style="list-style-type: none"> Discussion about changing to "We're the worst" instead of highlighting that "we're number one" <p>Reach the Bartenders: Why would I go to a CHEERS class? To avoid fines and know what I'll need to know in order to keep my job.</p> <ul style="list-style-type: none"> What is the fine for serving to a VIP? Accepting questionable ID's? Additions to document: Attend a <u>FREE</u> Cheers training. Also add website link, phone number, and email to the document. 	Erica will find out fines associated with the citations.
Future CHEERS Discussion	Everyone	<ul style="list-style-type: none"> Somehow make policy to make online bartending training unacceptable or make a CHEERS class mandatory 	Future discussion with Advocacy group to outline

Through effective community collaboration, re:TH!NK creates an environment that enables healthy lifestyle choices and deters substance abuse in order to improve the quality of life for all Winnebago County residents. This partnership would not exist without support from the Winnebago County Health Department and other local agencies, organization and community members.

P. O. Box 2080 | 112 Otter Ave | Oshkosh, WI 54903-2808 | 920.232.3000

www.rethinkwinnebago.org | rethink@co.winnebago.wi.us



Addressing Alcohol Committee

Date: 12-7-11

Location: Winnebago County Sheriff's Office

Minutes taken by: Brenna Root

Topic	Facilitated by:	Discussion	Actions
		<ul style="list-style-type: none"> • Get local approval to have CHEERS training be mandatory before owners can get their liquor license renewal. • Outreach to bars and talk to them about what CHEERS is and why they should implement it for their staff 	strategies
Parent Messaging	Tracy	<ul style="list-style-type: none"> • Use re:TH!NK in other examples (like the re:TH!NK Your parenting. Your rules.) • Be the example – create spectrum verbage (feeling it, buzzed, tipsy... drunk) Never glorify drinking behaviors. • Have it modeled on their behavior – possibly something like rethink how your kids view you. Rethink the example you're setting, etc. 	Tracy and Barb will review messaging Erica will send out CHEERS spectrum verbage to Tracy
Next meeting		January 4, 2012 at Winnebago County Sheriff's Office, 1-2:30pm	

Through effective community collaboration, re:TH!NK creates an environment that enables healthy lifestyle choices and deters substance abuse in order to improve the quality of life for all Winnebago County residents. This partnership would not exist without support from the Winnebago County Health Department and other local agencies, organization and community members.

P. O. Box 2080 | 112 Otter Ave | Oshkosh, WI 54903-2808 | 920.232.3000

www.rethinkwinnebago.org | rethink@co.winnebago.wi.us