

RX Design Team Meeting Notes

Aug 26, 2013

Overview

The RX design team held a meeting on August 26, 2013 at Marin County Health and Human Services in San Rafael to discuss strategic planning efforts to address Rx misuse. The design team is made up of a representational group of organizational staff and individuals who are assisting in designing a process for the Rx strategic planning effort. An outside facilitation company Abinader Group was hired to assist with the strategic planning process and facilitate the Design Team meetings.

Welcome and Hope for the Strategic Planning Process

One Hope for the Process

As a warm up activity, the group shared one hope they have for this Rx Strategic Planning process and their work together as a Design Team. Responses are listed below.

- That the planning process is comprehensive and that we identify prevention, intervention and a full continuum of services.
- I enjoyed the Marin County Healthy Eating, Active Living (HE/AL) process and learned a lot from it. HE/AL* was a new, exciting, innovative process that allowed for many voices including youth voices. My hope is that we apply those values and practices from the HE/AL process to this Rx process.
- To use HE/AL as a model for providing inclusive, open, respectful engagement.
- Appreciate inclusion.
- Connection and joining together of the entities in place to keeping up the momentum toward tangible accomplishments.
- Keep the process moving.
- That at the end we have a framework and plan that is evidence based and strength based.
- That we can all be patient and willing to move into uncomfortable areas and look for uncommon answers to address the very local need. That we identify local needs and Marin specific solutions.
- Our end goal is to protect the general population and especially youth in our communities against Rx misuse. Our work should tie to this end goal and ultimate outcome. I hope we define our success by our impact in protecting communities against Rx misuse.
- Want to ensure that where appropriate schools are a part of the planning so we can best support kids and families.

**Abinader Group worked with HHS in developing a countywide strategic plan for healthy eating and active living. Many of the Rx Design Team members were involved in that HE/AL process as well. HE/AL process engaged 70+ participants in 4 days of planning meetings. Focus groups were also conducted to in order to include resident's voice.*

Introductions and Agenda Review

Selma Abinader of Abinader Group facilitated the meeting and focused the group's effort around the following aims and agenda items:

Rational Aim: Determine strategic planning process design and methods.

Experiential Aim: The Design Team clearly understands and is excited about their role and the strategic planning process.

Agenda

1. Welcome and Hope for the Strategic Planning Process
2. Introductions and Agenda Review
3. Proposed Strategic Planning Process and Design Team Roles and Responsibilities
4. Determining: Rational Aim, Experiential Aim, Focus Question
5. Identifying Stakeholder Involvement
6. Determining Data Needs
7. Next Steps

Proposed Strategic Planning Process and Design Team Roles and Responsibilities

Abinader Group presented the strategic planning overview and their participatory process methods. The group then discussed the Design Team role and what participants see as possibilities, challenges, innovations and values in this Rx strategic planning process.

Process Values

The Design Team outlined several process values that will guide their work together. Defining values helped the group to hold onto their passion and commitment as they moved forward in the development of their strategic plan. Participants emphasized the following values:

- Open minded, open hearted.
- Respectful.
- Inclusiveness.
- Build a common understanding.
- Avoid judgment or stigma.
- Transparency.
- Urgency.
- Be strategic.
- Educate.
- Share.
- Knowledge and awareness of the complexity and interrelation of this issue. Acknowledge the interest of specific groups and stakeholders. Understand that different groups, organizations

and stakeholders identify and hold differing ideas about what is most important for them and their communities.

Determining: Rational Aim, Experiential Aim, and Focus Question

To assist the group in designing the strategic planning process Design Team members considered key areas to help clarify the process intention and direction.

Subject / Event / Campaign

The Design Team was asked to first discuss and then define the topic or area of concern that the strategic plan will focus on.

Discussion detail

- Prescription drug misuse.
- Changing environmental conditions.
- Norms change.
- Build a bridge.
- Continuum of service.
- Intervention / treatment focus.
- Resources / treatment resources.
- Lack of awareness.
- Save lives.
- Stop damage.

Draft Statement that captures the subject of the Strategic Plan:

To address Rx misuse in order to save lives and stop the damage through changing environmental conditions, education, norms change and to act as a bridge to intervention and treatment resources

Stakeholders

Participants then considered the stakeholders or communities who will be affected by the results of the Rx strategic plan. Initially all potential stakeholders were identified. The Design Team then discussed the level and type of involvement for particular groups of stakeholders. Participants identified several stakeholders or groups that they would like to have at the Strategic Planning table. Considerations were made both for the total size of the planning group and supporting a dynamic representation in the planning discussions.

Discussion Detail

- The Community
- Seniors
- Commission on Aging *
- Children / Teens
- Parents (target and survivors) / PTA *
- Schools / teachers / board members, etc. *

- School Resource Officers (SRO) *
- Transitional age youth *
- College students
- Youth court
- DEA, Law enforcement *
- Drug dealers
- Probation, Public Defender
- Community Based Organizations (CBO) *
- Faith Based Organizations
- Health and Human Services (HHS) / Mental Health (MS)
- Hospitals / Patients / ERs
- Pharmacists *
- Clinicians *
- First responders
- People dealing with chronic pain
- Pharmaceutical companies
- Environmental groups *
- Water district
- Policy Makers
- Media

* = Stakeholders to include at the planning table

The discussion about strategic planning design will be continued at the following Rx Design Team meeting. Topics still to be discuss include:

3. **Participants:** The participants in this planning are
4. **Rational Aim:** The product or decision that the group will make
5. **Experiential Aim:** The experience the group will have. How people will be different at the end of the session
6. **Time Frame:** The period of time covered in the Strategic Plan
7. **Focus Question:** The question the strategic planning process will answer

Mark's Presentation

Mark presented on current projects and actions from Families for Safer Schools is taking to address Rx misuse in the county. The Design Team clarified that the strategic planning process and from Families for Safer Schools efforts are currently running in parallel. When the plan is further developed a level of collaboration will be determined. As of now, Families for Safer Schools will continue their work and actions and the strategic plan will continue on its trajectory.

Next Steps and Closing

Before closing the meeting the Rx Design Team members shared how they were feeling or what they felt was accomplished together.

Accomplished

- Optimistic, hopeful.
- Like the values discussion and that the process is value driven.
- Like the model.
- Feel less anxious and appreciate working with everyone. I know we can make it happen.
- Nice to know we are focused and that concerted efforts will go toward coordination.
- Reassured and grateful that this process is taking form and that responsibility for this issue is being clarified among stakeholders.
- There are a lot of potential stakeholders and resources – we need coordination.
- See how the planning process is taking shape and form.
- Excited to bring in the data piece.
- We fleshed some things out.

Participants also identified areas to focus in future planning meetings as well as items still to be determined.

Focus On In Future Meetings

- Continue fleshing out the details.
- I want to continue on the current path and do more drilling down.
- Consider timing and resources as we move forward.
- Timeline / time frame.
- Down line scheduling.
- Name / branding – who owns the plan?
- Timeline

Next Steps

The Design Team agreed to look at three potential models or frames for the Rx Strategic Planning effort at the next meeting. Mark will also present and update the group on Families for Safer Schools current efforts.

- Look at the spectrum of prevention, upstream / downstream and continuum of services as possible models / framing for this effort
- Mark will present for 5 minutes at the top of the next meeting on the work from Families for Safer Schools is doing

Next Meeting – Sept 10th from 11am-1pm