



Jeff Landry
Governor

State of Louisiana

OFFICE OF THE GOVERNOR
DRUG POLICY

Dr. Shayla Polk, LCSW
Executive Director

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DRUG POLICY BOARD
October 23, 2025; 10:00 AM - 12:00 PM
LA State Capitol, 4th Floor Press Room, 900 N. Third St., Baton Rouge

MINUTES

Call to Order

Dr. Shayla Polk, Executive Director of the Governor's Office of Drug Policy and Chair of the Drug Policy Board, called the meeting to order at 10:12 AM.

Welcome and Introductions

Dr. Polk welcomed everyone to the fourth quarterly meeting of the Drug Policy Board. She then followed by a roll call for Voting and Of-Counsel members seated around the table. She invited stakeholders and members of the public to introduce themselves as well. After the introductions, Dr. Polk announced that quorum was achieved. A list of all members and attendees who attended the meeting is included at the end of the document.

Old Business

- *Review and approve minutes from previous meeting*

Dr. Polk asked everyone to refer to the minutes that were emailed prior to the meeting. While doing that, she reminded everyone that a copy of the minutes were in their packets. The minutes from the previous meeting were presented for approval. A motion to approve was made by Dr. Emily Tilley and a motion to second was by Shayna Beevers Morvant. All who were present agreed with the motion. None disagreed. None abstained. The minutes were approved.

New Business

A. Red Ribbon Week- Dara Lemoine-Johnson, Director of the Seymore D'Fair Foundation

Mrs. Lemoine-Johnson shared that she was a retired schoolteacher with over 37 years of experience in the classroom, began by reviewing national and Louisiana overdose data from the National Center for Health Statistics and the Louisiana Opioid Surveillance Initiative, noting continued declines in overdose deaths across multiple drug categories between 2019 and 2024. She emphasized that prevention and early intervention are essential to sustaining these positive trends. Mrs. Lemoine-Johnson explained that the Kiki's Red Ribbon School Celebration is designed to introduce drug prevention education at the elementary level, targeting students in

kindergarten through sixth grade. She emphasized that children in this age group are highly impressionable and that prevention efforts are most effective when introduced early, before exposure to high-risk behaviors. She noted that even young students are already forming beliefs about which substances are acceptable, what their effects are, and what rules apply, underscoring the need for clear, age-appropriate education.

She described how the program builds a foundation for healthy decision-making by teaching students about the brain, behavior, emotions, and personal responsibility. Mrs. Lemoine-Johnson shared that the initiative has received positive feedback from school administrators, including during principal walkthroughs, where interactive components such as “brain caps” used to demonstrate how drugs affect brain function were particularly well received. The program was later featured in the St. Tammany Parish superintendent’s monthly newsletter, where Superintendent Trey Folse expressed strong support and praised the innovative classroom approach to drug prevention education.

Mrs. Lemoine-Johnson provided background on the Seymore D’Fair Foundation, which was established in 2015 as an educator-centric early childhood education advocacy organization specializing in preadolescent drug awareness, education, and prevention. The foundation supports schools, health organizations, law enforcement, and community partners by developing and producing activity-based prevention curricula for over 10,000 kindergartens through sixth-grade students. Its mission focuses on protecting preadolescent youth from the dangers of drugs, alcohol, and tobacco through early, evidence-informed education.

She explained that the program is named in honor of Enrique “Kiki” Camarena, a U.S. Drug Enforcement Administration agent who was kidnapped, tortured, and killed in 1985 while working undercover in Mexico. His death led to national awareness of drug-related violence and the creation of Red Ribbon Week, now the largest drug prevention campaign in the United States. Mrs. Lemoine-Johnson noted that the Kiki’s Red Ribbon School Celebration seeks to honor Camarena’s legacy by continuing his mission through proactive, meaningful prevention education. Mrs. Lemoine-Johnson detailed that the Kiki’s Red Ribbon School Celebration is a free, turnkey, five-day curriculum for grades K–6. The curriculum is classroom-ready, standards-aligned, and structured around a social-emotional learning framework.

She emphasized that the program goes beyond traditional “Just Say No” messaging or themed activities by teaching practical skills such as self-awareness, resisting peer pressure, making healthy choices, and understanding emotions. A parent component is included to strengthen the home-school connection and reinforce learning outside the classroom. The curriculum was designed specifically for Louisiana classrooms and has been reviewed and approved by St. Tammany Parish Schools, the Archdiocese of Lafayette, Orleans Parish Schools, and the Louisiana Board of Elementary and Secondary Education (BESE) in 2024. Mrs. Lemoine-Johnson noted that the program is flexible, teacher-friendly, and accessible, with downloadable lesson plans, worksheets, music, and videos available in both English and Spanish. The initiative has reached more than 10,000 students statewide and demonstrated positive changes in student knowledge and attitudes through pre- and post-assessment data.

Mrs. Lemoine-Johnson also highlighted community-level prevention efforts, including the City of Mandeville’s support of Red Ribbon Week. Each October, Mayor Clay Madden places banners at the east and west entrances of the city, generating approximately 560,000 daily impressions and more than 16 million views during the campaign. The city installs 42 banners annually in support of prevention messaging. She also referenced the “Louisiana Is Better With Me – 100% Drug-Free” specialty license plate, launched in 2018, as an additional statewide awareness and funding mechanism.

She concluded by outlining strategic next steps to expand the impact of the Kiki's Red Ribbon School Celebration across Louisiana. These include strengthening partnerships with the Louisiana Department of Health, the Louisiana Department of Education, and the U.S. Drug Enforcement Administration; increasing engagement with local school districts and the Board of Elementary and Secondary Education; and aligning the program with statewide initiatives such as Wrap Louisiana in Red and the Mayor's Challenge. Mrs. Lemoine-Johnson closed with a call to action to invest early in prevention efforts to save lives later and to help position Louisiana as a national leader in early childhood drug prevention.

B. Investing in Prevention: How Livingston Parish Public Schools Is Building a Healthier Future for Students - Mr. Jody W. Purvis, Superintendent of Livingston Parish Schools

Mr. Purvis presented on the Livingston Parish district's student-centered prevention strategy and how the schools empower, challenge, and inspire their students, faculty, staff, parents, school leaders, and community leaders to learn, achieve, and excel. Mr. Purvis.

shared the district's vision for prevention-based leadership and student well-being. Now in his second year as superintendent, and with 27 years of experience in education, Mr. Purvis described how the district is working to empower, challenge, and inspire students, faculty, staff, families, and community leaders to achieve excellence together.

He emphasized the importance of setting high expectations, noting that when expectations are clearly defined and consistently upheld, students strive to meet them, and parents are more likely to partner in their child's success. He shared his personal leadership mantra: "Teach like you want your child taught." He encouraged all educators and leaders to build the kind of school they would want for their own children.

Mr. Purvis emphasized the importance of intentional action grounded in data, stating that school systems must assess needs directly and act strategically. He reiterated that students and staff learn best in a safe and supportive environment, and that prioritizing prevention is essential to building a truly healthy future.

Framing his remarks around the title of the presentation, he posed a key question: How do we invest in prevention and build that healthier future for our students? He highlighted several core areas that Livingston Parish is addressing, including mental health and counseling support, truancy prevention, accountability systems, relationship-building, and community partnerships. He noted that "what gets monitored gets done," emphasizing the district's focus on measurable impact.

Over the past two years, Livingston Parish Public Schools has significantly strengthened its partnerships with the Livingston Parish Sheriff's Office, Livingston Parish Government, and the Families in Need of Services (FINS) program to enhance school safety and prevention efforts. As part of this initiative, vape detectors have been installed in all middle and high schools in the parish to proactively address the growing concern of student vaping.

Superintendent Jody W. Purvis provided further detail during his presentation on how the district is using targeted funding from the parish's Opioid Abatement Settlement to support early intervention strategies. In a recent interview with WAFB Channel 9, Mr. Purvis shared that, initially, only about half of the district's secondary schools had vape detectors due to limited funding. Recognizing the daily incidents and severity of student addiction, he submitted a formal funding proposal to parish officials. The proposal included costs for vape detection devices, student drug testing, telehealth

therapy services, and administrative staffing support. The proposal was approved, and the district was awarded funds from the Opioid Abatement Fund.

At the end of the 2023 school year, vape detectors were installed in key high-need areas across Livingston Parish Public Schools as part of a broader prevention initiative supported by opioid abatement funding. Since their implementation, the district has seen a decline in drug-related cases, dropping from 160 to 130, and further down to 105 in the 2024–2025 school year, demonstrating measurable impact.

Vape detectors have since been installed in restrooms and locker rooms across the district. These devices are designed to detect vapor or smoke and immediately alert school administrators via smartphone and email. When an alert is triggered, a nearby hallway camera, located outside the restroom or locker area, is automatically activated to record who was present in the area at the time. The detectors are also equipped with sound monitoring features to detect signs of distress or potential physical altercations. No recording takes place inside private areas.

These measures are part of a larger expansion of the district's partnership with a telehealth provider, allowing more students access to counseling and behavioral health services. Mr. Purvis emphasized that these services have already shown value within the school system, and the opioid abatement funds have allowed for significant expansion.

He clarified that once a vape detection alert is verified, consequences are issued based on substance type. Students caught with non-THC substances such as nicotine are suspended while result in suspension while students caught with THC or chemical derivatives result in a two-semester expulsion

supported Mr. Purvis shared that the opioid abatement grant funded drug testing for students placed in the Pine Ridge Alternative Program, which serves students expelled for 45 days due to drug-related offenses. Upon completion of the program, the district coordinates with Livingston Alternative, a placement designed to support long-term expelled students. The goal is to help these students grow academically, behaviorally, and socially, with the ultimate objective of guiding them toward earning a high school diploma and achieving lasting success.

To reinforce that progress, the district also conducts follow-up drug testing in partnership with parents, ensuring students return to their school environments with continued support and accountability. The grant funding also allowed for the hiring of an administrative assistant at the alternative site to provide ongoing supervision and engagement with students facing behavioral or substance-related challenges.

Additionally, the district recognized a pattern of repeat offenders, even after initial suspensions. In response, the number of allowable suspensions for grades 6–12 was reduced from four to three. To address these cases proactively, district administrators collaborated to create the RISE Program (Redirecting Individuals for Success in Education), a structured expulsion deferment initiative launched in 2025. That year, three students entered the program during its pilot phase.

RISE is a student support program designed to provide intentional, individualized intervention for students at risk of expulsion. It helps students re-engage with their education in a supportive environment that emphasizes accountability, personal responsibility, emotional growth, and goal setting. While the program meets students where they are, it still holds them accountable through clearly defined expectations and documented commitment.

He shared that each student and their parent or guardian signs a participation contract, which includes the following

- Completion of required community service hours (double credit granted if the parent participates)
- Attendance at six individual telehealth counseling sessions
- An essay or customized course assignment tailored to the offense
- Assignment to a dedicated mentor for ongoing guidance

He also stated that, RISE serves as a bridge for students transitioning from disciplinary placements, truancy issues, or behavioral challenges. Support components may include academic coaching, behavioral counseling, and family engagement strategies, depending on the individual's needs. The program aligns closely with the district's commitment to early intervention, reducing disciplinary recidivism, and promoting long-term student success.

When concluding his presentation, Mr. Purvis emphasized that ongoing "touch points" with students, whether through programs, personnel, or prevention tools, are essential to driving lasting change. He reiterated the district's proactive approach and firm belief that early prevention and structured follow-up work, and that these efforts are already making a positive, measurable difference in student well-being and school safety.

C. *iBac: A New Era in Alcohol Detection, Prevention, and Policy Innovation*" - Jeff Williams, Sr, American Interlock Technologies

Jeff Williams delivered a presentation on the iBac alcohol monitoring platform. He began by discussing the limitations of traditional alcohol monitoring systems, such as outdated call-in models and Ignition Interlock Devices (IIDs) that are tied to vehicles instead of individuals. These legacy approaches create operational challenges and leave gaps in accountability and data sharing.

He introduced iBac as a next-generation, mobile, person-centered monitoring solution that uses a compact, police-grade alcometer paired with facial recognition and GPS tracking. The device can operate without Wi-Fi or cell service via Bluetooth, syncing to Android and iOS smartphones. It offers customizable testing schedules, instant results, and real-time reporting through secure, automated systems. Administrators receive alerts via smartphone and email, with single sign-on access to manage data intuitively.

He shared Key features of the iBac system include interoperability across agencies, high-frequency testing, privacy-protective functionality, and integration with drug testing and behavioral health supports. The platform is flexible and scalable, making it suitable for judicial, transitional living, and personal accountability use cases.

He emphasized that iBac reduces operational burdens while improving outcomes through increased touchpoints without increased anxiety. This approach supports early intervention and therapeutic success. He also shared that the program is Medicaid- and Medicare-compliant and accepted by most major insurers.

An important element of the presentation was the demonstration of the iBac onboarding process and user experience. Attendees were shown how a newly onboarded subject is set up within the system. The demonstration included an overview of profile setup, manual and optional testing, test result management, photo capture using facial recognition, and GPS tracking. This hands-on walk-through illustrated the system's usability and responsiveness.

He also outlined how the iBac model addresses addiction through behavioral health and modern medicine. He shared that their state-based teams include licensed professional counselors, social workers, physicians, nurse practitioners, and 24-hour crisis agents. In closing He provided next steps for potential implementation, which include gathering contact information, establishing follow-up dates, and coordinating implementation timelines with agency stakeholders.

D. Opioid Surveillance Update for the Drug Policy Board - *Tranettea Williams, MPH, Opioid Surveillance Manager, LA Dept. of Health, Office of Public Health-*

Tranettea Williams provided an in-depth update on the current state of opioid-related trends and surveillance data across Louisiana, placing them in context with national statistics from the National Center for Health Statistics. The finalized 2024 data show a nationwide 24.5% decrease in drug poisoning deaths. In Louisiana, the trend outperformed the national average with a 31% reduction in drug-involved overdose deaths, declining from 2,456 in 2023 to 1,700 in 2024, marking the lowest number since 2020.

The presentation highlighted key drug categories. Opioid-involved deaths decreased by 32%, synthetic opioid deaths (primarily fentanyl) dropped 35%, and stimulant-related deaths (including methamphetamine and cocaine) decreased by 26.5%. These statistics were further visualized through various multi-year trend graphs, illustrating consistent downward movement in overdose fatalities across these categories from 2022 through 2024.

Williams emphasized that Louisiana's program distinguishes between "overdose" and "drug-involved" deaths, the latter including all deaths where drug toxicity was a contributing factor, not just the primary cause. The data showed marked reductions in drug-involved mortality rates among both Black and White residents. In 2024, the cocaine-involved death rates per 100,000 were 10.31 for Black residents, 3.81 for White residents, and 2.97 for other racial groups.

Demographic analyses indicated that men had higher drug-involved death rates than women, and non-Hispanic populations experienced higher rates than Hispanic populations. Emergency department visit data showed seasonal spikes in overdose-related visits during the first quarter of each year but an overall downward trend. Heroin-related ED visits have consistently decreased since 2021, while stimulant-related ED visits showed fluctuations without a clear trend.

Louisiana's toxicology surveillance further supported these findings. In 2024, 50.8% of decedents tested for fentanyl were positive. Heroin positivity in toxicology testing remained low (5.1%), and xylazine and mitragynine (kratom) were found in 3.2% and 2.4% of tested cases, respectively. Despite national reports of heroin's resurgence, Louisiana data does not reflect this trend.

Williams concluded that the sustained investment in prevention, harm reduction, intervention, and treatment strategies is proving effective. The data-driven approach continues to support targeted actions in mitigating overdose deaths and adjusting responses as needed. Further race-based analysis of stimulant-involved deaths is ongoing, along with monitoring of adulterants in the illicit drug supply.

E. Legislative Recommendations – Items to Vote on – *Dr. Shayla Polk, The office of Drug Policy*

Dr. Polk shared information on the 2026 proposed Legislation voted on by the Governor's Taskforce on Impaired Driving in regard to a resolution supporting the codification of the Governor's Task Force on Impaired Driving into Louisiana state law under the Office of Drug Policy. Dr. Polk shared that Codifying the Governors

Task Force on Impaired Driving would ensure long-term sustainability and strengthen Louisiana's impaired driving prevention efforts.

The resolution emphasizes the need for a permanent, structured entity to coordinate efforts across law enforcement, advocacy organizations, the criminal justice system, and public health stakeholders to combat impaired driving effectively. Dr. Polk shared that the Governor's Taskforce on Impaired Driving would fall under the same format as all of the other committees and subcommittees under the Office of Drug Policy which include the following:

- Drug Policy Board
- Advisory Council on Heroin and Opioid Prevention and Education (HOPE Council)
- State Epidemiological Workgroup (SEW)
- The Prevention Systems Committee

Dr. Polk shared that the resolution was affirmed and approved by a majority vote of the members present at the regular business meeting of the Governor's Task Force on Impaired Driving held on August 6, 2025. A motion was made and seconded, and the Drug Policy Board approved, by voice vote, moving forward with codifying the Task Force on Impaired Driving.

Dr. Polk then asked Cathy Childers to present an overview of a proposed recommendation to pursue legislation requiring all misdemeanor DUI offenders to be screened for the presence of a substance use disorder.

Ms. Childers stated that the recommendation would require all misdemeanor DUI offenders to undergo screening for a substance use disorder using an instrument validated for the impaired-driving population. She noted that current law requires drivers convicted of felony DUI (3rd and 4th offense) to undergo an evaluation by the Louisiana Department of Health, Office of Behavioral Health, pursuant to R.S. 14:98.3 and R.S. 14:98.4, to determine the nature and extent of a substance use disorder and to participate in any recommended treatment plan. Ms. Childers further explained that previous legislative efforts were unsuccessful due to fiscal concerns; however, two validated screening instruments, the Computerized Assessment and Referral System (CARS) and the Impaired Driving Assessment (IDA), are now available at no cost, are nationally recognized, readily available, and may be administered by lay personnel.

Dr. Polk shared that the recommendation was affirmed and approved by a majority vote of the members present at the regular business meeting of the Governor's Task Force on Impaired Driving held on August 6, 2025. A motion was made and seconded, and the Drug Policy Board approved, by voice vote, moving forward with pursuing a bill requiring all misdemeanor DUI offenders to be screened for the presence of a substance use disorder, with the option of amending the bill to apply only to drivers under the age of 21 if necessary to pass the measure.

Dr. Polk then ask for a motion to calendar the recommended revised statutes R.S. 14:334, R.S. 14:98.2, R.S. 14:98.3, and 14:98.4 for the next Drug Policy Board meeting to allow Norma DuBois, a representative of the Governor's Task Force on Impaired Driving and the author of the revisions, to provide additional information. A motion was made and seconded, and the Drug Policy Board approved, by voice vote, moving forward with placing revisions to R.S. 14:334, R.S. 14:98.2, R.S. 14:98.3, and 14:98.4 on the agenda for the next Drug Policy Board meeting.

Other Business

A. Office of Drug Policy updates

Dr. Polk gave a brief update noting the dates of the 2026 Board Meetings.

B. Member agency updates

There were no member agency updates.

C. Public Comments

There were no public comments.

Adjournment

The meeting adjourned at 12:21 pm

DRUG POLICY BOARD VOTING MEMEBERS

Member Agency	Appointee/Designee	In Attendance	Not in Attendance	Proxy
Alcohol industry representative	Kody Thompson	Yes		
Attorney General's Office	Michael Dupree, Public Protection Division (John Kelley Proxy-Complex Litigation Officer)	Yes		
Board of Pharmacy	Marty McKay (Joe Fontenot proxy)			Yes
District Court Judge	Shayna Beevers Morvant	Yes		
Federal agency with AOD ed/treat/Prev responsibilities	Dr. Leslie Faulkner	Yes		
Board of Regents	Dr. Allison Smith	Yes		
Governor's Office of Drug Policy	Dr. Shayla Polk, Director and Chair of the Drug Policy Board	Yes		
House member, Committee on Health and Welfare	Rhonda Butler, LA State Representative, Dist. 38		No	
O'Brien House	Dr. Emily Tilley	Yes		
Louisiana Commission on Law Enforcement	Linda Gautier		No	
Louisiana Department of Children and Family Services	Dr. Rebecca Hook	Yes		
Louisiana Department of Education	Michael Comeaux (Susan Dupont as Proxy)	Yes		
Louisiana Department of Health	Quinetta Womack(Proxy Leslie Freeman)	Yes		
Louisiana Department of Public Safety and Corrections	Shelley Edgerton	Yes		
Louisiana District Attorneys Association	J. Collin Simms (Elizabeth Authement as Proxy)	Yes		
Louisiana Highway Safety Commission	Lisa Freeman, JD	Yes		
Louisiana Office of Alcohol & Tobacco Control	Vacant	-		
Louisiana Public Defenders Board	Remy Starns, JD	Yes		
Louisiana Sheriffs' Association	Shannon Dirmann		No	
Louisiana State Police	Rebecca Chiasson	Yes		
National Guard	Lt. Colonel Beverly Coutto, Coordinator, Counterdrug Program (MSgt Amy Thomas as proxy)	Yes		
Physician	Peter W. Croughan, MD, LA Department of Health		No	
Louisiana Supreme Court Drug and Specialty Court Office	Fletcher D. Hyacinth	Yes		
Senate member, Committee on Health and Welfare	Senator Bob Owens- District 1		No	
Avenues Recovery	Matt Engler		No	
TOTAL PRESENT		18 (Quorum was achieved)		

OF-COUNCIL MEMBERS

Member Agency	Appointee/Designee	In Attendance
LA State Board of Medical Examiners	Dr. Vincent Culotta	No
North Louisiana Criminalistics Laboratory	Joseph O. Jones, System Director	Yes
Baton Rouge Field	Steven Hofer, Asst. Special Agent in Charge	Yes
ADAPT, Inc.	Thomas R. "Rusty" Fornea, Executive Director	Yes
Seymore D'Fair Foundation-Ofc	Dara Lemoine-Johnson (Craig Wiles Proxy)	Yes
15 th JDC	Judge Valerie Garret	No
Drug Enforcement Administration, NOLA Office	Keith Bakewell	No
Gulf Coast High Intensity Drug Trafficking Area	Greg Lowther	Yes

STAFF

Cortalya Muse, Governor's Office

GUESTS

Catherine Childers -Louisiana Highway Safety Commission

David Johnson-Seymore's Foundation

Mark Hiatt-NOPD Crime Lab

Tracy Lemaire-National Safety Council

Jacqueline Sanchez-LDAA

Joshua Blossom-LA National Guard Counterdrug

Bridget Bailey-Tangipahoa Parish Government

Taylor Addison-Tangipahoa Parish Government

Melinda Williams -Office of Behavioral Health

Gaylin Mull-TRACC Coalition

Cali LeBlanc-TPG

Andrew Burns-Self

Dr. Leslie Faulkner-DEA

Kara Kennedy-LANG Counterdrug

Dana Wilkosz-CDCF/LPH

Tranettea Williams-LDH/BHI

Shannon Robertson

Paola Ochoa-ATC