



## **Executive Committee Meeting**

Payson Conference Room 6-8 pm

August 19, 2015

*Present: Cherry Sullivan, Nancy Follansbee, Beth DiCarlo, Kim Durand, Laurie Loisel, Lois Levin, Tricia Dandrea, Ruth Ever, Susan Welson*

*Regrets: Veronica Hing, Stephen Linsky, LeeAnn Delaney, Al Schadel, Gail Canon*

## **Introductions and weather go around**

### **Executive Committee**

- Vote accepting new Executive Committee members. “Old” members not present will be asked to submit their votes online to confirm.
  - LeeAnn Delaney (parent)
  - Kim Durand (parent)
  - Veronica Hing (EHS student and SADD president)
  - Stephen Linsky (businessman, community member)
  - Laurie Loisel (NWDA)
  - Sue Welson (School)

### **Youth Outreach Coordinator Position**

- Discussion on new Youth Outreach Coordinator position
  - Determining hours and monetary compensation
  - Flexibility of hours is key
  - Desire for longer term commitment
  - Question what is the focus of the job and how do we measure effectiveness?
  - How does the strategic plan and calendar link?
  - Being located at the high school is beneficial with less remote work
  - Possibilities of job
    - Administrative assistant to coordinator?
    - Putting mtgs together
    - Minutes
    - Youth outreach committee work group/advisory council
    - Determine how to engage with youth not already connected with SADD
    - Supporting youth leadership at middle school too
    - Helping organize the family ed program and eventually be trained as facilitator
- Summary - Position which connects with youth, organizational duties, social media duties, - post within the school district and the community at large, approximately 6 hours per week with

compensation of approximately \$4500.00/yr. Make changes in description to take out specifics on education background

- Motion for the position of the youth coordinator with changes to be done via email
  - Motion accepted

## Strategic Plan discussion and Updates

- Strengthening Families Program
  - Fits with Goal 2 – Strategy 4 (refer to Goal chart): *increase parental skill in communicating messages and family bonding*
    - 3-day training of facilitators for family education program occurred in August 2015 @ Easthampton Congregational
    - Eight people were trained
    - Nationally recognized, evidence based program; Strengthening Families Program
    - Planning – program (7 sessions) for parents and middle schoolers, hopefully 3 times year
- Social Norm Campaign (Kim)
  - Metrics identified and discussed at Parent Work group last week
  - Another Parent Workgroup Mtg next Wednesday – to narrow what the messages and images will be
  - Graphic designer is member of group now and will be providing guidance
  - Message will go out every two-four weeks (possible total of six messages)
  - Consistent look and feel is planned
  - Where to put message? – make sure clear and easy to read. Examples:
    - Lawn signs
    - Bill board
    - Pizza box stickers
    - Social media options
  - Easthampton Parent Survey data was used to guide the messages
  - To work on - Identify how to make message clearer than wording in the Parent Survey
  - District Atty. Dinner with community – educational or motivational speakers to support and have our message coordinated

### Other Speakers and events:

- John Brelsford – local psychologist who will offer a 3 hour workshop for high school parents about how to have conversations with students using Motivational Interviewing techniques. Ruth is working on setting this up.
- Someone speaking on impact of drugs on teen brain like Dr. Jen Michaels, and motivational speakers like Charlie Applestein.

Upcoming site visit – Greg Grass (grant project officer) September 30 - proposed 9:30 – 3:00

- Looking for EC members to meet with him - many indicated they could be there, especially either during lunch (Kim) or later in afternoon (Tricia). Lois is off that day so could come too. Others not here today will be invited.
- Looking to showcase the coalition and our work
  - Luncheon with youth and/or city officials and organization stakeholders like hospital and DA's office

- Neighborhood tours and school visits to meet our community
- He is with SAMHSA (Substance Abuse & Mental health Services Administration) in Maryland
- Issues which might surface and which EC members should be prepared to discuss:
  - Policy issues, community level intervention
  - How has structure changed over the years
  - Sustainability
  - Logic plan, Strategic plan
  - Ruth will provide information for us prior to visit

Decrease alcohol access Goal 2 – Strategy 1 activity 4 and Goal 1 Strategy 1 (refer to chart)

- Ruth and Officer Schadel have visited with local package stores and restaurants – friendly and informative conversations have occurred, building good community relations.
- Outcome - identify those who need training on beverage policies and informal data
- E-cigs and tobacco discussed for future consideration

## Regional Planning

- Other regional DFC coordinators met – to discuss ideas and how to combine resources to get more bang for buck
- Ruth stressed importance of being proactive in addressing Marijuana concerns *before* the November 2016 ballot vote on legalization.
- Regional media marketing campaign – parent focused messaging where coalitions combine resources to do TV and radio and billboards, etc. and which will complement the local campaigns
- Focus on existing campaigns like SAMHSA's – *talk they hear you* campaign

## Funding and budget review

- DA Fall Youth Conference – do we want to support and for how much?
  - WBMS SADD Jr and Hilltown Cooperative students joined together and attended the DA conference in Greenfield last year - approx. 30 students were excited about the experience, plus the SADD EHS students went to present a workshop.
  - \$500 for the bus –and \$500 to DA to defray cost
  - Suggestion - ask Hilltown to contribute for the bus this year
  - Approval from EC board up to \$1000 to be contributed to bus and students to attend the DA conference
- Jake LaPrade was an active member of the finance committee – need an new member
  - Ruth will send out an email to EC members seeking someone.

## Bylaws discussion

- Question on page 1 general membership question from Lois; why are they all listed?
  - Answer - these are required for the grant
- Motion on approval of bylaws
  - members present affirmed
  - those not able to vote will review bylaws online and then vote

**Topic for future meeting** --Suggestion about having a doctor speak about MJ prescriptions in the community and maybe first to the EC committee