



**Executive Committee Meeting
MINUTES
February 15, 2017
EHS 3rd floor Conference Room 5:00-6:30 pm**



Topic/Goal/Strategies	Description/Action	Next steps by whom
<p>Welcome and Minutes Review</p>	<p><i>Present: Susan Welson, Shannon Hicks, Albie Park, Tricia Dandrea, Laurie Loisel, Cherry Sullivan, Lois Levin, Stephen Linsky, Ruth Ever.</i></p> <p><i>Regrets: Corinne Briggs, Julie Anne Levin, Tammy Kaleta, Gail Cannon, Al Schadel</i></p> <p><i>Chair tonight: Ruth Ever</i></p> <p>December and January EC minutes were approved.</p> <p>Heightening our Cultural Awareness activity—looked at a handout on challenging white people to raise their awareness and one targeted for educational change.</p>	<p>Lois L will chair next month and Tricia possibly the next one</p>
<p>Building Capacity</p>	<p>1. Cherry and Ruth shared many highlights from the CADCA (Community Anti-Drug Coalitions of America) Leadership Forum including: they met with both Senators offices and Rep. Richie Neal’s office where the staffer requested stories of success or challenges within community to boost any advocating Neal might do around prevention. They went to a session by Kevin Wong from the Colorado HIDTA (High Intensity Drug Trafficking Area) who shared numerous ways to collect data on marijuana beyond the obvious. Ruth and Corinne went to a Talk. They Hear You campaign workshop that included new materials and a song written and recorded just for the campaign targeting mothers 30-50 years. The song can be played before sports events, in schools, on the radio and promoted through interviews about the program. Ruth also learned about a new youth marketing segmentation approach in a session by Rescue: The Behavior Change Agency. Through an innovative surveying technique they have been able to describe 5 identities or peer crowds that apply to most youth, which then enables you to target your prevention message in the most effective way to the right audience. Vermont and Virginia have hired them, and Ruth thinks we should start advocating to the DPH to explore bringing them to MA for statewide assessment.</p> <p>Cherry and Ruth both talked about the session with Insightformation, which has created an interactive template on opioid prevention and treatment work, that could enable all relevant agencies to input data to the same place so they can more easily share data. They are currently seeking pilot sites, and Cherry will be following up with the director to determine if our region could be a pilot. They listened in on a webinar the group did this week too. The session also covered the power of social bonds and innovative ways to think about funding and collaborating.</p>	<p>Ruth & Corinne will follow up with relevant contacts for more information</p>

	<p>2. Re: Coalition Structure: we discussed a handout from Ruth that was a jumping off point for how to structure the coalition for best results. Seemed to be general agreement on the following:</p> <ul style="list-style-type: none"> • Revive the Data Committee/Team, inviting original participants in while recruiting new members. Ideally this group would meet this spring to discuss existing data and then again over summer and fall once the PNAS data come back. • Merge the Policy workgroup into the SPIFFY Laws and Norms Workgroup, which Ruth already participates in, since there is already a lot of overlap in the work. It only meets bi-monthly, so the local group could still meet in Easthampton on the off months. • Focusing on safe prom/grad allows us to build alliances. • Easthampton culture is more project/action oriented, so that might be a better shift for meetings coalition has. <p>3. Completed Action Plan was available but there was no further discussion on it.</p> <p>4. Evaluation: there is money with CES (our evaluators) to do focus groups and key informant interviews; this is good opportunity to get more info about marijuana and attitudes (eg are parents concerned about youth use). Could use a church setting and create a parent café type event like Northampton did.</p>	<p>Cherry will ask her intern to research best practices for keeping teens safe during prom/grad.</p>
<p>Preventing Underage Use</p>	<p>1. Updates and Ideas:</p> <ol style="list-style-type: none"> a. <i>Talk.They Hear You</i> campaign Talk. They Hear You billboards are now up on routes 5 and 10! Other ideas about how to promote this message: talk to pediatricians and Valley medical group and bring them posters/postcards. Get on radio shows like WHMP to talk about issue and pitch idea to Deb Scherban at the Gazette. Mailings to WBMS families and include in superintendents blog about the app. b. <i>Screenagers</i> (Coalition sponsored movie on teens and screen use & impact on teen brain) and Project Safe Childhood (EHS organized on internet safety, sexting/predators). c. Let's talk to Marty Klein (pro-MJ advocate and teaches about growing your own MJ) about teaching parents how to safely store their MJ if he's interested. Can we play a role locally as an advocate for youth without alienating local businesses, etc. Can we create best practice info for MJ related businesses that they can use? <p><i>Next meetings are at EHS 3rd floor conference room at 5 pm on:</i> Wed. March 15—Lois L chairs Wed. April 19 – possibly skip, school vacation week Wed. May 17 Wed. June 21 Skip July? Wed. August 16?</p>	<p>Ruth, Corinne, Turning Leaf designer will work on it.</p> <p>Policy team should follow up on this. And also work on finding best practices re: Marijuana and advertising and what impacts youth. Cherry volunteered to meet with the shop owner.</p>