



**Fall Coalition Meeting**  
**Minutes**  
**October 7, 2015**  
**Easthampton High School Library 5:30-7:30pm**

<b>Topic/Goal/Strategies</b>	<b>Description/Action</b>	<b>Who leads/Next Steps/By Whom/When</b>
Welcome and Minutes	Introductions and approval of May minutes	
<p><i>Goal 1: increase coalition capacity</i> Vote to approve Executive Committee</p> <p>Presentation: <i>The State of Our Youth</i></p>	<p>The new members were approved. The EC voting members: Lois Levin, Gail Canon, Tricia Dandrea, Alan Schadel, Cherry Sullivan, and new members Kim Durand, Stephen Linsky, Sue Welson, Laurie Loisel. Non-voting members are Ruth Ever and Nancy Follansbee (staff).</p> <p>Ruth presented an overview of the Prevention Needs Assessment Survey data. Each person then placed a different color dot on each printed out data graph that corresponded to the following questions: 1. What surprised you? 2. Where do you think the coalition can have (or continue to have) the greatest impact? 3. Where do you have personal connections or knowledge of the data? Several areas were highlighted: e-cigs and the increasing trend; the higher use and risk rates among the 10<sup>th</sup> grade cohort; that we can do more to have a positive impact on giving rewards/recognition to youth in the community; the influence parents clearly have on their teens' use rate.</p> <p>General discussion about ways we can boost parents' knowledge and reinforce steps they can take to positively influence their children, such as through</p>	<p>We still have 2 spots open for students and one spot for another adult. Contact either Ruth or Cherry if interested.</p> <p>We need to present this data in more settings, including at school committee and City Council. Ruth will follow up and inquire about presenting.</p>

Coalition Satisfaction Survey	<p>pediatricians or in health care settings, with media messages or other ways to get messages to them. How do we create opportunities for parents to just get support from each other especially when parenting teens can be hard?</p> <p>Cherry shared a few highlights: 25 responses. Overall positive and we are heading in right direction. Challenges: finding a meeting time that works for more people, but agreement that the full coalition can meet less often but have it include teaching or presentations; how to best use members' talents and interests.</p>	Cherry collected comments on index cards about how coalition can best use skills everyone has.
<p><i>Goal 2: Decrease and prevent youth substance use</i></p> <p>Social Norms Marketing</p> <p>Motivational Interviewing</p> <p>Family Education</p>	<p>Kim updated the group on the parent survey and social norms marketing campaign. The Parent workgroup is moving forward with this and will take 6 key messages from the data and create the campaign. The key points included that most (more than 90%) of Easthampton parents agreed that: teen marijuana use is harmful; they don't allow underage alcohol or marijuana on their properties; they welcome other parents checking in with them. We will have a teaser campaign with the "Parents Check in" message to create some buzz about the campaign.</p> <p>This is a technique that is particularly useful for parents who are struggling to have difficult conversations with their teens, whether it's about drugs, sex, or even homework. Three clips that can be watched to learn more about MI (they are long but watching even a few minutes or skipping forward can be informative): <a href="https://www.youtube.com/watch?v=s3MCJZ7OGRk">https://www.youtube.com/watch?v=s3MCJZ7OGRk</a> (the first 5 minutes are most helpful)  <a href="https://members.alliesinrecovery.net/module_04">https://members.alliesinrecovery.net/module_04</a> (watch the last clip on the page for a role play)  <a href="https://www.youtube.com/watch?v=TwVa4utpII">https://www.youtube.com/watch?v=TwVa4utpII</a> (this is long, but it's a great example of talking to teens in a high school setting about their alcohol use, can skip through it)</p> <p>Strengthening Families Program: For Parents and Youth 10-14 is scheduled to start the first session October 19 but we need families to sign up! Best recruitment is through students themselves.</p> <p>Other ideas for outreach for all our programs included: dance studios, sports teams and coaches, churches, pediatricians and medical offices</p>	<p>Next Parent Work Group meeting is Wed. October 14 at 6 pm at EHS. All are welcome.</p> <p>Motivational Interviewing for Parents Workshop is Sunday November 15 2-5:30 pm at Treehouse. Register by contacting Ruth rever@epsd.us</p> <p>Ruth and her intern Kari will continue to do outreach.</p>

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