

Parent Engagement Work Group
Thursday March 12, 2015

Present: Ruth Ever, Beth DiCarlo, Becky Morris, Sue Cairn, LeAnn Delaney, Kim Durand, Cherry Sullivan

Social/Positive Norms Marketing (Sue)

- History- we had 2 years of parent social norms in Easthampton- last one was ~4+ years ago. If we do decide to have another campaign, the look will have to be different (especially because the posters have remained visible). Previous campaign used paper surveys sent home via 2 mailings (very expensive and labor intensive to tally)
- Social Norms Campaign: goal is to change perceptions (which influence behavior) vs. Social Marketing: celebrate good behaviors and market the behaviors we'd like to see
- Reviewed the "Basic Steps and Sample Timeline" guideline- planning overview
- A survey monkey sent via email would be ideal. Would want a 30-40% response rate. The bottom of the campaign poster would indicate the response rate. One way to encourage people to take this would be to have incentives (like \$100 gift card) to encourage parents to take the survey. There have been many surveys on this topic in the Pioneer Valley, so there examples to pull from. Once the survey is developed, we'll need to focus group/test the questions (are the questions clear?).
- Once survey is carried out, clean the data. Then analyze and choose the messaging.
- Messages up for 2 weeks, down for a couple days; Then a new message, etc.
- It's ok to mix social norms and social marketing messages.
- We would come up with the "look" that could be consistent. This includes a slogan that is on each message. (no EHYC logo or very small).
- Focus group the messages and the images (and then both together) to ensure they reflect Easthampton.
- Implement with a "teaser" message, and then roll out the campaign.
- Evaluate—"Did you see the message? What did it mean to you?" Then resurvey again to see if there was behavior change (and add a few questions which can form basis of next campaign).
- The previous campaign in Easthampton focused on alcohol. Perhaps we want to consider marijuana as a topic along with parenting communication this time, given it as a 'hot topic' and a perception that there will be good norming data.
- Timeline: Best to roll out messages in the fall; ideally, we would want to start this fiscal year. It's a tight timeline, but in our favor is the fact that we could pull from existing surveys that have been focused group and if we use survey monkey we won't have to spend the time entering data. This would give us the entire summer to design the messages for a fall roll-out.
- Goal would be no more than 10 questions (20 total when you include the perception of other parents' behaviors).

TO DO: GROUP MEMBERS WILL TAKE THE SURVEYS HOME AND CHOOSE WHICH ONES WE THINK WILL BE MOST INTERESTING. GIVE FEEDBACK ON SURVEYS TO RUTH BY WEDNESDAY MARCH 18TH

Either digitally or dropping paper ones at EHS or Payson for Ruth.

Social Host Liability

- We will pay a membership for an Ohio group with the campaign “Parents who host lose the most”. Materials are already created and give advice on roll-out.
- What resources could we provide as a community or a school to give students something to do after prom
 - Harm reduction- would there be a group of parents willing to be on call for driving (but there is so much liability)
 - Can there be parties where there are enough parents present to monitor a sober party (again, liability if youth show up at the party after using); could the police work with us
 - Could the coalition host a bon-fire in collaboration with police/fire. Local bands.

TO DO: SUPERINTENDENT (Ruth) TO TALK TO School LAWYER; KIM TO TALK TO POLICE; KIM WILL CONNECT WITH PARENTS WHO PLAN THE GRADUATION PARTY to get advice

- Quick brainstorm of how to get these messages out there:
 - When students buy the prom tickets, give out pledge card
 - Collaborate with other coalitions (Northampton, Greenfield, Holyoke)
 - Hand out info with popular prom dresses, tux, limos companies, flower shop
 - Messages on the back of the photobooth (other message/not social host)
 - Article in the Summit, ask DA to write an op-ed piece about social host
 - Banner at sporting events or hung in town
 - Spring concert and sporting events
 - Primary care providers could hand out at annual appointments.
 - Infographic poster on social host liability
 - Info for pediatricians’ offices
 - Ask Sven Kielhorn (or others) to make short video about it

TO DO: SPEAK TO DA ABOUT OP-ED; PAY \$50 MEMBERSHIP to Drug Free Action Alliance AND DISTRIBUTE--FIND OUT WHETHER WE COULD ATTACH MESSAGES TO TICKETS; HAVE MSGS AT CASH REGISTERS AT LOCAL RETAILERS ASSOCIATED WITH PROM

Parenting Program Update

- The Strengthening Families 10-14 facilitator training is 3 days long. We need 10 people to run the training. Best days might be the 3 days leading up to Spring Break, April 15-17 or April 16-18, perhaps 12-8pm. If we train in April, we could pilot it this school year which would be good to get it going before the official roll out for the fall. 2 Guidance counselors, a 5th grade teacher, Ruth, Beth, and maybe a couple other teachers. The actual parenting sessions need to have 3 facilitators per session (1 for the parent and 2 for the youth). It’s a labor intensive program but has great results. Some coalition members are also interested and likely others will be too. Unanimous support to move forward.