



**Parent Engagement Work Group
Minutes
December 9, 2015 EHS Conference Rm**

*Present: Kim D, Ruth E, Cherry S, Beth D, LeeAnn D, Albie P, Christopher L, Kari P, Lisa G., Susan L.
Regrets: Becky M*

Social Norm Campaign:

We put the posters up (they are numbered) and made our final decisions:

#2 is too wordy, fear that the message will be mixed up. Debate over the use of “whether or not”

#6: debate over use of “believe” vs. “understand” led to a decision to not use either and use “agree” instead so it reads “Most Easthampton parents agree that teen marijuana use is harmful”

Image of the Easthampton mural will be paired with the 91% statistic which will work better as a banner.

Decision to use #1, #2, #4, #5, and #6 for campaign

- Products:
- 1) 500 of each for a postcard to be sent home to 8th-12th grade families (about 500). One poster every 2-3 weeks or so.
 - 2) 2 Banners---need a place to put the banner; Tasty Top, Massage School fence at the circle
 - 3) 200 table top info tents for restaurants with more info about teen brain and parents checking in.
 - 4) Pizza Box Stickers---*Most Easthampton parents agree Easthampton is a great place to raise your teen.* Agreed this would be a nice ending to our campaign.
 - 5) Yard Signs, Spring Campaign (Most agree Eton is great place to raise teen). Could we actually sell these and promote them since they are generic and positive?

Action Plan:

Try to get everything to the printer before Christmas or immediately after.

Start sending out postcards in January

Purchase Sandwich Board and locate a good place to display it. Look into the permit requirements for having a sandwich board---we should be okay because it will only be temporary.

Discussion on Charlie Appelstein:

We had radio, TV, and newspaper coverage on the event!!

Notes for next event: 1) Location where acoustics allow everyone to hear him would be beneficial. As well, a location that won't let speaker have their back to people.
2) Paper and Pens (with EHYC logo)
3) Make sure handouts are available at the event

Feedback from parent surveys for Future Event Topics:

Info Session on Social Media
Single-Parent and/or Adoptive Parent
Positive Parenting
Privilege and Racism/Discrimination
Divorced Parent
Tween Girls
Consequences
Mental Health Education

Discussion on Strengthening Families Program:

Trying to confirm 4 facilitators for a Wednesday session in January.
Hoping to train Chris in January so he can be a facilitator
Getting started to be able to end in March before Spring sports start up

The recommendation from Iowa/SFP Program is for no less than 7 families, 10-12 is awesome,

Discussion on Coalition Meeting on 1/28

January 28th full Coalition Meeting with Dr. Ruth Potee as our key note speaker. Group discussion about the schedule: 5:30-6:00: Coalition Business

6:00-6:40: Dr. Potee Talks

6:40-7:00: Q&A with Dr. Potee

Next Parent work group meeting: Wed. Jan. 6th at EHS.

Minutes compiled by Christopher Lukasik.