



Parent Meeting

Minutes

August 12, 2015

50 Payson Ave 6:00pm-8:00pm

Topic/Goal/Strategies	Description/Action	Who leads/Next Steps/By Whom/When
Welcome and Introductions	Introductions and welcoming Kim as the chair <i>Present: Kim Durand, Susan LaPointe, Cherry Sullivan, Ruth Ever, Beth DiCarlo</i>	
<p><i>Goal: increase parental disapproval of drug use and parents setting clear limits</i></p> <p>Parent & Student Survey Results</p>	<p>Reviewed results. Some interesting data:</p> <ul style="list-style-type: none"> -Most parents welcome being contacted by other parents, but not as many contact other parents themselves when their teen is going out. -Several misperceptions in data could all be turned into social norms campaigns. This means that while most parents actually agree with these statements, they don't think other parents do as often: no alcohol or marijuana on home/property; I'd want to know from someone else if my teen was using marijuana; I'd welcome being contacted by other parents; I believe teen marijuana use is harmful; I believe I have a strong influence over my teen's decision to use marijuana. <p>Ruth noted that when robo-email and facebook page was boosted (\$), there was a surge in responses, but it was not methodically tracked.</p>	<p>Look at data to see how those who stated MJ use was ok responded to the question regarding monitoring substance in the home</p> <p>Next survey, be sure we track how our outreach efforts impact target audience response.</p>

<p><i>Next Steps for Social Norms Campaign</i></p>	<p>Review of Student Survey data noted a clear indication that parents have a strong influence over their teen’s behavior, while the parent survey reflected a weaker belief from parents that they do have an influence</p> <p>There is a timeline that must be followed to do a social norms campaign with fidelity. It includes the surveying, message development, testing message and image, running campaign and changing message every few weeks for several months, then conducting follow up intercept interviews to test for recognition and attitude change and create new survey results.</p> <p>Start thinking about:</p> <ul style="list-style-type: none"> -What messages we want -What visuals we want to go with the messages -What format we want to use (lawn signs, posters?) -What is our timeline -Possible taglines (“Parents want to know”) -Generate wording 	<p>Parent group will start thinking about/generating ideas to bring to next meeting</p>
<p>Strengthening Families Program</p>	<p>3 day facilitator training went really well, with 8 participants. Goal is to run the program 2 times next year, possibly starting in Oct and Feb. Targeting 5th and 6th graders, but open to the whole middle school. Discussed importance of targeting dads explicitly, because “parent” programs is code for “mothers”</p> <p>Will need sponsors to provide dinner at every session if possible, even if it only helps with part of dinner. Discussed need for an info sheet or brochure that describes what SFP and the Coalition are and how their donation will support our work.</p> <p>Supply list passed out. We need many items for the sessions, some of which people might have to donate, or might be willing to buy and donate. The SFP program estimates that the cost of the 7 session program is about \$15/family total. Discussed ways to offset costs. Possibly charge families on a sliding scale. Note that if we use the ECC church regularly, it’s an ideal space in some ways, but custodial charge is probably \$25 each time (perhaps negotiable?) so we’d have to build that cost in.</p>	<p>Guidance counselors will promote program with students and offer incentives. Our FB page is also a way to recruit parents.</p> <p>Speak with potential sponsors. Ideas include: Village Pizza, Antonio’s, Riff’s. Kim and Susan both had ideas and seemed willing to approach businesses. Ruth will work on brochure or flier about program.</p>

<p>Parent and Family Programming</p>	<p>Brainstormed locations to run the SFP: EHS school, Eton Cong Church, Treehouse suggested. We need two rooms plus possible child care space and kitchen would be nice.</p> <p>Began discussion of possible speakers and events to plan for next school year. Ideas include: Motivational interviewing training for parents of teens with local psychologist John Breslford, motivational speaker like Charlie Applestein who is very positive and inspiring, teen & brain drug use conversation with locals like Dr. Jen Michaels. Everyone liked idea of creating event around the national Family Day on Monday 9/28 (or thereabouts) that could include dinner and conversation starter cards on each table, along with a speaker and promotion (and sign up) for the SFP program.</p> <p>Agreement that tabling at community events need to be strategic and thoughtful to ensure we use volunteers time wisely.</p>	<p>Ruth or Cherry will contact Treehouse for availability</p> <p>Ruth or Cherry will contact DA Sullivan about supporting the Family Day event since his committee wanted to pay for a dinner event for families. Dates need to be set at next meeting or by 9/28 if we want to promote upcoming events.</p>
<p>Future Meetings</p>	<p>Decided to meet soon to ensure adherence to timeline regarding family program.</p>	<p>Next Parent Group meeting is August 26, 2015 at 6:00pm, 50 Payson.</p>