



Parent Work Group

Wed 4/22, 2015 6:30-8:00 pm

Strategy/Goal/Agenda Item	Description	By When/Whom/Next Steps
Welcome	Minutes approved from April 7 meeting. <i>Present: Beth D, Kim D, Ruth E, Albie P.</i> <i>Regrets: Cherry, Sue</i>	
Gather data on local parents attitudes and behaviors regarding marijuana and drugs	Reviewed the latest draft of survey. We changed the layout, some wording and some questions. We decided to add a couple of questions about tobacco too, to see if there are different attitudes about them vs marijuana. Discussed who to approach for help with incentive gifts. Innovative Business Systems? Discussed importance of explaining in emails and on facebook why it's important for parents to take this survey and how it will help our work and families.	Sue, Ruth and Beth will revise final draft and send out for testing by everyone on work group.
Increase coalition capacity and outreach	After Ruth described the support from Silver Spoon Diner for placing our ad on their placemat, agreed to post a thank you on facebook. Idea: We could hold 'salons' in people's homes to create opportunities for small group discussions about having those hard conversations with your teen.	Ruth will post on facebook. To be discussed by group at future meetings, to plan it
Planning for Prom Season and <i>Parents who host, lose the most</i> campaign materials.	The campaign is going well: We tabled at the Mr. Easthampton event. DA agreed to sign on to an op-ed piece about this issue, with the coalition co-signing it. Press release is done and will go out next week. Stickers can go on pizza boxes in town: Riff's, Antonio's, Village Pizza, dominos. We created the mailing home, with a cover letter for families, along with coalition brochure, pledge card and fact sheet on campaign.	Sign in sheet passed around for various tasks to be done in coming weeks: getting decals in windows, lawn signs up, asking pizza places if we can place stickers on boxes, etc. Ruth will organize the mailing to families.

	<ul style="list-style-type: none"> • Have a Tip of the Day on facebook leading up to Prom. Have others like Good News page also posting it. 	Ruth or Beth do this
Create safe Graduation and Prom after parties	If we can't do something for prom this year, can the coalition help support the grad all-night party?	Ruth talked to Michelle Connelly from parent council. Will follow up with her as they know more.
	Survey will be mailed out for feedback. No next meeting date set yet, as focus is on the campaign and survey.	