



Parent Work Group
Prom Season Planning
Tues. April 7, 2015 6:30-8:00 pm

Strategy/Goal/Agenda Item	Description	By When/Whom/Next Steps
Welcome	<p><i>Present: Becky M, Beth D, Kim D, LeeAnn D, Ruth E.</i></p> <p><i>Regrets: Cherry, Sue</i></p>	
<p>Planning for Prom Season and <i>Parents who host, lost the most</i> campaign materials.</p>	<ul style="list-style-type: none"> • This issue is good opportunity to raise visibility for coalition and start to create community norm of parental concern for teens. • We went through the PWHLTM materials and decided which to order and which to adapt. • We are ordering: lawn signs, fact cards, pledge cards (if we can get them in time for Mr. E event), stickers (to put on pizza boxes) and window cling decals. We can make our own tent tables for restaurants to include our logo. • Other ideas include: make an ad/video that can run on facebook and get shared • Get the DA to write an op-ed piece about this issue • Send out a press release soon to bring attention to our campaign and issues. • Stickers can go on pizza boxes in town: Riff's, Antonio's, Village Pizza, dominos. • Make sure our handouts and website include fun things to do that don't involve alcohol and drugs • Ask Silver Spoon Diner and Easthampton Diner if we can pay for ad on their 	<p>Ruth will call Drug Free Action Alliance to see how quickly can get materials. Everyone will think about or ask for places for lawn signs.</p> <p>Could this get done quickly and cheaply? Ruth will call DA's office</p> <p>Ruth will write a draft PR and send out to group</p> <p>Becky, Kim and others offered to bring these around and ask and offer to affix stickers ourselves if that would help. Ruth, Kim</p> <p>Ruth will follow up.</p>

	<p>placemats—general prevention messages with coalition logo.</p> <ul style="list-style-type: none"> • Radio PSA. Should we do one? Have students create one? We decided it might not be worth paying for radio spots since they are so expensive and doesn't just target E'ton. Facebook is very targeted and much cheaper. • Do a mailing home to only Senior parents or maybe juniors too. About \$56 a class for postage. Include the brochure we liked about cost of underage drinking, and the sheet from Parent who host, but adapted on Know the Facts or Party Tips. • Could students from the graphic art classes help redesign some of these to look better and to create our own table tents, etc? • Create a special page or link on the school website and the coalition website for easy access to info for parents. • Have a Tip of the Day on facebook leading up to Prom. Have others like Good News page also posting it. 	<p>Ruth and Beth will work on media outreach.</p> <p>Ruth will work on this and send out to group.</p> <p>Ruth will ask at high school.</p> <p>Need help with coalition webpage work. Possible that web-tactics can help (did our website). Ruth can send materials to IT guy at EPSD to post. Need to identify who can help Ruth with this, maybe Beth can do.</p>
<p>Create safe Graduation and Prom after parties</p>	<p>Parent Council already does a graduation all night after party. Could we do similar for prom? Will it be too similar? Who could organize it?</p>	<p>Kim gave Ruth contact name: Michelle Connelly, and Ruth will talk to her at WBMS where she teaches.</p>
	<p>Next meeting about parent survey, with Data group, will be 4/22 or 4/23 6:30 pm</p>	