



Parent Engagement Work Group
 Wednesday, October 14, 2015 6 pm
 EHS
Minutes

Action Item/Goal	Description	Next steps/by whom
	<i>Present: Kim D, Beth D, Becky M, Albie P, Cherry S, Ruth E, Susan L.</i>	
<p><i>Goal: increase parental disapproval of drug use and sending clear messages to teens.</i></p> <p>Positive Parenting Messages</p>	<p>Reviewed posters created by Susan. Overall, everyone loved them. We did some fine tuning on the wording which Susan will change. Ruth will be speaking with an expert in the field of social norms, Michael Haines and will bring questions to him for feedback.</p> <p>It looks like we will use community art images as our theme so there will be some variety, but a general theme will be there, as recognizable images from Easthampton.</p> <p>Plan for next steps: Test the wording and images with parents. We brainstormed where to reach more parents, to see if the wording works, if the tag line is distracting, if anything is confusing.</p> <p>Proposed order of the messages:</p> <ol style="list-style-type: none"> 1. Parents welcome a check in from other parents 2. Parents don't allow teen alcohol or marijuana use in their home. 3. Parents understand teen marijuana use can be harmful. 4. Parents believe they have an influence over their teens' marijuana use. 5. Parents want to be told if another adult knows their teen is using marijuana. 6. Parents set clear expectations about drug & alcohol use with their teen. <p>Format: All messages will be sent home as postcards to 9-12th grade families (maybe 8th gr too). #2 and #6 should be banners in town as well. #3 and #4 should be table tents in local venues (Silver Spoon, Amy's, Riffs, Diner, Glendale Grill), with a little more data/bullet points added. Most or all will be posters put up around town, flyers can be made and put in medical offices, Laundromats, etc.</p>	<p>Susan making changes Ruth will talk to Michael and report back. Kim offered to test posters on dance studio parents. Ruth will test on parents waiting in parking lot at white brook or EHS after school.</p> <p>Others might help table at Big E's or elsewhere if needed. Other meetings like PTO or Outreach Comm are other places to find parents.</p>
<p><i>Strategy: Increase parental skills in communicating a clear no-use message and increasing family bonding</i></p> <p>Parent and Family Ed presentations 2015-16 year</p>	<p>Upcoming parent programs:</p> <ol style="list-style-type: none"> 1) Motivational Interviewing for parents w/ John Bresford: Sunday Nov. 15 2-5:30. Discussed promoting this event. 2) Charlie Applestein-motivational speaker for parents. Wed. Dec. 2 evening program, cosponsored with NWDA's office, donating \$500 towards event. Discussed venue—most felt a 	<p>Ruth is working with guidance on a mailing home that will include the MI flyer.</p>

<p>Planning for year, to reach both middle and high school and possibly elementary families.</p>	<p>church venue should be avoided. Other ideas: the art café above the massage school, at Acadia, or at high school although many felt it's good to hold events at places other than schools. Catering could be done by Myers, or Antonio's pizza (more affordable) with supplement from school food service (like a soup, salad and desserts).</p> <p>3) Strengthening Families Program is being postponed, probably til January, barring a terrible winter (which Farmer's Almanac is predicting), because of low enrollment. More outreach is needed.</p>	<p>Ruth will continue to search for good venue. And will call Myers or Antonios.</p>
<p>Schedule</p>	<p>Meetings for rest of year: suggestion of first Wed of month was agreed upon, except we need to meet sooner now, so plan for Oct. 28 instead of November.</p> <p>10/28 12/2 1/6 (or 1/13) 2/3 3/2 4/6</p>	
	<p><i>Minutes submitted by Ruth Ever</i></p>	