



	<p>Advertising this upcoming workshop through Facebook, Superintendent’s blog, Mailchimp, robo call, distribution of flyers, etc.</p> <p><b>4. Tabling and Outreach</b> New students BBQ, Open Houses: 20 new contacts added to Mailchimp bringing total number of emails on our list to 300.</p> <p><b>5. Collaboration</b> Required athletics meeting with video by Dr. Ruth Potee - Cherry emceed and Ruth tabled.</p> <p><b>6. Advertising</b> Will place an ad on the side of the bus that travels through Easthampton. Will use the CDH grant to pay for placement for the month (do not have to pay for creation of the ad). Exploring adding posters on inside.</p> <p>A full black and white ad was purchased in Wizard of Oz program this month. The ad mentioned the MI Workshop and Strengthening Families.</p>	
<p><i>Strategy: Increase parental skills in communicating a clear no-use message and increasing family bonding</i></p>	<p><b>Upcoming programs/activities:</b></p> <p>1. <b>Talk. They Hear You campaign with SAMHSA</b> Probable start date in January</p> <p>Spring media campaign (ideally Jan-June). In current negotiations with SAMHSA. Easthampton would be a pilot site with pre and post testing and a focus group. We would run the campaign, but SAMHSA would run the focus group.</p> <p>Anticipating a \$4,000 stipend for postage, etc. This would be in lieu of the money set aside for the Social Norms campaign and would allow for saturation of the market – postcard mailings, banners (different size), table tents, billboard.</p> <p>This campaign has a number of PSAs and posters that can be adapted for newspapers. There is also an app for web-based role playing. Will want to heavily promote the app. It is expected that this campaign will demand less hours than the Social Norms campaign.</p> <p>One concern is that a number of the visuals show high class families.</p> <p>Approximately \$3,000 was spent on print for the Social Norms Campaign.</p> <p>The MI Workshop compliments this campaign nicely.</p>	<p><b>All</b> - Need to think about how we may compliment this campaign to boost message and share what the Coalition is doing in the community.</p> <p><b>Ruth</b> – will find out if we can use the message and change the visuals</p> <p><b>Ruth-</b> Research pricing for radio, TV.</p>

	<p><b>2. Presentations and presence at other groups</b>          Hold community forums or arrange for guest speakers, then share that we have tools like Strengthening Families available to Middle School families and MI Workshops available to HS students. Also able to join Parent Work Group, etc.</p> <p>Use the energy surrounding marijuana and build around it. FOCUS ON JAN. Marijuana Dependency self-quiz</p> <p>Consider having MI cards for families (specific cards on how to have conversations about drug and alcohol)</p> <p><b>3. Parent program at middle school dances</b>          Next dances: 12/16; 2/10; 4/28; 5/19</p> <p>Opportunity to approach parents. Will need to plan, advertise, invite. Could utilize Library at WBMS. Offer childcare.</p> <p>Look at other programs too: Parent Teacher conferences and open house – survey in 2017. Table as people come in/leave. Sporting events.</p> <p><b>4. Parent outreach for SFP</b>          Already being done: invitational flyer sent home with school paperwork in Sept; press releases, calendar; robo-emails and calls; tabling; coalition emails, facebook posts.</p> <p><b>5. Family dinners</b>          Possibly hold a Spring or Summer event such as a family dinner targeting Middle School families.          Hold event at Silver Spoon; \$20 per family.          Use activities from Strengthening Families, games, conversational starter cards.          Facilitators lead dinner; guest speaker leads exercises.</p>	<p><b>All-Brainstorm other speakers</b></p> <p><b>Albie - will look into quiz and share</b></p> <p><b>Ruth-Plan for 2/10 and promote at 12/16 dance</b></p> <p><b>Ruth-Create survey to gauge interest for parent programs during dances</b></p> <p><b>Ruth-Bring Silver Spoon a proposal</b></p> <p><b>Ruth-Work with Susan to create cards</b></p>
<b>Schedule</b>	Next meeting: Dec. 6 at EHS 5-6:30pm	