



Parent Engagement Work Group  
 Wednesday, August 26, 2015 6 pm  
 EHS  
 Preceded by tabling at 9<sup>th</sup> grade BBQ  
**Minutes**

Action Item/Goal	Description	Next Steps/By Whom?
Welcome and review of minutes	<p>Note: Kristen, Ruth, Cherry and Kim arrived early to table at the 9<sup>th</sup> grade BBQ and got 20 parents to take a survey.</p> <p><i>Present: LeeAnn D, Susan L, Beth D. Kristin B, Ruth E, Albie P, Cherry S</i></p> <p>Kim reviewed the minutes and updated new members—welcome to Kristen!</p>	
<p><i>Goal: increase parental disapproval of drug use and sending clear messages to teens.</i></p> <p><b>Positive Parenting Messages</b></p>	<ol style="list-style-type: none"> <li>1. Ruth explained social norms-- media messages for the community that reinforce the positive behaviors that parents already do and serves as an influencer for parents who might not already be engaging in protective behaviors for their youth. A social norms message finds the positive/protective behaviors that parents report that they personally engage in, yet the same parent reports that most other parents don't engage in the positive behavior. We had over 200 parents complete the survey, which is important because you want local information (not taken from other towns/states). The process for this Positive Social Norms Parent Campaign is more extensive than a social marketing campaign (which encourages a more generic health promotion message).</li> <li>2. Review data: 5-6 messages are appropriate for a social norms campaign; 2 or 3 could be just positive messages if we don't have enough actual misperceptions for a social norms message.             <ul style="list-style-type: none"> <li>• Discussion that 85% of parents say they call another parent when there's a social gathering. It seems unbelievable and we worry about discrediting our data. But perhaps we use it and pilot it to see how parents react to this message. Each message must be piloted!</li> </ul> </li> <li>3. Review social norms marketing and how it works/timeline: We've completed the first stages of the process (develop and administer survey, analyze data). See timeline template for more info. This project will run for most of the school year, with actual media messages probably going out by winter.</li> <li>4. Hone messages from last meeting based on data             <ul style="list-style-type: none"> <li>• <u>End</u> the campaign with, or use it as a tagline "Easthampton is a great place to raise teens"</li> <li>• Teaser campaign –Check in (with an image of a box and check mark)—applies to both parents checking in with parents AND parents checking in with teens. This could be our start and generate some buzz.</li> </ul> <p><b>Our messages:</b></p> </li> </ol>	<p>Whole committee involved. Ruth and Susan L will take lead in crafting next stage and bring to committee for feedback before starting to pilot messages with target audience.</p>

	<ul style="list-style-type: none"> <li>• 97% of Easthampton parents welcome a check-in from other parents (email/text/phone). Most parents check in (check mark)</li> <li>• Most Easthampton parents (91%- maybe emphasize the #) believe that teen (highlight/bold) marijuana is harmful <ul style="list-style-type: none"> <li>i. Offer more details about teen use and the brain—these messages would be in formats that allow for that (eg a postcard or flier, not a lawn sign).</li> </ul> </li> <li>• 95% Easthampton parents don't allow teen marijuana or alcohol use in their home</li> <li>• 95% of parents want to be told if another adult knew their teen was using marijuana</li> <li>• 96% set clear expectations about drug and alcohol use with their teen</li> <li>• Most parents (87%) believe they have a lot of influence over their teen's marijuana use</li> </ul> <p>5. Set out timeline for our campaign and review budget and graphic designer input. Reviewed timeline.</p>	
<p><i>Strategy: Increase parental skills in communicating a clear no-use message and increasing family bonding</i></p> <p><b>Parent and Family Ed presentations 2015-16 year</b> Planning for year, to reach both middle and high school and possibly elementary families.</p> <p>Recipe Cards with a prevention message</p>	<p><b>Setting dates</b></p> <ul style="list-style-type: none"> <li>• Motivational Interviewing for parents w/ John Breslford: options: Possibly Sun 11/15-- Connect it to the SAMSHA avatar App that demonstrates how to talk to teens.</li> <li>• Charlie Applestein-motivational speaker who has a parent workshop. No date options yet, possibly coordinate around Family Day (but 9/28 is bad)</li> <li>• Dr. Jen Michaels, Rick Cresta, Dr. Ruth Potee—on teen brain and drug use</li> <li>• Family Day 9/28/15—day to eat dinner together; possible sponsorship by DA for dinner and coordinate with a speaker? Kick off opp for SFP10-14 program and sign up?</li> <li>• Etown events worth targeting this year? Ideas: 9<sup>th</sup> grade BBQ (tonight!); family weekend events at White Brook; others?</li> </ul> <p>Ran out of time, on agenda for next month. Ruth will pursue discussion with Andrew Stratton (food services director) in meantime.</p>	<p>Ruth will continue to hone dates and find spaces.</p>
<p><b>Setting schedule</b></p>	<p>Ruth to meet with Susan to talk about next steps and we will meet to see some proofs next month. Give feedback over email in the meantime.</p> <p>Our grant project officer, Greg Grass will be doing a site visit on Wed. Sept. 30 and all members are invited to attend some part of the day to meet him and share your experience working with the coalition. Several people said they could come at 2:30 pm, so we might have a Parent Workgroup meeting at 3:30 (after Greg leaves) or even during the visit with Greg if that makes sense, to review whatever message ideas are drawn up by then.</p>	<p>Ruth and Susan L Ruth will email doodle to find next meeting date, possibly not until October.</p> <p>Contact Ruth re: your availability for meeting with PO on 9/30/15.</p>