

Easthampton Healthy Youth Coalition

Meeting Agenda

Topic/Goal/Strategies	Description/Action	Who leads/Next Steps/By Whom/When
<p>Introductions and approval of minutes</p>	<p><i>Present: Lisa Waldman, LeeAnn Delaney, Glen Delaney, Kim Durand, Jeff Harness, Cherry Sullivan, Eamonn Graeme, Hanna Vescovi, Samantha Garcia, Karina Volpe, Jacob LaPrade, Chris Langelier, Bryan Delaney, Tricia Dandrea, Sara Sulisz-Vescovi, Michelle Downer, Angelique Baker, Morgan Bates, Rachel Lambert, Al Schadel, Andrea McCallum, Nancy Dunn, Gail Canon, Sue Cairn, Ruth Ever</i></p> <p><i>Regrets: Nancy Follansbee, Lois Levin, Don Gallagher, Cherie Fickett</i></p>	<p><i>Great examples of positive things we saw about youth in town included: seeing administrators greet students in front of schools; plantings around and changes to Smokers Corner; students going to CADCA conference; amazing leadership of youth for the Concert for a Cause</i></p>
<p><u>Enhance Skills of Coalition Membership</u> Update on the Strategic Prevention Framework and Logic Models</p>	<p>Review examples of how we address identified problems in community</p>	<p><i>Ruth gave overview of coalition's mission and focus, and past activities such as compliance checks, passing local regulations to make youth access to tobacco and alcohol harder, parent media campaigns like social norms marketing. The SPF, and logic models are the road map for our work, to clarify priorities based on local conditions and what our data tells us should be our focus.</i></p>
<p><u>Increase Community Collaboration & Engagement</u> Finalize date of Fall Retreat Review Wed. night meeting time</p>	<p>Scheduled for Saturday Nov. 15. Is this realistic?</p> <p>Conflicts with city gov't meetings. Any options?</p>	<p><i>After discussion and straw polls, Saturday still seems like best day for people for the Fall Retreat. Also discussed changing back to Thursdays, so as not to conflict with Wed. City Council meetings. Ruth will try to poll more people about which day they prefer.</i></p>
<p><u>Break into Action Groups</u></p> <ol style="list-style-type: none"> 1. Event Planning for Fall 2. Outreach 3. Alcohol Regs 	<p>See descriptions below</p>	<p>See separate page for summaries of action groups.</p>

September 17, 2014 at EHS Library 6:30-8 pm

Event Planning Action Group:

Participants: Karina, Samantha, Eamonn, Andie, Hanna, Jacob, Bryan, Nancy D, Sara, Andrea, (Ruth)

Concert for a Cause:

Who can be in charge? Sara volunteered, need other volunteers.

Ask Mantis Graphics for t-shirts for volunteers to wear. Andrea will call. Suggestion of black t-shirts with logo. Tagline? "We champion active youth leadership"

Materials needed:

Sign up to get involved. Send out to email list.

The percentage postcard with info about distracted driving; brochures; giveaways like lanyards and string bags; raffles (tractor supply)

Spinwheel? Questions with prizes?

Picture Frame

Banner: needs to be made. Use logo and possible tagline: We champion active youth leadership

Outreach methods: Instagram?

Alcohol Regulations Action Group

Participants: Jeff H, Lisa W, Cherry S, Tricia D, (Ruth)

There are 3 members of local Licensing Board, Jason Duda is new chair. They meet the first Monday at 5 pm.

Our focus on these model regulations is on the required Beverage Server Trainings—MassPack and TIPS.

Questions: would Mass package association support the trainings? Maybe do a survey to identify allies in this asking what the barriers/concerns with stringent regulations? Are you now certified? If yes or no, why?

Important to give all liquor establishments tools to implement the regs.

Are the Arts Walk and other events requesting one day liquor licenses? Who is requesting them?

How to tackle page 2 'agents of local licensing' section with police.

Mayor, board to change regs. Check with Chamber of Commerce—David Delvecchio to obtain feedback about potential changes to regs.

Presentation—framing the issue in terms of a safety, fundamental values to educate the licensing board.

Next Steps: Ruth set up meeting with Jason Duda, with handful of coalition members including parents and youth.

Focus a bit of discussion on how to 'frame' the meeting content to include safety and fundamental values.

Outreach Action Group

Participants: Chris, Kim, Michelle, LeeAnn, Glenn, Sue, Gail, Angelique, (Ruth)

1. Key pieces of Info:

We need to convey: simple information about who we are and what we are about. What does it mean to be a member? Commitment, obligation, etc.

2-minute elevator speech for all outreach members

Focus on success/outcomes, what have we already done! What is our impact!

Battle the message: "there is nothing to do in Easthampton" can we tell community members what there is for youth to do in the community? Youth Calendar?

2. Format for Materials

Outreach at sporting events; info on tickets

Wear something identifiable at public events

Instill a sense of commitment

Be present at school open houses, be a 'stop' at them

Get on a community or school calendar

Personal outreach

Ongoing parents with on-spot (intercept) surveys or questions that provoke/engage people

(from previous meeting: banner, twitter, bumper stickers, tshirts, print, internet, photos, cable TV)

3. What We Already Have/Still Need:

Brochure

Facebook, but need to get word out

Can we offer youth activities?

More social norming messages for all ages

(generic business cards, events, lawn signs, PVTA signage)

4. Who's Missing?

Increase target to younger aged/elementary, middle school parents/youth and build our base that will grow with us

Most parents are probably unaware

Need to offer food/childcare

Charter schools, private schools, alternative schools are still missing

Local businesses that can offer 'youth friendly' business nights so that teens have positive proactive activities in their community

Include the faith based community which can also have these events

Civic groups

Dan Constantine teaches confirmation classes

PTO—STEP

Chamber of Commerce

Rotary

Town Clean Up