



Executive Committee Meeting
MINUTES
May 17, 2017
EHS 3rd floor Conference Room 5:00-7:00 pm



| Topic/Goal/ Strategies | Description/Action | Next steps by whom |
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| Welcome and Minutes Review | <p> <i>Present: Julie Anne Levin, Ruth Ever, Corinne Briggs, Shannon Hicks, Cherry Sullivan, Laurie Loisel, Tricia Dandrea, Stephen Linsky, Albie Park, Lois Levin</i> <i>Regrets: Gail Cannon, Susan Welson, Tammy Kaleta, Al Schadel</i> <i>Chair: Corinne Briggs</i> <i>Minutes by: Ruth Ever</i> </p> <p> March EC minutes were approved, pending corrections on exactly which meetings Stephen or others attended in March (Stephen attended a city council ordinance subcommittee, not a planning board meeting as stated). There was no EC meeting in April due to the Full Coalition Gathering on 4/25 </p> <p> Cultural Proficiency Activity – An activity was led by Julie Anne which included 8 culturally related trivia questions with an opportunity for discussion which was very informative. </p> | <p>Julie Anne - will bring another activity for June meeting</p> |
| Building Capacity | <p> 1. Recap on Full Coalition Meeting and next steps </p> <p style="padding-left: 40px;"> a. End-of-school programs: <i>Parents Who Host, Lose The Most</i> campaign, Graduation Night Party </p> <p style="padding-left: 40px;"> <i>Parents Who Host, Lose The Most</i> stickers will be placed on pizza boxes at Village Pizza and Antonio's 5/19 and 6/2. Lawn signs have been placed around town and will remain in place until after graduation. </p> <p style="padding-left: 40px;"> STARS has approximately 10 adult chaperones, but will need 10 more by 5/19 to hold the Graduation Night Party. The Easthampton Healthy Youth Coalition is listed as a co-sponsor for the event. Next year, we might be able to help more with advertising and in brainstorming ideas that will increase participation. Ruth and Stephen have volunteered to chaperone. </p> <p style="padding-left: 40px;"> b. Parent Cafes - Café on Social Media 101 with Meredith and the Watermelon Project </p> | <p> Corinne/Ruth – will look to see if there is a radio PSA available for this campaign that may be placed for free on The River or if we could make one quickly </p> <p> Corinne/Ruth – Follow up again with EC when get closer to see if they can help on 6/2 </p> |

Meredith Balise has offered to lead a Parent Café on *Social Media 101* in the Fall to coincide with the back-to-school programs. The Watermelon Project, a student leadership group formed by participants from the DA’s Youth Conference and led by Ruth and WBMS staff will hopefully help with this Parent Café. The Watermelon Project is currently focusing on the dangers of social media by creating short video clips on the topic of sexting, etc.

c. Conversation Starter Cards

In the Fall, WBMS will host a Mix-It Up Day where students will “mix-up” their usual lunch room seating for the day and engage in an activity which will increase communication among the students. It would be great to unveil the Conversation Starter Cards at this time and incorporate them into the day.

d. Policy Team (Sticker Shock campaign to raise awareness of not buying alcohol for minors, Alcohol Review board statewide will be holding hearings)

Stickers for the Sticker Shock campaign will ideally be created by students and placed on beer packages/six packs at a local liquor store. Hoping to involve new student groups, it was recommended that the Coalition reach out to Patti Dougherty, EHS Athletic Director to see if there is a sports team that may be interested in helping with this campaign. Can also ask Patti about playing the Talk, they hear you song at athletic events.

Ruth – will reach out to Patti

2. Parent Survey

Since the Data Team hasn’t met yet, a Parent Survey has been drafted by staff to collect information on our current marketing strategies and the Strengthening Families Program for Parents and Youth 10-14. This survey may be broadened to capture perceptions and other additional data. When finalized, a raffle incentive will be included. As previously discussed, a Data Team is forming now to determine how we are going to use the data collected on this survey, the PNAS, the Key Informant Interviews and the development of future Focus Groups.

Ruth – will send an invitation to prospective Data Team members

3. Key Informant Interviews Update

Karen at CES is conducting the Key Informant Interviews. Should be taking place over the next month or so and everyone asked has agreed to be interviewed! Will be about 8 people and we will get a report from CES when she’s done.

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| <p>Preventing Underage Use</p> | <p>1. This week is National Prevention Week</p> <p>SAMHA’s National Prevention Week has been highlighted on the Coalition Facebook page each day this week with a tip or info and related graphic. Topics highlighted are: tobacco use, underage drinking, prescription and opioid drug misuse, suicide and mental health and wellness.</p> <p>2. <i>Talk. They Hear You</i> campaign. Outreach has included:</p> <p>Postcard mailings A May postcard was mailed to all 4th-8th grade families this week. March and April postcards have been mailed and a June postcard will be mailed next month to coincide with end of school</p> <p>Radio A radio ad was recorded this week with Paul McNeil and a student from WBMS. This PSA will be played on both Hits 94.3 and 93.9 The River for 4 weeks. The cost of this PSA was split with the Northampton Prevention Coalition</p> <p>TV Two TV ads will begin running on WWLP-22News (and online on the live stream) beginning June 12 for 2 weeks. The cost was split with the Northampton Prevention Coalition. These PSAs were created by SAMHSA and modified to include our website and logos for both Coalitions.</p> <p>Facebook ads A Facebook ad highlighting the Talk. They Hear You mobile app ran for just under 2 weeks. A new Facebook ad will be discussed and created next week by Susan LaPointe.</p> <p>Hilltownfamilies.com A featured ad was purchased for 2 weeks (beginning 5/18)</p> <p>Coalition website updates Check out the new website cover photo featuring the Talk. They Hear You app.</p> <p>Sandwich board at WBMS A sandwich board poster featuring the Talk. They Hear You mobile app is at the entrance to WBMS.</p> <p>Op Ed Piece Ruth’s Op Ed piece was submitted to the Gazette. Laurie suggested sending them all the TV and radio links for the online version. Ruth expects it to run but doesn’t know when.</p> <p>Discussions have begun with Heather at SPIFFY about broadening the Talk. They Hear You campaign within Hampshire County, using (or adapting) a number of the marketing materials that have been created by Susan LaPointe. Ruth has reached out to SAMHSA about this proposal with the hope that Easthampton can still be a pilot site down the road. A conference call will happen next week.</p> <p>3. Role of coalition in the recent high school incidents. Is there a role and what should it be?</p> | <p>Ruth – will follow-up to the Gazette with links to the PSAs</p> <p>Ruth – will reach out to Safire DeJong (the consultant working</p> |
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| | <p>It was agreed that parents can unite behind the idea that nobody wants their children to become addicted to substances. With the school district working closely with CES, it was recommended that Ruth reach out to Safire DeJong from CES and Susan Welson to see how we may support healthy youth during this time. It was also agreed that it's not an appropriate role or a wise one for the coalition to try to get involved in what is happening there, except when we can offer resources or services (such as our parent programs, youth activities, etc) but to keep doing our work, which is about supporting healthy youth, healthy choices and strong families.</p> <p>4. Alcohol: State Treasurer Deborah Goldberg announced the statewide Alcohol Task Force will hold public hearings as part of its review of the legal and regulatory framework governing the alcoholic beverage industry in Massachusetts. The local hearing will be held on Tuesday, June 6, from 11:30 a.m. – 1:30 p.m. at City Hall Council Chambers: 212 Main Street, Northampton</p> <p>Laurie, Stephen, Ruth (and possibly Albie) plan to attend. As the Coalition signed onto the letter submitted by several coalitions statewide, it was agreed that it's important we show our support by attending this hearing. It's probably not necessary to speak since we have already submitted written testimony, although Tricia's recommendation was met with general agreement: point out what we are doing at the local level to restrict youth access and keep youth safe and remind the state that they need to play their role in this as well, to reinforce and support the work at the local level.</p> <p>5. Tobacco: Board of Health hearings on changing tobacco regulations has been announced for July 10.</p> <p>This is an 11-page document from the Board of Health. It addresses flavors, and raising the age of tobacco sales to 21. The meeting will be held in in the basement of the Municipal Building, conference room B at 6:45 pm. This hearing is open to the public.</p> <p>6. Follow up to <i>Resilience</i> film. What can we do about bringing ACES (Adverse Childhood Experiences Study) to Easthampton to inform our work?</p> <p>In the interest of time, this agenda item will be moved to the June meeting (with 20 minutes allotted)</p> <p><i>Next meetings:</i></p> <p>Wed. June 21 Albie will debrief the Coalition on the Harm Reduction conference he attended in Montreal. Skip July? Wed. August 16? Wed. September 13?</p> | <p>with the district) and Sue Welson</p> <p>Stephen will put out word to policy team about meeting before the tobacco hearings, and will ask Melinda (from tobacco COG agency) if a summary has been written on the regs.</p> <p>Postponed to June's agenda</p> <p>Julie Anne - Chair for June meeting</p> |
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