

## **Parent Engagement Work Group 2/26/15**

*Present: Cherry Sullivan, Kim Durand, Ruth Ever*

Brainstorm of ideas including:

Discussion of the importance of substance free events, to give youth opportunities to engage in healthy, drug free activities including family activities. Perhaps the youth outreach work group will focus on this.

Parent/family activities:

1. Offer ongoing parenting education classes or programs at the Middle and High School: Guiding Good Choices (5 session) and Strengthening Families (7 sessions which includes youth in each session and 2 facilitators)

-Research shows if you get 20% of families to participate in the SFP, there will be a ripple effect in your whole community

- How do we market this so that it becomes institutionalized? This is an expectation that all 5<sup>th</sup> grade families attend at some point during the semester.

- How to advertise: language and how to get parents involved. Survey parents about the language to advertise this, be very mindful about it.

-Use the DVD for families that cannot attend, which can be used at home as a separate program but same principles

- "mandate" for students who get in trouble often in school

Could Easthampton be the hub of this work, have several of us get trained as Master Trainers and possibly charge for sustainability purposes in the region.

- Give certificate/magnet at graduation so families can advertise it and help connect with other families who have participated.

**AGREED TO MOVE FORWARD ON THIS**

2. Disseminate information about Social Host Liability law

- New school year packet; reaffirm at open house and 9th grade orientation

3. Create Safe Homes Directory for families

- publications class at High School: project?

- New school year packet; reaffirm at open house and 9th grade orientation

4. Create community forums or mechanisms for parent education.

- DA democratic committee will offer \$500 to pay for food at an event. Some ideas:

- Charlie Applestein: how to engage kids and build connection. Could use this as a kick-off for Strengthening Families

- Family day BBQ dinner at the park, also as a way to kick off for Strengthening Families: Focus on 5th grade families (Coming together of 3 elementary schools)

- Conversation Starter Cards that are Easthampton focused

- already suggested to DA to focus on required athletic meetings in fall, but unclear how this will tie in with so much already covered in those meetings; Dr. Michaels or similar presenter on teen brain and impact of drugs needs at least 45 minutes for good presentation. What about families who don't have sports connection?

#### 5. Social Norms Marketing Campaign

- Focus on Marijuana for this round?

- What do we want to survey around that we want parents to know (ex. parents who introduce themselves when dropping kid off): This survey needs to happen immediately.

**WILL BE THE FOCUS FOR THE NEXT MEETING:** Ruth will invite Sue Cairn, our evaluator, to participate and go over Social Norms marketing with us, so we can get the survey written and start advertising it and getting it filled out, or at least provide us with some guidelines.

#### 6. Parent Outreach

- Ruth did small survey of parents at the high school open house to see how parents get their information and found that parents use FB to get general local info, and friends/family, school resources (website, PTO), Gazette, even parent workshops when looking for help with drug use prevention and teens.

Next Meeting: Thurs. March 12 from 6-8 pm. Ruth will try to get some dinner!