



Parent Engagement Work Group
 Thursday, March 3, 2016 6:00 pm
 EHS Conference Room

Agenda

Action Item/Goal	Description	Action Plan
<p>Welcome and review of minutes</p>	<p><i>In attendance: Kim D, Susan L, Beth D, Ruth E, Christopher L, Cherry S, Becky M</i> <i>Regrets: Albie P</i></p> <p>Ruth/Chris provided a review of the CADCA event Ruth was able to speak with Dr. Spoth about his research on the Strengthening Families Program and offered Easthampton as a pilot school if they need it. Chris attended workshops on marijuana policy, marijuana and academics, racial diversity recruitment, and LGBT recruitment.</p>	
<p><i>Goal: increase parental disapproval of drug use and sending clear messages to teens.</i> Positive Parenting Messages</p>	<p>Current programs/events:</p> <ol style="list-style-type: none"> Dr. Ruth Potee brief overview of the event and feedback for future events. She was able to really connect with everyone attending. We got a lot of press from it, and for future events, we have to continue to cover all outlets---Facebook, Superintendent Update, List-Serv, TV, Newspaper, etc. Strengthening Families Program started Wed. Feb. 10. Plan for next round: April 26-June 14. 7 families are attending which is an awesome turnout. There is no family that cannot benefit from this program according to Ruth, the more we do it, the more popular it will get. Word of mouth will continue to be very important. Social Norms Campaign Second message is just starting now. Table tents were the very successful as a medium, but we bought way too many for the first campaign. They can be placed on counters at many stores like hair salons and restaurants. We should be utilizing them for each message as they are easy to give to each business in the city. <p>We must continue to get the message out in more places--- Superintendent Update, the table tents could go on top of Pride, Mobil, and 7/11 gas tanks, etc.</p> <p>Intercept Interviews: We have to hold intercept interviews in April. Tabling at Big E's and Tandem would be good spots, and tabling at the Tabletop Expo at the Log Cabin. Sporting Events and other Community Events are important. The intercept interviews need to be as simple as possible--- pictures on a page, people circle which ones they have seen and then ask what the message was.</p> <p>Cultural Chaos will be a good event to do the ending interviews about this.</p>	<p>Susan (our graphic designer) will look into the pricing of 50 table tents for each of the remaining messages.</p> <p>Ruth will ask Nancy to put the picture of the current SN campaign in the Superintendent Update next week.</p> <p>Ruth will begin to mock up a survey sheet with input from other groups that have done it, or SPIFFY.</p>

<p><i>Strategy: Increase parental skills in communicating a clear no-use message and increasing family bonding</i></p> <p>Parent and Family Ed presentations 2015-16 year Planning for year, to reach both middle and high school and possibly elementary families.</p>	<p>Upcoming programs:</p> <ol style="list-style-type: none"> 1. Presenting about coalition at Helping Hands organization previously scheduled on Monday Feb. 1 (Ruth out of town at CADCA). Any future opportunities? Dates/speakers? Helping Hands meets every Monday of the month. 2. PTO Meetings to present Coalition? Dates/speakers? Lois Levin was going to present on the Coalition 3. Prom season campaign to be considered? Parents Who Host Lose The Most campaign from Prom to Graduation. Lawn Signs, Stickers on Pizza Boxes, and Fact Cards. 4. Supporting (with volunteers and \$) the graduation all night alternative party at EHS Although they want an enclosed event in the High School, the students don't seem as interested and last year's was canceled. A bonfire has been deemed virtually impossible, but we will look into a plan with the Fire Dept since this seems to be a popular idea with students. 5. Parent program at middle school dances? Next ones: 3/11, and 5/20. 6. Gender and Sexuality Alliance youth club wants us to co-sponsor a parent event on supporting questioning youth/coming out geared towards elementary and middle school parents. One of the most vulnerable groups to begin substance use at a young age is LGBTQ youth. This parent forum would be on supporting youth during tough times, and being able to accurately talk about these decisions to come out. We will give support in this---try to bring in a speaker and provide any support we can. 7. Planning for another Strengthening Families Program Facilitator Training in May or June. Outreach ideas? 8. Motivational Interviewing Technique workshop is April 3 at Treehouse again. Outreach and promotion? 9. Note e-cigs forum coming up. 	<p>Ruth will follow up again.</p> <p>Ruth will check in with Lois about the PTO</p> <p>Ruth will order more PWHTM materials and will reach out to EHS staff about other activities we can do.</p> <p>Kim will reach out to the Fire Dept. to schedule a meeting with the Fire Chief.</p> <p>Chris will work further with the GSA.</p> <p>Send ideas to Ruth</p>
<p>Schedule</p>	<p><i>Set up schedule for future meetings: Weds. April 6 and May 4 and June 1</i></p>	