



Community Coalition for Family Wellness
Meeting Minutes
May 14, 2014

1. Welcome and Introduction

In attendance:

Tom Cumm- Education Foundation
Donna Nichols- Moreau Community Center
Traci Ross- Big Brothers Big Sisters
Tim Cooper- G & S Printing
Justin Fischer- Pine Knolls
Lexi Potter- Student
Patty Kilgore- The Prevention Council
Caitlin Bango- Berkshire Farm
Judy Moffit- SGF Schools
Jenn Wood-The Prevention Council
Kelsey Carpenter- The Prevention Council
Mike Morgan- Adirondack Broadcasting
Kathleen Schnackenberg- SGF Schools
Robin Lyle- The Prevention Council

Ice Breaker: favorite sign of spring. Lots of people said flowers starting to bloom, being outside, ice cream, baseball, and seeing the birds.

2. After Prom Update

The after prom party was held this past Saturday. 31 kids attend, including 5 who showed up with permission slips that night. The kids who attended had a great time. There were lots of prizes, activities, and food. Some of the more popular activities were the inflatables (Mechanical bull, jousting, sumo wrestling and archery tag) and the carnival games. Students got tickets to play the carnival games, so the more games they played the better chance they had a winning prize. Some of the prize highlights included a 32" TV, iPad Mini, and a Wii Mini.

3. Parent Presentation Wrap- Up

What went well: The student panel and guest speaker were great. We had a lot of good press including an article in the Post Star as well as a Bravo. A few people mentioned that they heard it on the radio, so the radio PSA was helpful.

What we need to work on: The turnout was not great for the event, besides coalition members there was only a few parents in the audience. We need to figure out how do we get parents to come out?

Suggestions for the future:

- Patty suggested that we follow the Saratoga Parent University format where they have the speaker present to students during the day and then have a follow up parent presentation in the

evening, it has proven to be very successful for them. Also suggested going back to simply calling a handful of people each to remind them that the event is taking place.

- Robin suggested doing a “flip classroom” format where the parents are given a video to watch via email and then get together to discuss the topic.
- Donna suggested getting in with the HSAs at the middle and elementary levels
- Tim suggested getting on the speaker list for the 6th grade orientation and 9th grade orientation

4. Bylaws

Jenn, Tom, and Donna worked on editing our bylaws and everyone was pleased with them. The new bylaws are required by the DFC to put structure in place to work on sustainability so the coalition will continue to be successful after paid staff is gone. Everyone agreed the bylaws were simple and did not have too much jargon which was appreciated! The bylaws were approved at last night’s meeting! A copy of them will be included on the website www.ccfw.weebly.com.

5. Data

We have gotten the results back from the Prevention Needs Assessment survey. Those who attended last night’s meeting got a sneak peak at the data. A full report will be released once it is approved by the school board in the fall. When we do the survey in 2016 people would really like to see questions about students smoking marijuana and driving. Kathy is setting up student focus groups for the beginning of June so we have some anecdotal information to make our data more comprehensive.

We would like to create a data committee to comb through all of the data. If you would like to be a part of this please contact Kelsey: ccfw-youth@preventioncouncil.org

6. Year 1 Action Plan:

Social Marketing:

- We are working with McKinley Griffen Design and Advertising to work on a social marketing campaign.
- This marketing company has a matching program for not for profits. Every hour of service we pay for, they will give us another hour for free.
- Initial focus of the marketing will be youth engagement. Dennis Towers (McKinley Griffen) has come up with the idea to create an interactive game app that will have students navigate life’s hard choices. We will be able to include a lot of information and prevention messages.
- The idea is to have students’ progress through the levels and there will be real life incentives at the end (Example- Great Escape Season Pass).
- Dennis is going to be contacting Skidmore and RPI to see if their students can assist with the creation of the app and we will need youth involvement in creating the game and rewards.
- Lexi let us know that the most addictive games are the ones where there are levels and then you die and have to start all over. She also said if it could be set up so it syncs with Facebook and you can compete against your friends it would be popular.

7. Meeting Schedule, Summer and Fall

Next Meeting: June 25th at the Moreau Community Center at 3:00.

Opportunities for involvement:

July 12th, 11am-5pm Wilton Park Fest at Gavin Park. They have asked us to provide a table so we will need volunteers to sign up in 1 or 2 hour blocks.

September 13th, Moreau Community Center Black Party

We will be looking at the Open House and orientation schedules and plan to have a table at those events as well.

It was also suggested that we consider setting up a booth at Mr. Bill's for car nights, and also table at Hannaford.