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| CCFW Parent Engagement Meeting Minutes | | | | | | |
| **Date:** | June 16, 2016 | | | **Time:** 3:15-4:15 pm | | **Facilitator:** James Norton |
| **Location:** | Moreau Community Center **Next Meeting**: Moreau Community Center | | | | | **Recorder:** Jennifer Oliver-Goodwin |
| **Attendees:** | Donna Nichols-Moreau Community Center  Bill Moon- ADK Big Brothers Big Sisters  James Norton-PFS- Prevention Council  Jennifer Oliver-Goodwin –DFC-Prevention Council  Ken Powers-Community Member | | | | | |
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| Topic | | **Discussion** | | | **Decisions/Actions to be Taken** | |
| **Who are we targeting? Parents of what age kids?**  **Social Media/marketing**  **Targeting Parents of Athletes**  **Advertising with Post Star-Graduation Gallery**  **Possible conference with Prescribers and Community**  **Color Run**  **Next meeting: Look around for possible images, campaign slogans, messaging!** | | | It was agreed that we are targeting primarily parents of middle school and high school age students.  Lots of traffic to CCFW website/impressions after ad to promote Narcan training-not many attendees  Coaches are not going to want to do this was discussed.  It was universally agreed this was a good idea. The members discussed the images and wording. Wanted to stay positive-and avoid explicit referral to heroin.  St. Lawrence coalition is hosting an event in June. We should speak with them about what worked and learn from their event. James has spoken to speakers. We need to ascertain what’s required for CME and how we can engage the professional/medical community?  Everyone agreed to sponsor event. There was about being able to sponsor a more permanent fixture. | | What is the message? Ken P suggested, and all agreed, that the message for middle school/high school is different. Parents of MS kids might feel more comfortable about what to say but how do talk to your high school age kids?  James/Jen will find examples from talk2prevent site-what about a page using already developed talking points on our own site-link from facebook?  Getting info out is our primary goal. Facebook still a useful to get to parents.  Get the school nurses on board! They often have direct link to parents and can offer our resources and educational materials.  Also Student athlete info night in Fall???  James will offer a few stock images for committee review.  James and Jen will coordinate with Post Star to place ad.  Once ad mock up available we will send to group.  Slogan: “You’ve come this far-Keep talking about prescription Drug Abuse”  **Electronic ads should link to parent tips for talking to kids! (on CCFW website)**  Jen will reach out to Anita-the coordinator of coalition hosting the event in St Lawrence. I’ll see her at CADCA midyear in July.  James will report back.  . | |
| Next Meeting: | | Next Meeting: TBD @ Moreau Community Center | | |  | |