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| CCFW Parent Engagement Meeting Minutes |
| **Date:** | August 9th, 2016 | **Time:** 10:00-12:pm | **Facilitator:** James Norton |
| **Location:** | Moreau Community Center **Next Meeting**: Moreau Community Center | **Recorder:** Jennifer Oliver-Goodwin |
| **Attendees:** | Donna Nichols-Moreau Community Center Jennifer Oliver-Goodwin –DFC-Prevention CouncilJames Norton-PFS- Prevention Council Judy Moffitt- RAIS, FORW+W, HTvsH South Glens Falls HighKen Powers-Community Member Parent, South Glens Falls High |
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| Topic  | **Discussion** | **Decisions/Actions to be Taken** |
| **Previous Meeting****Social Media/marketing****Media****Messages****Next Meeting** | Color Run SponsorshipDeterra Display BoxesAdditional monitoring of media. Todd Engwire, Former SGF RO* 1. Social Marketing (messages based on data identifying problems, highlight benefits), Social Norms (challenging Misperceptions) and Media Advocacy (educate and influence change).
	2. What Misconceptions Exist?

Rx drugs are safe, Link between Rx and drug abuse, What is an opioid? Parents may still lack the knowledge about RX medications. Parents in the community decrease parent conversations as teens get older. (Alternate theory)- Parents talk, kids do not remember/Report. * 1. What are the Audience’s motives: Skills Gap- Parents want to communicate but can’t, School and Jobs, Closer relationships with children,
	2. Where is the message most likely to be heard and utilized?

We Selected online last time: Take the message to them- Jennifer suggested we bring in filming crews for Parent U. and broadcast it.Judy brought up sporting events Ken recommended potentially sponsoring a message board at the games. Message- Correcting the norms, ‘what is our core message. Prevention Matters, Parents can make a difference, perceptions of drug use being external.  September 10th Recovery Walk Electronic Messaging boards for High SchoolFocus Groups/ Surveys | We spent 3,600 dollars, received 2 banners, remaining sunglasses, and visibility of 55 newsletter sign ups and over 100 runners. Facts sheets were selected: Follow up from Moreau Community Center- Not everyone knows what it is. Even large displays need the post cards. Jennifer will contact Jen Wood about look tv. James will create a mailing for PharmaciesContinues into SeptemberJames will contactThe PEC decided it needs to start out with social marketing to increase knowledge of the issues before engaging in the Social norm change conversation. All members are asked to bring an idea or draft of a poster to bring to the next meeting. A message will reach parents who assume they have talked enough and reminds parents to repeat substance abuse conversations. Potential Idea: You’ve asked them to take out the trash 4 times today, how many times did you talk about drug use this year?- 41% of South Glens Falls Students report not talking to a parent about drug use“Talk, they Listen”“They hear you, keep talking”You’ve come this far, Keep talking”66% of SGF students say their parents talked to them about drugs.” Make the conversation count.”Potential Ideas:Making the Talks count Tips for ParentsAre your words working?See MediaJennifer will look into broadcasting costs and effective broadcast methods James will solicit quotes for message boards. Everyone needs to bring ideas for posters to the next PEC meeting.  |
| Next Meeting:  | Next Meeting: September 7th after the main coalition meeting |  |