

Colchester Youth & Social Services

127 Norwich Avenue, Suite 205, Colchester, Connecticut 06415

P: 860-537-7255 F: 860-537-1731 E: youthservices@colchesterct.gov



Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

June 22, 2022 | 1:00 PM – 2:00 PM | Zoom Meeting

MEMBERS PRESENT: Dave Koj, Samantha Van Zilen, Janet DePratti

MEMBERS ABSENT: None

OTHERS PRESENT: Charity Benedict

1. CALL TO ORDER

Dave Koji called this meeting to order at 1:07 pm.

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. CITIZENS' COMMENTS

None.

4. REVIEW AND APPROVAL OF PREVIOUS MINUTES

Minutes of the June 8, 2022, meeting presented for review and approval.

Motion by: J. DePratti

to approve the minutes of June 8, 2022 meeting, as presented.

Second by: D. Koji

Vote: Unanimous to approve

5. DISCUSS 40 DEVELOPMENTAL ASSET VIDEOS

- Dave has been posting Developmental Asset videos on our Facebook page. There are three completed left to post.
- Charity stated four more are targeted to be complete by the end of this week.
- This leaves eighteen videos remaining to be completed.

6. REVIEW MARKETING AND COMMUNICATIONS SCHEDULE

- The schedule showed that most of the activities are coming up in July and August.
- Dave stated that the First Selectman is interested in bringing back 57 Fest with a new name.
- Charity stated the First Day Pep Rally is on and has my intent bracelets to give out. She would also like to have bags to give out with, for example, stress reduction gadgets, coping skill write-ups, tips for peer pressure situations, resource contact information. The group also discussed having, write-ups, tips, and resources online as access to them would be more discreet.
- Charity mentioned the Youth Action Council was requesting a notebook and pen. Charity was thinking they could have relationship red flags inside one cover and inspirational messages on the other.

7. DISCUSS SOCIAL MEDIA CAMPAIGN

The Youth First Coalition functions as the Youth Services Advisory Board and fulfills the requirements of the Drug Free Communities Program. The goals of the Drug Free Communities Program are to strengthen and enhance the functioning of the Coalition and to reduce youth usage of Marijuana and Alcohol. The Coalition does this by developing culturally appropriate substance use prevention and education initiatives based on local data collected annually from Colchester Youth and Parents.

Colchester Youth & Social Services

127 Norwich Avenue, Suite 205, Colchester, Connecticut 06415

P: 860-537-7255 F: 860-537-1731 E: youthservices@colchesterct.gov



- a. Charity got the go ahead to have a CYFC table during Concerts on the Green.
- b. Dave stated defining the targeted goals is the place to start to produce an effective marketing campaign, then to choose two or three topics on which to build the campaign.
- c. Charity stated CYFC campaign goals to focus on are:
 1. Raise awareness to recruit volunteers.
 2. Share messaging to promote healthy relationships.

8. NEXT STEPS

- a. **Dave:** Post article on Facebook page to promote followers.
- b. **Charity:** Create tobacco brochure

9. CITIZEN'S COMMENTS

None.

10. ADJOURNMENT

Meeting adjourned at 1:47 pm

11. NEXT MEETING

July 6, 2022, at 1pm, Zoom

The Youth First Coalition functions as the Youth Services Advisory Board and fulfills the requirements of the Drug Free Communities Program. The goals of the Drug Free Communities Program are to strengthen and enhance the functioning of the Coalition and to reduce youth usage of Marijuana and Alcohol. The Coalition does this by developing culturally appropriate substance use prevention and education initiatives based on local data collected annually from Colchester Youth and Parents.