

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

September 28, 2022 | 1:00 PM – 2:00 PM | Zoom Meeting

MEMBERS PRESENT: Dave Koj, Janet DePratti

MEMBERS ABSENT: Samantha Van Zilen

OTHERS PRESENT: Charity Benedict

1. CALL TO ORDER

Dave Koji called this meeting to order at 1:00 pm.

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. CITIZENS' COMMENTS

As a citizen's comment, Charity stated as of the start of the meeting, only 500 town residents have voted on the town budget referendum today.

4. DISCUSS 40 DEVELOPMENTAL ASSET VIDEOS

Development of the remaining asset videos has come to a standstill. Dave suggested to have an email sent out to those offering to do videos with a sense of urgency for completion, for example two weeks. After the two weeks we can close the project and direct viewers to view information and videos on the topics on the SEARCH Institute's website.

5. REVIEW MARKETING AND COMMUNICATIONS SCHEDULE

- a. Charity stated the alcohol flyer developed has the same info as the trifold would have for the Alcohol Parent Education Campaign. The flyer is complete. Dave stated he needs to complete the Liability Laws video for this initiative.
- b. The remainder of the initiatives not started have a target date later in the year.
- c. Dave asked about his role at the Community Conversations presentation on Oct 11th. Charity stated students did not want to participate so leveraging Dave's involvement will be helpful. Use of Poll Anywhere software was discussed to encourage audience involvement. Charity suggested screenshots on how to access / use Poll Anywhere projected for the audience. Involving the audience is important for having a meaningful message presented. Charity stated she needs to pull data points for the presentation.
- d. Audience participation for Community conversations was discussed. Charity stated there has been very good attendance when a health condition was currently in the news, such as the high rate of opioid addiction. Dave stated with the new audio/visual facility at the town hall, live streaming can be done. Charity stated handouts such as tote bags and gifts can help bring in a larger audience.

6. 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.

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- a. Aside from what CYFC is producing, YAC youth are planning on creating Tic Tok videos along with managing their own initiatives, and schedule. Dave stated the largest hurdles are creating the ideas and marshaling the discipline to reach the intended goals.
- b. Charity stated the links listed under the Social Media Posting Schedule are sufficient to continue posting for a while.

7. UPDATE ON SOCIAL HOST VIDEO.

This was covered under REVIEW MARKETING AND COMMUNICATIONS SCHEDULE above.

8. DESIGN POSTCARD FOR TRICK OR TRUNK

- a. Charity stated last year CYFC gave out candy. This year the plan is to give out lollipops from Red Ribbon along with a post card to promote CYFC and the prevention page. Dave stated he will design a post card for this.
- b. Red Ribbon is a weeklong initiative across the US about substance abuse prevention. Youth can participate in a placemat "design" competition, with gift card awards. The winner and runner-up designs will be featured in some of the local restaurants.

9. NEXT STEPS

- a. **Charity:** Send out an email those offering to do videos with a sense of urgency for completion, for example two weeks.
- b. **Dave:** Complete the Liability Laws video.
- c. **Charity:** Pull data points for the Oct 11 Community Conversation.
- d. **Dave:** Design a CYFC promotional post card for Trick or Trunk

10. CITIZEN'S COMMENTS

None.

11. ADJOURNMENT

Meeting adjourned at 1:58 pm.

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