

## Colchester Youth & Social Services

127 Norwich Avenue, Suite 205, Colchester, Connecticut 06415

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# Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

Apr 13, 2022 | 1:00 PM – 2:00 PM | Zoom Meeting

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

MEMBERS ABSENT: Melanie Goggin

OTHERS PRESENT: Charity Benedict

## 1. CALL TO ORDER

Dave Koji called this meeting to order at 1:14 pm.

## 2. ADDITIONS/DELETIONS TO AGENDA

None.

## 3. CITIZENS' COMMENTS

None.

## 4. REVIEW AND APPROVAL OF PREVIOUS MINUTES

Minutes of the March 30, 2022, meeting presented for review and approval.

**Motion by:** S. Van Zilen

to approve the minutes of March 30, 2022, as presented.

**Second by:** J. DePratti

**Vote:** Unanimous to approve

## 5. DISCUSS 40 DEVELOPMENTAL ASSETS VIDEOS

- a. Fifteen Developmental Asset videos and one intro video are complete. All remaining have been assigned.

**Motion by:** D. Koji

to start sending out the Developmental Assets videos by way of Facebook and YouTube under the Youth First Coalition account starting the week of May 1. Videos will be posted on Mondays and Thursdays.

**Second by:** J. DePratti

**Discussion:** After Sam's suggestion to start the videos after the Easter school vacation to keep up momentum, it was agreed to send out the intro video, following about an hour later, with the first Developmental Asset video to hold interest.

**Vote:** Unanimous to approve

- b. It was also agreed to have all the videos as a group available on Facebook and YouTube so that they can all be found easily when searched for.

## 6. REVIEW MARKETING AND COMMUNICATIONS SCHEDULE

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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Charity stated the focus has been on the large developmental Assets Initiative, completed initiatives are marked. Also posting to the website is ongoing.

### **7. DISCUSS SOCIAL MEDIA CAMPAIGN**

Charity will run the Like and Share Campaign for the Youth First Coalition Facebook page next week.

### **8. NEXT STEPS**

- 1) **Sam:** Email individuals listed in YFC-MM-Comms Schedule requesting participation with filming videos.

### **9. CITIZEN'S COMMENTS**

None.

### **10. ADJOURNMENT**

Meeting adjourned at 1:32 pm

### **11. NEXT MEETING**

April 27, 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.