

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

November 23, 2022 | 9:00 AM – 10:00 AM | Zoom Meeting

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

MEMBERS ABSENT: None

OTHERS PRESENT: Charity Benedict, Kaitlyn Rompry (Bacon Academy – AP Government and Politics), Gabby Papale (Bacon Academy – AP Government and Politics)

1. CALL TO ORDER

Dave Koji called this meeting to order at 9:04 am.

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. CITIZENS' COMMENTS

None.

4. REVIEW AND APPROVAL OF PREVIOUS MINUTES FROM 10/12/22

Minutes of the October 26, 2022, meeting presented for review and approval.

Motion by: S. Van Zilen

to approve the minutes of October 26, 2022, meeting as presented.

Second by: J. DePratti

Vote: Unanimous to approve

5. DISCUSS 40 DEVELOPMENTAL ASSET VIDEOS

There are 14 videos left to be recorded. Sam mentioned she had gotten volunteers at the JJI PTO meetings. Charity will send remaining Developmental Asset video scripts to Sam to give volunteers a choice, trusting a choice will encourage commitment to record them.

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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6. REVIEW MARKETING AND COMMUNICATIONS SCHEDULE

- a. The Developmental Relationships Campaign - Needs 5 videos recorded. Charity will develop the scripts. An influencer toolkit needs to be created. Charity stated there are a lot of pieces already produced that can go in it. A container needs to be created. How to build the influencer network will be on the agenda for the upcoming Coalition meeting on Dec 7th. Targeting the January Coalition meeting to have the influencer toolkit and influencer network list created. Miranda Creative is working on pieces about how to discuss marijuana use with young adults.
- b. Accidental Bartender/Accidental Dealer Advertising Campaign – Dave completed the pizza box sticker design. It was agreed to approach the five pizza shops in Colchester individually in person to request participation. It was agreed to print one 1,500 roll of stickers for each of the 5 shops.

7. NEXT STEPS PIZZA BOX STICKER CAMPAIGN – See #6b above.

8. INFLUENCER NETWORK UPDATE – See #6a above.

9. NEXT STEPS

- a. **Charity:** Send remaining Developmental Asset video scripts to Sam.
- b. **Charity:** Create the 5 Developmental Relationship scripts.
- c. **Charity:** Get stickers printed and approach pizza shops for participation.

10. CITIZEN'S COMMENTS

Kaitlyn Rompry (Bacon Academy – AP Government and Politics) asked to have a fuller explanation of the Pizza Box Sticker campaign. Dave gave background and details about the campaign. Kaitlyn stated she believed the campaign will work well as an unexpected sticker on a pizza box draws attention and the sticker displays a clear message.

11. ADJOURNMENT

Meeting adjourned at 9:59 am.