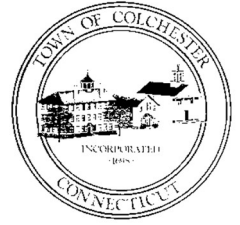




# Colchester Youth & Social Services

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**Colchester Youth  
First Coalition**

The Youth First Coalition is charged with the mission of promoting the social, emotional, and physical health and well-being of Colchester Youth. The coalition does this by 1) Advising and making recommendation on overall policy and program direction for the Youth Services Bureau, and 2) Developing culturally competent substance abuse prevention initiatives and increasing public awareness of the prevention of substance abuse.

## Youth FIRST Coalition Marketing Sub Committee

Wednesday, December 15, 2021 – 12:00 pm – 12:15 pm Zoom Meeting

### MINUTES

**SUBCOMMITTEE MEMBERS PRESENT:** Chair Dave Koji, Sam Van Zilen, Janet DePratti

**SUBCOMMITTEE MEMBERS ABSENT:** None.

**OTHERS PRESENT:** Charity Benedict

#### **1. CALL TO ORDER**

Chair Dave Koji called this meeting to order at 12:04 pm.

#### **2. ADDITIONS/DELETIONS TO AGENDA**

None.

#### **3. CITIZENS' COMMENTS**

None.

#### **4. REVIEW AND APPROVAL OF PREVIOUS MINUTES**

Not applicable. First Meeting.

#### **5. DISCUSS OVERALL APPROACH (CAMPAIGN OVERVIEW DOCUMENT) AND GOOGLE FOLDERS**

- a. Dave reviewed the Campaign Overview.doc, prioritized by Charity, focusing on the first three priorities.
- b. Discussion for priority 1, Coalition Recruiting Collateral, was around recrafting prior messaging and marketing doc at Google Drive: *Youth First Coalition (Media/Marketing)>Campaigns>Coalition Recruiting Collateral*. Dave outlined his

approach to marketing as using media to gain interest a couple of times, then asking for action. The group will use the following overall approach for priority 1:

- review current recruiting material
- create new recruiting material
- send emails

Dave talked about developing a graphic/flyer for priority 1 inviting the community to help without the commitment of joining the coalition and showed an example. He also showed a couple of flyer examples targeting youth prevention.

- c. Prompted by questioning from Jan, for information, Charity reviewed the background to developing the Campaign Overview.doc based off of the strategic framework outlined in the Performance Narrative.pdf. Marketing-Media (MM) communication is to reflect the four core measures which include reducing access, increasing youth and peer perception of risk, increasing perception of parental disapproval and reducing youth substance use in the past 30 days. Much of the work is by Marketing-Media but the whole coalition's goal is to increase membership and spread awareness.
- d. Discussion also occurred regarding if all YFC communication needs reviewing by the MM group. The group favored reviewing the items for branding and staying on brand / consistent graphics and messaging. This was decided to be discussed with the entire YFC for their agreement and an approach. Targeting January meeting.
- e. Email lists for recruitment were discussed. Email addresses from the January 1 Youth Services Resolution Run can be used and there is an email list available of parents who have utilized Youth Services programming for elementary and middle school aged children.

Charity stated she communicates out now:

- Has the ability to send emails via Jumbula (Youth Services Registration Program)
- Can email out to school staff and teachers using email groups created off the school directories
- Digital Backpack emails will include our flyers if we send them to Ann Marie Samaturo in advance

Sam stated:

- All schools have a PTO list as an addition to building the MM email list
  - Also including our material in the Digital Backpack
- f. Regarding Priority 3, Connect with River East, Dave stated he has a good contact with River East and also with restaurants in town. There is an opportunity to include MM messaging with deliveries, which is an effective way to save on postage.
  - g. Regarding one Priority 6, YAC School Based Marketing Campaign, Charity explained the use of posting information in stalls, aka Stall Street Journal. Melissa Cyr at Bacon Academy, along with Chris Bennett at WJMS, are school contacts for media approval prior to YAC posting flyers or giving out to Advisory Teachers.

## **6. NEXT STEPS**

- a. Decide on how to communicate / what channels to use. This includes obtaining email lists and creating our own.
- b. Review current recruiting material, thinking of a refined approach, keeping in mind branding, messaging, and consistency. Taking notes.
- c. Develop fresh marketing material.

### **Action Items:**

1. Review current recruiting material on: *Youth First Coalition (Media/Marketing)>Campaigns>Coalition Recruiting Collateral*. Take notes. Bring back ideas and any markups to next meeting – MM Group
2. Add CYFC agenda item for January meeting to discuss role of MM group with all CYFC communications – Charity
3. Create a draft checklist for #2 above - Jan
4. Create a working Checklist and Process from the outcome of #2 above – MM Group
5. Send out a graphic/flyer draft for priority 1 - Dave / Completed
6. Add background docs including grant proposal to MM share – Charity / Completed

## **7. CITIZEN'S COMMENTS**

None.

## **8. ADJOURNMENT**

Chair Koji adjourned this meeting at 1:15 pm.

## **9. NEXT MEETING**

December 22, 12 pm, Zoom