

Topic	Time	Action to be Taken/Decision to be Made	Person responsible
Welcome	12:00-12:10	Welcome, Settle-in and Ice Breaker: Ananda Lennox, Jeff Harness Cooley Dickenson, Alison Macleod, YMCA, Laurie Loisel District Attorney's Office, David Newland, NCTV, Kate Jopson, NPC, Lev Ben-Ezra, CAYP, Diana Johanson, Sch. Physician, Laura Fallon, SC, Melinda Calianos, HampFrank Tobacco Free Community Partnership	Ananda
Brief Wrap up from last meeting	12:10-12:15	STOP Act progress and segway into DFC Action Plan- Gave everyone 5 minutes to review the DFC action plan so that they could be ready to help edit it for upcoming year.	Ananda
Build Coalition Capacity	12:15-1:00	DFC Grant Action Plan for 2016-2017: What programs do we want to continue, add, or discontinue? How can we increase outreach while keeping costs low and building in sustainability? LF- table at more local community events like the holiday stroll this Friday. Could even sell baked goods to raise money for TAG. Amy Cahillane is the coordinator. Check in for next year? Lev/David- use FB boosts to spread messaging. Dramatically increases audience and you can track clicks. Coordinate with Mayor's office (contact secretary) to coordinate and like each other's posts to increase audience. Partner with businesses like Pop's to advertise NPC while thanking businesses that got server training. Podcasts- NCTV can record these and blooper reels of parents having 'bad' talks with kids as well as 'good talks'. Part of plan to increase messaging and training via social media. LF- Podcasts- can also search for ones that we like and create a clearing house rather than our own- easier and more sustainable. Dave and Diana are both willing to do PSAs for NPC 😊Need to figure out how to acquire podcasts. Dave could take sound clips from Ruth Potee and easily make into podcasts. Outreach at SVAHS? What would that look like? Kristen- parents are hard to reach. They are busy and don't have time or interest in philosophical debates. They expect their kids to listen and respect them, if they don't; parents are looking for concrete ways to get them back on track. Lev- what about social campaign about best, next best, and next best- ideal- no smoking pot, then no	All

		<p>smoking during weekdays, only smokes once a day? Kristen wasn't sure it would work. Get kids to bring in Chris Herren to SVAHS- but expensive! Get in on SKILLS, access 9th graders and their parents. Facebook is popular. NPC should be sending stud to Leslie Skantz Hodgson! NOTE: ADD TO STRATEGIC PLAN: YOUTH LEADERSHIP INITIATIVE. Figure out how much \$ needed for it too. There will be 3 summits this year. Get TAG to go. Outreach- retweets are huge! Randomly give away a tote bag for retweets. Ask school officials and city officials to like our pages. Do research on when to post stuff to ppeal or reach different age groups. Maybe keep sticker shock for younger kids as a feel good activity for shops and youth, Lev pointed out that activity isn't super effective. Maybe invest in static cling window decals. Fundraisins- aske CD, 84.org mini grants, Elks (Michael bardsley), 10% deals with restaurants, Hampshire hope ask if they have \$, bake sale at various events, aske Women's fund (Ellen Moorehouse)</p>	
Build Coalition Capacity	1:15-1:30	<p>Updates: Steering committee recruitment and partners:</p> <p>Meeting with Violet Matos (Meadowbrook) and Edgar Cancel (Hampshire Heights)- went well, plans under way for parent cafes at MB.</p> <p>Meeting with Julie Costello and Alison Mcleod of the YMCA- Alison at meeting today. Looking forward to partnership!</p>	Ananda and Jeff
Updates; Upcoming Meetings or Events		<ul style="list-style-type: none"> • Next Steering Committee Meeting is Friday, January 6th 9:30am-11:00am in the NHS Board Room • Free Parent Training for Level II MI at CSO on Atwood Drive on Sunday January 29th from 2-5 pm, northamptonprevents.org for more details • Any Updates from members? 	Ananda/ALL
Asks		Fundraising leads for student CADCA Travel? See notes above.	Ananda



**Northampton
Prevention
Coalition**

**Northampton Prevention Coalition Steering Committee Meeting Agenda
December 8th 2016, 12:00-1:30pm**

Northampton High School Board Room, Northampton, MA

For More Information Contact: Ananda Lennox at alennox@northampton-k12.us or 413-587-1365

The mission of the Northampton Prevention Coalition is: “to collaboratively initiate, coordinate, and sustain prevention and intervention efforts that reduce teen substance use in the City of Northampton.”