



**Northampton  
Prevention  
Coalition**



**Northampton Prevention Coalition Steering Committee Meeting Agenda**

**January 24, 2020 9:30am-11am**

**JFK Community Room, Northampton, MA**

**For More Information Contact: Ananda Lennox at [alennox@northampton-k12.us](mailto:alennox@northampton-k12.us) or 413-587-1365**

Topic	Time	Action to be Taken/Decision to be Made	Person responsible
<b>Welcome</b>	9:30	Welcome: We have guests joining us this morning from Brigade and Marketing Doctor	Ananda
<b>Schools</b>	9:35-10:15	<ul style="list-style-type: none"> <li>● Student Union vape work</li> <li>● Offer by marketing Doctor and Brigade to create vape education social media campaign for teens</li> </ul> <p>1/24/2020 Meeting notes</p> <p>Marketing Doctor works in public health and CDC and NIH Worked on behavior change and binge drinking, wants to do more mission driven work. Revenue in the multiple millions, work with government.</p> <p>Most people are going to one stop shop. We are seeing ineffective trend of poor workmanship. 3 mmm message, media, and the math. Brigade does the message and jingles and fonts and images.</p> <p>Then Marketing doctor does the media- where to put the campaign. You can put on tshirts and TV and social media and it is so fragmented. If you pepper your message gets fragmented.</p> <p>We look at ROI and move to there ( return on investment) Money and platforms!!</p> <p>ROI- have we affected any changes in attitude or use rates. Time money and effort</p>	Ananda, Eleanor ( student Union) Janet Casey and colleagues

		<p>Marketing doctor do the wait until 8<sup>th</sup> campaign.  Establish baseline and timeline, Develop campaign, launch it, track the results, work by small subcommittee.  We can focus group the output.</p> <p>My question- can we do different target audiences? Yes: Middle School, High School, Prevention, Cessation, Stages of Changes.  Social posts digital ads poster t-shirt  Develop a creative brief what this is and why we need it.  72% of teens use instagram and 73% use snap chat ( not sure if that stat is off)</p> <p>Snap chat filter geofence  Idea: "Vape Ape" filter targeted at middle school and high school kids</p> <p>How would we make a filter that kids would want to use? Maybe through framing it as being an ally to friends trying to quit? Socila justice? Environmental protection and clean air; avoiding second hand vape.  Two categories- don't start and how to quit  How do you tailor messages based on age  We can tailor ads to what people search too  Civil liberties threatened  If we can get some press around this campaign we can probably get adult support this way. No budget for adult messaging. We can own the rights to whatever is created.</p> <p>Lori- stories in advertising I am influenced by stories.  Eleanor addiction is an issue; a lot are trying to stop but struggling; think beyond your self interests  Go to YMCA focus groups</p>	
<b>Shout Out</b>	10:15-10:25	<ul style="list-style-type: none"> <li>• Updates from Shout Out: none as of now due to holiday.</li> </ul>	Ananda/Lydia

<b>SPIFFY</b>	10:25-10:35	<ul style="list-style-type: none"> <li>● Amherst Vape work, grant opportunity- Lots of interest in expanding vape education and restorative justice approach to infractions.</li> </ul>	Ananda/Heather
<b>Poster review</b>	10:35-10:45	<ul style="list-style-type: none"> <li>● JFK posters- SC picked over ones they like</li> <li>● Parent Social Norm posters; Narrowed down choices.</li> </ul>	ALL
<b>Updates; Upcoming Meetings or Events</b>	10:45	<ul style="list-style-type: none"> <li>● Members? Vape education session in Amherst and handouts from Lori Loisel</li> <li>● 1/30 NHS Open House</li> <li>● Next NPC SC meeting 2/28/20 JFK Community rm 9:30-11am</li> </ul>	All

*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.”*