



WEST VAN FOR YOUTH COMMUNITY MINUTES

Tuesday, Dec. 12, 2017

4-5:30 PM

Discovery M.S.

Present: Angela Riddle, Logan Morrow, Christopher Belisle, Tina Johnson, Deanna Green, Amber Coleman, Esmey Farias, Alaina Green

TOPIC	DISCUSSION	DECISIONS, ACTIONS, ASSIGNMENTS
<p><b>Welcome and Introductions</b></p>	<p>All Are Welcome. We meet the 2<sup>nd</sup> Tuesday of each month from 4-5:30 at Discovery during the school year. West Van for Youth (WVY) builds community to promote healthy choices and reduce substance misuse and abuse among youth so our young people can grow into thriving and productive adults. WVY is a community coalition of interested individuals, public and private agencies, and students in West Vancouver who are working together to reduce underage alcohol and marijuana use. <b>Engaged community. Healthy youth. Bright futures.</b></p> <p>We work as a community from the inside out. For every dollar spent on prevention it saves \$13-\$17 in return. Prevention works.</p>	
<p><b>Incredible Years</b></p>	<p>Incredible Years provides parenting skills and peer support to parents of kids ages 2-8. The training is an 18 week course sponsored by Children’s Home Society. They offer free dinner at 5:30 and training from 6-8. Childcare is offered. There is a story of one parent who really loved the class and as testament took it four different times. She still serves as a mentor for another family to this day.</p> <p>Please spread the word about this event. It will start January 17<sup>th</sup>, 2018 and we have funding to cover 5-10 families enrolled. They need to say West Van for Youth sent them to get the course for free.</p>	<p><b>ALL-</b> Distribute flyers or electronic PDF of event</p>
<p><b>Social Marketing Review</b></p>	<p>Recently, Angela Riddle attended a conference on Social Marketing and is willing to share her experience and knowledge with us. Some highlights include:</p> <ul style="list-style-type: none"> <li>• The exchange dilemma: “If you do ___, then you can do ___.” In many events there is a reward that is exchanged but with marijuana, the reward is associated with using and not perceived to be exchanged by staying substance free. How can we tip the scales?</li> <li>• One coalition used digital/video storytelling on their website to share stories from community members, which proved very effective</li> <li>• There was a campaign called #StopSucking and it was used to eliminate the use of straws in Seattle given</li> </ul>	

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	<p>they pollute the ocean. The shock factor of “Stop Sucking” drew people in, got them talking and helped change the norm. Now they are Strawless in Seattle</p> <ul style="list-style-type: none"> <li>• It’s really important to think about our various degrees of connections. One group used their extended network of people/organizations to get a local/small scale celebrity to be featured in one of their videos and it got people speaking. Maybe you only have 100 followers, but if someone who follows you and engaged with your content has 1000 followers you can reach a larger audience (especially since Facebook shows your friends when you ‘like’ comments/posts/pages unless you have this setting turned on)</li> <li>• There was a workshop on injury prevention focusing on the theme of shifting awareness. 90% of all injuries happen with people between the ages of 1-44. How do we shift that age groups awareness of safety? People think, “Don’t tell us what to do. We already know what to do.” Instead we must offer <i>reminders</i> at the location where people are about to take an action, like putting prevention messaging on an ice chest at the store where people buy ice for their alcohol. Additionally, instead of changing habits of people we can pair a new habit with an old like asking people to floss their teeth when they brush instead of telling them to floss in the middle of the day</li> <li>• One coalition put logos on towels that were used at a football game, or water bottles they drink from</li> </ul>	
<b>Announcements</b>	<p><b>Community Survey-</b> we reached our goal at 227 respondents! Many people were involved in distributing the surveys including Christopher at the SCTF Conference, Gloria at Hello Vancouver, Norm, Major W. Harris Jr. and many more.</p> <p><b>KGW Interview-</b> the interview was cancelled but that is alright since we hit our community survey goal anyways. We can use this opportunity to promote another event in the future instead.</p> <p><b>Key Leader Event- “Put Youth First”-</b> will take place on February 1<sup>st</sup> from 3:30-5:30 in partnership with Prevent and other local substance prevention coalitions. More information to come.</p>	
<b>Intermission Rocks</b>	<p><i>Members during the meeting participated in a team building exercise. In pairs they painted rocks that said, “We are ____.” The blank word was filled in with a shared strength that the pairs brought to the community or coalition.</i></p>	<b>Alaina-</b> Put WVY logo on back of rocks.
<b>Action Planning- Incredible Years &amp; Key Leader</b>	<ul style="list-style-type: none"> <li>• Group tied candy canes to the Incredible Years flyer.</li> <li>• Group discussed Key Leaders we would like to invite to “Put Youth First” Key Leader Event</li> </ul>	
<b>Action Planning- Website</b>	<p><i>Members reviewed rough draft of WVY new website (<a href="http://www.westvanforyouth.weebly.com">www.westvanforyouth.weebly.com</a>) ← that is a temporary URL. Members provided feedback and brainstormed ideas for improvement:</i></p> <ul style="list-style-type: none"> <li>• Like the words used in navigation menu</li> </ul>	<b>All-</b> Share feedback on website and send idea to Christopher.belisle@

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	<ul style="list-style-type: none"> <li>• Add photos/name cards of WVY members and say what sector they come from on the About page</li> <li>• Add Facebook information/links to the Connect page</li> <li>• Add page for taking action. “I want to know what I can do, how I can get involved and what the needs are.”</li> <li>• Add facts about our community in particular (see Healthy Youth Survey Data, etc.)</li> <li>• Show people how to share their voice in the community and how they can contribute. “I may not be able to solve underage drinking, but I can certainly plant a tulip.”</li> <li>• Forum for people to start conversations, especially for people who can’t attend our meetings</li> <li>• Add outcomes and data (like stats from GGC, etc.)</li> <li>• Mission: add a border and make it stand out more, perhaps a different background color</li> <li>• Add a section for stories from community members or coalition members about why they are involved/why this work matters. <ul style="list-style-type: none"> <li>○ Perhaps take a photo of our “we are ___” rocks and have someone who made the rock write why they care/are involved/ etc.</li> <li>○ Contact Steve Webb, superintendent for a quote or to share local data</li> <li>○ Use quotes from GGC feedback surveys, like the parent whose child wanted to keep going back because they liked it so much</li> <li>○ Perhaps gather quotes from one person in every sector to show diversity</li> </ul> </li> <li>• Photo gallery to showcase all the pictures of RRW from our Facebook, and more.</li> <li>• Do we have a reoccurring symbol or theme we could embed in the website, like the metaphor or the tulip?</li> </ul>	<p>clark.wa.gov</p>
<p><b>Next Coalition Meeting: Tuesday January 9, 2018</b></p>		