



WEST VAN FOR YOUTH COALITION MINUTES  
 Tuesday, Mar. 13 2018  
 Discovery Middle School - Room #220 the Gallery  
 4 – 5:30 PM

**Present:** Christopher Belisle, Amber Coleman, Darci Wert, Logan Morrow, Esmey Farias, Tina Johnson, Alex Mackey, Angela Riddle, Norm Johnson, Katie Riley, Leanne Reid, Susan Peng-Cowan, Alaina Green

| TOPIC  | DISCUSSION   | DECISIONS, ACTIONS, ASSIGNMENTS  |
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| <b>Welcome</b>   | Thank you all for being involved! Recently members attended three Positive Community Norms (PCN) work groups, a Point of Purchase (POP) campaign workgroup, 5 <sup>th</sup> Grade Orientation workgroup and a website workgroup. Your contributions are greatly appreciated.   | <b>ALL:</b> Members wrote letters of encouragement during meeting to Discovery youth |
| <b>Where we are in the Year? Our Prevention Work!</b>  | <p><b>Finished:</b> Go Ready!, Student designed Discovery T-Shirts, Back to School Night, Curriculum Night, Oct. RX Take-Back, Fall Guiding Good Choices, Red Ribbon Week, Community Survey, Key Leader Event</p> <p><b>In Progress:</b> Paddy Hough Parade (Mar 16), Incredible Years (Feb.-June), Spring GGC English/Spanish (Apr.-May), Positive Community Norms (Dec.-June), Point of Purchase Campaign (Dec.-June), 5<sup>th</sup> Grade Orientation (May 30th)</p>   |  |
| <b>Positive Community Norms Contract Environmental</b> | <p><i>Members reviewed the definition for Positive Community Norms (PCN):</i></p> <ul style="list-style-type: none"> <li>• <i>According to Social Norms Theory, it is believed that misperceptions lead to a greater adoption of risky behavior than would occur if the true norms of the peer group were understood and believed.</i></li> <li>• <i>People tend to behave in the way they believe is most typical of, and accepted by their peers (Most of Us, 2012).</i></li> <li>• <i>If we close perception gaps by highlighting the strengths in the West Vancouver community, and focus on what adults are doing well for young people, research shows that positive community norms can be strengthened.</i></li> <li>• <i>Most WV parents talk to their kids about the risks of alcohol and drug use.</i></li> </ul> <p>The West Van for Youth contract with The Montana Institute has been fully executed. This contract allows Jeff Linkenbach et. Al. to assist with developing and implementing the Positive Community Norms (PCN)</p> |  |

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|       | <p>campaign.</p> <p>The PCN workgroup developed what are called our seven core principles. These help guide us and choose the messages we want to communicate to our audience. The Montana Institute describes the seven principles as things our campaign must consider and then our work group adapted their definitions to our community. They will function as a filter for how to view data and make the development process more focused. The community needs to feel connected to these principles and they can also be used as consensus building tool while creating messages. The WVY principles are listed:</p> <ol style="list-style-type: none"> <li>1. <b>Be Positive</b> – <i>We focus on strengths in West Vancouver so all our youth and families can thrive</i></li> <li>2. <b>Be Present</b> – <i>We embrace and utilize the diverse strengths of our community as they exist now</i></li> <li>3. <b>Be Perceptive</b> – <i>We value all perceptions and use community facts to correct misperceptions through education</i></li> <li>4. <b>Be Purposeful</b> – <i>We intentionally foster healthy youth in our diverse community to create a bright future</i></li> <li>5. <b>Be Perfected</b> – <i>We grow and progress by honoring excellent mistakes</i></li> <li>6. <b>Be Proactive</b> – <i>We create a positive future by leading our community on the journey to health and wellness</i></li> <li>7. <b>Be Passionate</b> – <i>We share passion for health and wellness to connect us as a community with a bright future</i></li> </ol> <p><b>Brand:</b><br/>OUR future is YOUth</p> <p><b>Foundational Message:</b><br/>West Vancouver Cares About Our Youth</p> <p><i>Members reviewed timeline of PCN campaign process.</i> Currently we are in the review data phase. Between March and April we aim to analyze data, set campaign objectives, develop messages, conduct market research, create a communications plan and develop test materials.</p> <p><i>Members reviewed data from “Most of Us” community survey key findings from 2014. Some thoughts</i></p> | <p>Alaina: Attach 7 Core Principles to Minutes</p> |

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|   | <p><i>captured include:</i></p> <ul style="list-style-type: none"> <li>• Work on equity lens. In 2014 90% of participants were white</li> <li>• Participants thought alcohol was more risky than marijuana, have things change since 2014</li> <li>• Esmy and Amber want to be on an equity committee for Coalition Community Survey</li> <li>• More talk to kids about marijuana than alcohol</li> <li>• Since the data is from 2014 we should focus on alcohol data since the data on marijuana has likely changed a lot now that retail stores are common and laws have changed</li> <li>• Most adults agree prevention works</li> <li>• Most people seem to think they are more concerned than everyone else is</li> <li>• We should ask what percent of the social norm gap is too high. Where should we “start small?”</li> <li>• Did people answering survey have kids in school?</li> <li>• 93% didn’t answer question 1A or 1B</li> <li>• 50% or more were college educated</li> </ul>  | <p>Alaina: Provide West Van demographic data to group</p> <p>-HYS data on race/ethnicity</p> <p>-Census on education</p> <p>Alaina: Start an Equity Lens workgroup</p> |
| <p><b>Point of Purchase Environmental</b></p> | <p><i>Members reviewed: What is a POP Campaign- An environmental strategy proven to reduce underage substance use by addressing the risk factor of access to alcohol. Proven to reduce use by addressing it. Remind people to keep it out of the hands of youth. Focus on adult providers and raise awareness of problem to bring about change in long term.</i></p> <p>The basic principle is that when someone purchases a substance, at the time of their purchase the customer is given West Van for Youth messaging/items that promote positive community norms and offer healthy reminders like locking it up, not giving it to minors or start having conversations with youth.</p> <p><i>Members reviewed process of developing Point of Purchase campaign by Prevent Coalition. Members reviewed slideshow with examples of “Be A Jerk” campaign from Hawaii.</i></p> <p>When providing items to a retailer for Point of Purchase campaigns, consider what they get out of it. What is their benefit and how does it promote their businesses? Are they getting featured as a “responsible retailer,” getting media opportunities, and more?</p> <p>Prevent Coalition created cards to hand out that say, “Protect Young Minds. Secure Your Cannabis. Keep It Safe” and on the back is a reminder to lock it up and the Youth Now website. What Prevent learned is that</p> |  |

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|  | <p>people need reminding to “keep it safe” instead of “lock it up” because we can’t be telling people to lock things away but not tell them where to get a safe or provide one. If they don’t have a locking box they may just “hide” it but they can hide it in the wrong place. Reminding people to consider where it is “safe” versus hidden can help prevent young people from finding and accessing it.</p> <p><i>Members reviewed Healthy Youth Survey Data regarding where youth are accessing substances.</i></p> <p>Based on this data, the Point of Purchase work group has been considering adapting the <a href="#">“Be A Jerk” campaign from Hawaii</a> to our community.</p> <p>DBHR who we report to reviewed “Be A Jerk” and sent us back the following questions to consider: does it fit with our 7 core values of the Positive Community Norms campaign, does it match what our coalition wants to build in our community/ our vision, and how would our community respond. Before moving forward with <i>Be A Jerk</i> a focus group must be called to test the community’s reaction to the campaign.</p> <p><i>Some thoughts captured during this discussion include:</i></p> <ul style="list-style-type: none"> <li>• Create a sticker for windows saying “dedicated to youth prevention.” Similar to how groups get stickers saying “age friendly” like Latte Da</li> <li>• In West Vancouver there are no violations of underage service from marijuana retailers.</li> <li>• Can we look at Healthy Youth Survey data with an ethnic background lens to make sure messaging is inclusive</li> <li>• “Be a Hero” instead of “Be a Jerk”?</li> <li>• Who are we targeting? Parents who use, older teens who give substances to minors?</li> </ul> |   |
| <p><b>Paddy Hough Parade</b><br/>(Capacity Building)</p> | <ul style="list-style-type: none"> <li>• The goals of our participation are to (1) Connect with the Hough community and school (2) release the first Positive Community Norms message which is the Foundational Message, “West Vancouver cares about our YOUth” on a West Van for Youth banner we just printed. Angela has volunteered to decorate it with shamrocks! Thank you, Angela! (3) Connect with each other and have fun!</li> <li>• The coalition will provide each WVY marcher a West Van for Youth t-shirt to wear (optional). We have XXL-small. Please feel free to wear green accessories (pants, hats, jewelry, etc.) We will also have a little candy to toss. If you would like to donate a bag of candy please do, but this is not a requirement!</li> </ul> <p><b>Check In:</b> Begins at 11:30 in front of the school, 1900 Daniels Street<br/><b>Parade Time:</b> 12:30 PM</p>   | <p><b>ANY:</b> Volunteer for Paddy Hough Parade</p> |

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|   | <p><b>Viewing:</b> Main Street between 24<sup>th</sup> and McLoughlin Streets</p> <p><b>Route:</b> The parade will begin at Hough School, 1900 Daniels Street, Vancouver, continuing north on Daniels to 24<sup>th</sup> Street, east on 24<sup>th</sup> Street to Main Street, south on Main Street to McLoughlin Boulevard, then west on McLoughlin back to Daniels, north on Daniels back to Hough School.</p>   |  |
| <p><b>Guiding Good Choices</b><br/>(Education)</p>                          | <p>Registration for Guiding Good Choices (GGC) is open. Currently there are 4 English registered and 7 Spanish registered. Classes commence April 12, April 19, April 19, May 3, May 10</p>   | <p><b>ALL:</b> Recruit participants for GGC</p> <p><b>All:</b> WE NEED CHILD-CARE VOLUNTEERS WE NEED CHILD-CARE VOLUNTEERS</p> |
| <p><b>Announcements</b></p>   | <ul style="list-style-type: none"> <li>• Tulips “Plant the Promise” Blooming (Capacity Building)</li> <li>• Incredible Years (Education)</li> <li>• Website Workgroup- Photos (Capacity Building)</li> <li>• Teen Care Too Summit Resource Table- Fri. 3/23 from 11:30-1pm at Clark College (Capacity Building)</li> <li>• Drug Take Back Event Saturday, April 28 (Environmental)</li> <li>• Lincoln Neighborhood Egg Hunt March 31 (Capacity Building)</li> </ul> |  |
| <p><b>Next Meeting: Tuesday, April 10, 2018 (4pm-5:30pm @Discovery)</b></p> |   |  |