



WEST VAN FOR YOUTH (WVY) STEERING MINUTES

Tuesday, April. 10 2018

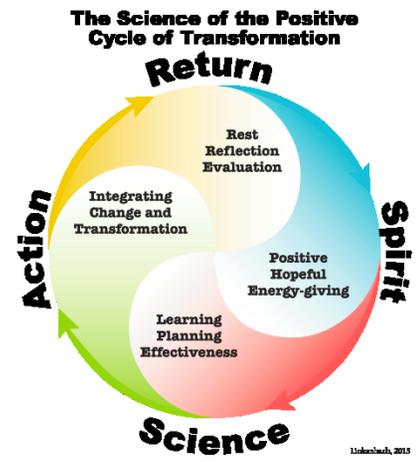
4-5:30 PM

Discovery Middle School

Present: Laurice Mackey, Norm Johnson, Amber Coleman, Tina Johnson, Darci Wert, Christopher Belisle, Deanna Green, Esmey Farias, Angela Riddle, Leanne Reid, Alaina Green

TOPIC	DISCUSSION	DECISIONS, ACTIONS, ASSIGNMENTS
Welcome	<p>West Van for Youth is an engaged community for healthy youth. We help the community make healthy choices by focusing on marijuana and alcohol abuse/misuse prevention. Our strategies are evidence-based and embedded in local data and research. We value connectedness and developed from grassroots efforts.</p> <p>Recent highlights include:</p> <ul style="list-style-type: none"> • We had 22 volunteers at the Paddy Hough Parade, ½ adults and ½ youth representatives. Thank you Angela for getting us involved. • The neighborhood egg hunt was awesome; 300 people attended and we helped set up/hide 1000 eggs. We felt connected to a neighborhood we haven't gotten much interaction with yet. Thank you Angela and Alex for getting us involved! 	
Positive Community Norms, PCN, call with Jeff Linkenbach	<p><i>Dr. Jeff Linkenbach is from the Montana Institute. He created national award winning programs to change social norms and created framework used by tribal and local government, organizations for suicide prevention and public safety and more. He has 30 years' experience in health promotion and is the founder of the science of the positive and positive community norms framework.</i></p> <p><i>Positive Community Norms, PCN, addresses misperceptions in the community that lead to adopting risky behaviors. They correct the misperception between what people think is happening and what actually is happening. In 2014 WVY used a positive community norms campaign and found it effective. This year we are doing a PCN campaign. Our goal is (attached) to change the perception that community and youth don't think youth use of alcohol is wrong.</i></p> <p><i>We are consulting with the Montana Institute (hence Dr. Linkenbach being on this phone call) using data and surveys from 2014 in the West Vancouver area. We are currently developing our first generation</i></p>	

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	<p><i>messaging in partnership with Jeff.</i></p> <p>Commence Conference Call: The Montana Institute is from July 24-27, 2018 and brings together different people from different spaces of work to travel the journey of the norm and learn about PCN messaging if any coalition members are able/interested in attending.</p> <p>In changing behavior there isn't one specific approach. In this presentation Jeff will share what he's learned and discovered as successful.</p> <p>When visiting the website you'll find a number of resources. www.MontanaInstitute.com</p> <ul style="list-style-type: none"> • Seeds of Fire Roots of Hope, Seven Principles of Inspiration for the Courageous Leader • An Introduction to PCN • Promoting PCN, A supplement to CDCs Essentials for Childhood • Balancing ACE's with Hope • More! <p>The core assumption with science of the positive is that the positive exists and is worth spreading in communities. It examines what positive factors exist, how they impact culture and individual experiences instead of examining "what's wrong?" The positive can be buried in pain, hurt or shame. For communities, shame might appear as poverty, alcohol or marijuana outlets or other risk factors but there is something positive too which is where we start.</p> <p>Science of the positive assumes "Solutions are already in the community" (Linkenbach, 2009). It follows a cycle (right) described as: spirit, science, action and return. Always start with spirit. Spirit describes a place in our hearts, the energy that gives positive and hopeful messaging. What do we want to be at the heart of our messages? Next is science where we learn, plan and find effective methods and examine research. Move to our understanding of framework and mindset that tell us where to move our spirit and energy. In the action phase we do the work, integrate change and transform</p>	



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	<p>through our messaging. The return is where we see the return on investment, examine how we did, can improve and more.</p> <p>Some guiding questions include:</p> <ul style="list-style-type: none"> • Spirit: What will the spirit/tone/emotional feeling of the work be? • Spirit: What do we hope to communicate to our people? (a spirit of connection or caring?) • Science: How will we approach the science? • Science: What do we know about these issues? • Science: What does the research say? • Action: What will be our actions? • Return: What returns will we seek? • Return: Why are we doing this work? • Return: What outcomes do we want? <p>Through the entire process, continue returning to spirit and check in with each other to ensure we are staying on track. Note: before taking action, <i>always</i> test messaging with focus groups.</p> <p>PCN has 7 core principles (WVY adapted principles noted below)</p> <ol style="list-style-type: none"> 1. Be Positive: We focus on strengths in West Vancouver so all our youth and families can thrive 2. Be Present: We embrace and utilize the diverse strengths of our community as they exist now 3. Be Perceptive: We value all perceptions and use community facts to correct misperceptions through education 4. Be Purposeful: We intentionally foster healthy youth in our diverse community to create a bright future 5. Be Perfected: We grow and progress by honoring excellent mistakes 6. Be Proactive: We create a positive future by leading our community on the journey to health and wellness 7. Be Passionate: We share passion for health and wellness to connect us as a community with a bright future. <p>Brand: 1) Our Future is YOUth 2) West Van for Youth Foundational Message: West Vancouver Cares About Our Youth</p> <p>At the center of all this work is the assumption that we have gaps in perceptions of the community. The</p>	

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	<p>reality is what we do versus what we perceive others are doing (or what we think others think is acceptable and normal behavior). Social norms theory aims to reduce the gap between the two.</p> <p>For example: 76% of junior males in a study did not use in 30 days. When we asked kids, 64% thought most males in school did use on a monthly basis or more. The norm is non-use but the perceived norm is use.</p> <p>Now, we must remember both sides. The fact that 24% are using is still a problem internally even though externally we focus on the positive. One tactic for addressing this is pairing hope with concern. We know hope and concern live side by side but we are communicating the hope to the community to grow positivity.</p> <p>PCN campaign elements that most effectively pair hope with concern and grow positive include:</p> <ul style="list-style-type: none"> • Inclusive • Clear • Data-based • Neutral • Positive <p>Also, remember to question your own perceptions/misperceptions. Always be sure we hear the whole story of our community.</p> <p>As we move forward we use Healthy Youth Survey, <i>HYS</i>, data to extract and define the community's perceptions. The concern of the validity of this data may arise. For this reason, PCN messaging is done in 3 waves, or generations. The first generation seeks to build trust in the community, boost brand-familiarity or name recognition and get people on board with our mission. Later, after building trust we can introduce second and third generation messaging which includes data and community findings.</p> <p>The HYS data has measures in place to ensure it stays valid. Some include comparing trends over time, removing survey results that appear inconclusive or contradictory, triangulating self-reporting data with data that is observed in the community, using large response rates and more. They have improved the data validity over 15 years of the study. Visit the HYS website for more information. It is good to be cautious of where our data is coming from, always seeking responsible information.</p>	

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	<p>As we are moving forward, challenge our core assumptions. For example: we used to use fear tactics to “scare the health into people.” It turns out that doesn’t work for widespread public health campaigns. Continue checking in with our spirit to make sure we are on track.</p> <table border="1" data-bbox="323 448 1585 745"> <tr> <td data-bbox="323 448 953 745"> <p>Core Principle</p> <ul style="list-style-type: none"> • Be positive • Be present • Be perceptive • Be purposeful • Be perfected • Be proactive • Be passionate </td> <td data-bbox="953 448 1585 745"> <p>Core Assumption</p> <ul style="list-style-type: none"> • The positive is real • The positive is present • The positive can be perceived • The positive has purpose • The positive transforms • The positive guides • The positive inspires </td> </tr> </table> <p>What we perceive to be real becomes real to us by consequence. We should always challenge our perceptions.</p> <p>Use our principles as speaking points if needed while developing messages to the community (listed above). Let them be a lens for communicating our brand. “What message should we use” is really “What frame should we use?” If the answer isn’t clear our core principles probably are also not clear. Continue to check back in with them.</p> <p>PCN offers framework for viewing our community. We construct hope + concern messaging as one tactic, as mentioned previously. For example: “While we are hopeful that most parents don’t let their youth use, we are concerned that youth smoking rates have increased.”</p> <p>Tips for First Generation Messaging:</p> <ul style="list-style-type: none"> • Go back to spirit. What’s the tone? What should people feel when seeing our billboard? • Is spirit or tone connected to our WVY brand? Do people understand/believe what we’re about? • Start with something broad most all people can get behind and support (we are a caring community) • Avoid what most people do or don’t do until later, after people believe in us 	<p>Core Principle</p> <ul style="list-style-type: none"> • Be positive • Be present • Be perceptive • Be purposeful • Be perfected • Be proactive • Be passionate 	<p>Core Assumption</p> <ul style="list-style-type: none"> • The positive is real • The positive is present • The positive can be perceived • The positive has purpose • The positive transforms • The positive guides • The positive inspires 	
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	<p>In the second/next generation messaging we will keep spirit and tone but add data.</p> <p>Conclude Thank you Dr. Jeff Linkenbach for your time and support!</p>	
<p>PCN 1st Generation Message Development Brainstorm</p>	<ul style="list-style-type: none"> • OUR Future is YOUth • West Van for Youth • West Vancouver Cares About Our Youth • Healthy Youth in West Van • West Van for Youth + Healthy Hope = Our Youth • WVY Cares for our <u>youth</u> & future • WVY Cares for our <u>youth</u> • Healthfulness for our youth in West Vancouver • Healthy Youth in West Van = Hopeful Futures • Dear Couve, We care about you and our youth! (heart) WVY ← on a postcard with a WVY logo stamped on it • <u>Youth</u> are the Key • We love our youth • We are <u>youth</u> • <u>Youthful</u> future • West Van cares about YOUthful future • West Van cares about <u>Youth</u> • Billboard: Dear Vancouver youth, we care about <u>youth</u>. Love, West Vancouver adults • WVY: Caring, Connected Community • Engaged Community. Healthy Youth. Bright Futures. • Hope fosters strength towards healthy futures • West Vancouver youth are great and West Vancouver adults want to support them! • West Vancouver youth are healthy • West Vancouver adults care about our youth • In Vancouver we care about the success of our young people • Adults in Vancouver care about the future of our youth 	

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	<ul style="list-style-type: none"> • Youth are important to adults in Vancouver • Our heartfelt goal is for our youth to be safe • Message to youth: we're with you as you navigate these years • WVY sees the power of our youth • WVY believes youth is the strengths of our future • All our youth make our future stronger • WVY: Bringing communities together • WVY: Bringing communities together for the future of our kids. Health. Strength. Happiness. 	
Updates and Announcements	<p>Check your email for a complete list of announcements. Our billboard will be the last two weeks of June through the first two weeks of July. The deadline for developing/choosing a first generation message is May 8th. We will vote online, work in workgroups, send emails and pilot test with youth to achieve this deadline.</p> <ul style="list-style-type: none"> • Prevention is a Party! Volunteers needed on Friday 4/20 from 7-11pm at Firstenburg Center. STASHA throws an annual celebration on this day to reclaim what is commonly associated with marijuana use 4/20. Last year 403 youth attended. • 5th Grade Orientation and workgroup. If you want to watch youth/siblings during event we need volunteers! • Incredible Years (in progress) • GGC April 12-May 10 (5 Thursdays at Trinity Lutheran). The facilitator cancelled but we found another one just in time! • Website draft is finished! Visit www.westvanforyouth.org. Please submit photos (our representatives page) to Christopher.belisle@clark.wa.gov and also send Christopher any resources you'd like featured • Teens Care Too Summit: 225ish youth attended and it was awesome! STASHA lead a workshop on supporting yourself and your peers through difficult experiences. • Hudson's Bay, Discovery and WVY all applied to attend the Spring Youth Forum at Great Wolf Lodge. We are waiting to hear back on scholarships. • Drug Take Back event Saturday April 28th, 2018. We have 5000 fliers out with the support of a Boy scout troop! • Coalition Leadership Institute May 15th-16th –Want all coalition to be there! • July, no coalition meeting 	

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	<ul style="list-style-type: none"> Media Material: <i>You Can</i> or <i>Out of the Picture</i> Campaigns 	
Next Meeting: Tuesday, 5/8 4-5:30pm @ Discovery Rm #271 Family Resource Center	Draft Agenda: <ul style="list-style-type: none"> Positive Community Norms Messaging Work 5th Grade Orientation 	
Next Meeting: Tuesday, 5/8/18 4-5:30pm @ Discovery Rm #271 Family Resource Center		

Where are we in the prevention year?

Finished: Go Ready!, Discovery T-Shirts, Back to School Night, Curriculum Night, RX Take-Back, Guiding Good Choices, Community Survey, Key Leader Orientation (Put Youth First), St. Patrick’s Day Parade, Lincoln Neighborhood Easter Egg Hunt

In Progress: Incredible Years (Feb.-June), Positive Community Norms (Dec.-June), Point of Purchase Campaign (Dec.-June), Spring GGC (April-May), 5th Grade Orientation Healthy Transitions & Healthy Choices Program (May 30th), 2018/2019 Action Plan (April/May/June).