



WEST VAN FOR YOUTH COALITION MINUTES

Tuesday, Feb. 13 2018

4 – 5:30 PM

Discovery- Gallery

**Present:** Heidi Barnes, Alex Mackey, Amber Coleman, Tina Johnson, Susan Peng-Cowan, Katie Riley, Logan Morrow, Leanne Reid, Amy Merfeld, Angela Riddle, Deanna Green, Alaina Green

TOPIC	DISCUSSION	DECISIONS, ACTIONS, ASSIGNMENTS
<p><b>Where we are in the Year? Our Prevention Work!</b></p>	<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 1 class in English and 1 class in Spanish (7 parents finished class!- 5 completed all 5 sessions), Red Ribbon Week, Community Survey (Oct.-Dec.), Key Leader Orientation (Feb.)</p> <p><b>In Progress:</b></p> <ul style="list-style-type: none"> <li>• Incredible Years (Feb.-June)</li> <li>• WVY Website Development</li> <li>• Spring Guiding Good Choices English/Spanish (April-May)</li> <li>• Positive Community Norms (Jan-June)</li> <li>• Point of Purchase Campaign (Feb-June)</li> <li>• St. Patrick’s Day Parade (March 16<sup>th</sup> 11:30am)</li> <li>• Healthy Transitions, Healthy Choices Program (June)</li> </ul>	
<p><b>West Van for Youth Branding Discussion</b></p>	<p>It’s been 4 years since our branding was developed. Below are some notes:</p> <ul style="list-style-type: none"> <li>• Christopher, Coalition Member, is helping set up our website. A work group has been assigned to complete the website and coalition requested a branding refresher as we move forward with website and other campaigns such as Point of Purchase and Positive Community Norms</li> <li>• We hope to switch to a Google Font (Roboto). The Helvetica New font is no longer part of Microsoft family.</li> </ul> <p><b>Review Branding:</b> <i>“Branding is an umbrella of stories, messages and facts that explain how we want to be known as to those outside the coalition.”</i></p> <ul style="list-style-type: none"> <li>• Our logo was inspired by sunset views if you were walking the water front</li> </ul>	<p><b>Heidi:</b> Send query/questions form, Roboto font file, and branding page with Roboto font, simplified version of logo</p> <p><b>Decision:</b> Change font to Roboto instead of Helvetica</p>

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	<ul style="list-style-type: none"> <li>Review branding every few years to make sure it is still relevant to the WVY community.</li> <li>Create specific messaging for parents vs. students</li> <li>Consider creating a modified simple version of the logo that has 2 colors or 1 color for less of a cost when printing on billboards etc. and one that is shorter for the top of a web page.</li> <li>Make mock-ups for swag (simplified logo file) and create a favicon for the website</li> </ul>	<p>Neue</p> <p><b>Decision:</b> Move forward on creating a simplified logo file in illustrators copy</p>
<p><b>Put Youth First (PFY) Debrief</b></p>	<p>Watch CVTV recording of the event here: <a href="https://www.cvtv.org/vid_link/25156">https://www.cvtv.org/vid_link/25156</a></p> <p>To view Put Youth First Power Point: <a href="https://docs.google.com/presentation/d/1aJN7OX4dp-GkwRFp3EMBS5Qb8o0tMxwT98VwuMWRmA/edit?usp=sharing">https://docs.google.com/presentation/d/1aJN7OX4dp-GkwRFp3EMBS5Qb8o0tMxwT98VwuMWRmA/edit?usp=sharing</a></p> <ul style="list-style-type: none"> <li>90 participants in total!</li> <li>PYF is about bringing key leaders from all Clark County together to talk about Prevention. <i>(Mayor McEnery-Ogle, Leanne MC, Alaina and Prevent Coalition member spoke about Prevention Science, 6 Coalitions (Logan spoke for WVY), Clark County Council Chair Boldt opened Table Conversations)</i></li> <li>Keep: A lot of people together in one place, might not have gotten that turn out without all of the coalitions, quick/consist, prompt, out on time, stayed on track, councilors Q and A on Marijuana moratorium, hear views from other communities on marijuana moratorium and their struggles, strategies and ideas</li> <li>Change: create different content for next year, have all coalitions have members speak about coalition, screen was too far away and blurry, make PowerPoint available for all participants (print it out), hear from parents and youth as well, invite coaches, put flyers/cards available at entrance and exit many people didn't see them.</li> <li>Idea- Injured athletes are at risk of opioid addiction. Can we invite coaches, parents of athletes and athletes to awareness events or do promotion of info to this population?</li> <li>Idea – Talk to coaches about Risk and Protective factors and talk with parents at the being of the year about Risk and Protective factors</li> <li>Idea- At the check in table on the sign in sheet have attendees have a question that asks, "If you would like to have WVY send you information check the box" And have a list of coalitions/boxes to check or at end of event have a sheet at each table that asks that question again and leave a spot to check the box of the coalitions and rewrite email address.</li> </ul>	<p><b>Decision:</b> Incorporate this feedback in next future Key Leader Event</p> <p><b>Alaina:</b> Send out Put Youth First Power Point in Meeting Minutes (see link in notes)</p>
<p><b>Marijuana Point-of-</b></p>	<p>Discuss Prevent Coalition and WVY partnership-marijuana POP</p> <ul style="list-style-type: none"> <li>Reviewed WVY POP action plan and other communities POP campaigns</li> <li>WVY has \$7000 for all POP supplies. We could partner and combine funding or review other options.</li> </ul>	

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<b>Purchase Campaign (POP)</b>	<ul style="list-style-type: none"> <li>• Brainstorm: <ul style="list-style-type: none"> <li>○ Combine with other POP programs to boost funding and forces</li> <li>○ 2016-4/20 “Everyone should be involved in keeping youth safe/prevent. Use a reminder right when it is coming home, “Lock it up.”</li> <li>○ Most everyone want youth to not use marijuana, this includes retailers and those purchasing MJ</li> <li>○ How do we help those who purchase MJ and have kids at home to feel safe and comfortable to ask questions about ideas on how to secure MJ. Many purchasers ask retailers these questions, how can coalitions be a safe place for those who purchase MJ legally to ask these same questions.</li> <li>○ Add logo stickers on back over QR code</li> <li>○ “responsible retailer” course or class</li> <li>○ Window cling reminding customers to lock it up</li> <li>○ DBHR Answer on 2/15, “Lockboxes for Marijuana are not permitted with our funding sources under any circumstances at this time. In general “giveaways” are not permitted as it is an unallowable cost for most (if not all) federal dollars.” There are some instances in which dissemination of media via certain items may occasionally be classified as media. In the case below about the grocery bags, as long as the primary goal is to promote your campaign message in the community, they are probably allowable</li> <li>○ Coffee meeting- conversations about the POP initiative</li> </ul> </li> </ul>	<p><b>Alaina:</b> Doodle poll for workgroup</p> <p><b>Alaina-</b> Ask DBHR if we can purchase lock boxes? See answer in notes</p> <p><b>Decision:</b> Partner with Prevent Coalition</p> <p><b>Decision:</b> Casual conversation over coffee with MJ retailers about POP campaign rather than canvassing or email.</p> <p><b>Interested coffee conversation:</b> Tina, Alex, Leanne, Angela</p> <p><b>Those interested in being boots on the ground:</b> Alex and Tina</p>
<b>Alcohol Point-of-Purchase Campaign (POP)</b>	<p>Brainstorm of Alcohol Point of Purchase Brainstorm</p> <ul style="list-style-type: none"> <li>○ Reusable grocery bags</li> <li>○ “Be a Jerk” Campaign is interesting, and it is attractive to many different audience</li> <li>○ Coasters for bars</li> <li>○ Start Talking Now Campaign is good</li> <li>○ Don’t scare retailers or purchasers of alcohol</li> <li>○ \$5000 fine- borders scare tactic, not the best choice for our branding</li> <li>○ Alcohol &amp; MJ streamline- secure storage and conversations with youth in home,</li> </ul>	<p><b>Alaina-</b>Start a workgroup</p>

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	<p>alcohol is dangerous so is MJ. We should treat alcohol and MJ the same not different because it implies one is more harmful to youth than the other</p> <ul style="list-style-type: none"> <li>○ <i>Protecting Brains</i> is a good piece from the MJ POP campaign that could be used for alcohol campaign too</li> <li>○ “Start the Conversation” on cannabis card could be used in the Alcohol POP campaign</li> <li>○ <i>Lock it Up</i> for alcohol doesn’t really work for everyone, maybe out of sight?</li> <li>○ Brains are growing, keep youth away from alcohol</li> </ul>	
<p><b>Positive Community Norms (PCN)</b></p>	<p>Montana Institute Deliverables:</p> <ol style="list-style-type: none"> <li>1. Review 2014 data and provide recommendations for both data-based and “community spirit” messages</li> <li>2. Review existing community survey and provide recommendations for additional perception questions for 2018 administration</li> <li>3. Review strategic plan and advise on integration of PCN and SOTP across the prevention portfolio</li> <li>4. Revisit Seven Core Principles and bring new staff/board up to speed on PCN and the Science of the Positive via two conference calls or webinars</li> <li>5. Two registrations for the Montana Summer Institute (including the PCN Seminar) in July</li> <li>6. Additional Community Conversation Meetings in Partnership with WA Safety Traffic Commission. These can be viewed with Alaina at the Youth House. Contact Alaina if interested in viewing these.</li> </ol> <p>2/14 - 3:00 PM PST  3/7 - 3:00 PM PST  4/11 - 3:00 PM PST  5/30 - 3:00 PM PST  6/13 - 3:00 PM PST</p> <p><a href="https://vimeo.com/251341053/8673e305ad">https://vimeo.com/251341053/8673e305ad</a></p>	<p><b>Alaina:</b> Send out invitations</p>
<p><b>Announcements</b></p>	<ul style="list-style-type: none"> <li>● Save the Date Paddy Hough Parade (March 16<sup>th</sup> @11:30am) WVY will be marching in this parade</li> <li>● Steering Committee Open Seat in near future-If interested let Alaina know</li> <li>● Incredible Years- Is happening now and has 7 attending the class</li> <li>● Workgroups (PCN, POP, WVY website development) these will be starting this month. Keep an eye out for invites to join the group</li> <li>● Youth Achievement Awards - Due 3/2/18</li> </ul>	<p><b>Alaina:</b> Send out Google survey for new Steering Time</p>

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	<ul style="list-style-type: none"> <li>• Local Training Opportunities</li> <li>• Save the Date! Teen Care Too Summit- Friday 3/23 at Clark College</li> <li>• Drug Take Back Event April 28<sup>th</sup></li> <li>• GGC April 12-May 10 (Thursdays) at Trinity Lutheran</li> <li>• Drug Free Communities Grant- We plan on applying next winter</li> </ul> <p>Other: get WVY table at Teens Care Too event and give lock-it-up cards at St. Patrick's Day Parade. Get a new sign for parade.</p>	
<p><b>Next Meeting: Tuesday, March 13, 2018 (4pm-5:30pm @Discovery)</b></p>		